



# SHORT-TERM PROGRAMMES

SUMMER SCHOOL 2022





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# BSB

# SUMMER SCHOOL 2022

Founded in 1899, BSB is an internationally renowned Business School with study programmes delivered in the cities of Dijon, Lyon and Paris. Since its beginnings over 120 years ago, the international spirit has been integral to BSB's work, with 75 nationalities currently represented by its student body, 25% of its faculty members with an international background and over 200 partner institutions around the globe.

## BSB: INSPIRING CHANGE

In today's fast-paced world business professionals need to adapt quickly, and companies look to the next generation to enhance innovation and sustainability while making a positive impact. At BSB, we help shaping agile managers and leaders, able to create new ways of thinking and doing business, evolving quickly in a global environment.

Dedicated to a truly student-focused pedagogy, BSB put its students first.

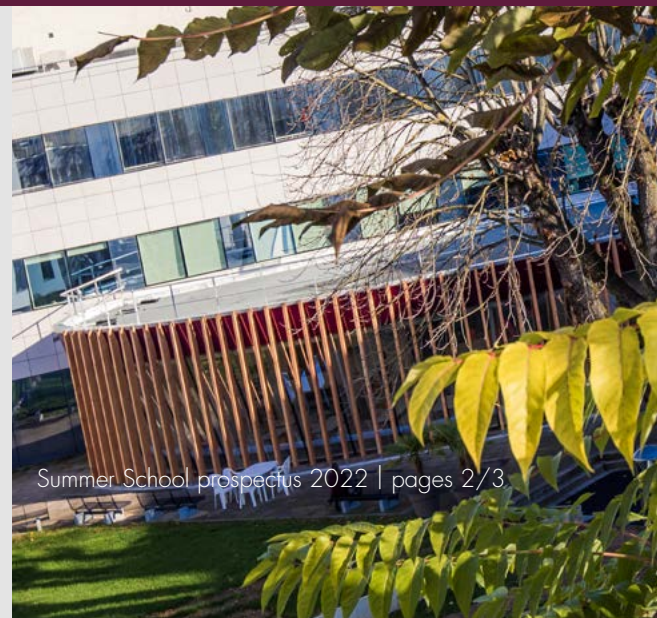
At a time when many of the French Grandes Ecoles have embarked on a race to expansion, BSB stands for an alternative model: a close-knit community in a school with a human touch.

Claudia Sampel, Associate Dean  
International Relations

Burgundy School of Business (BSB) holds an innovative workshop programme for international students demonstrating high levels of curiosity and open mindedness.

We are excited to announce that this year we are hosting an in-person session of our Summer School at our Dijon Campus in June 2022 (global situation allowing).

Following the success of last year's online Winter and Summer Schools, we will also be offering a session 100% online, in July 2022.



# THE PROGRAMME

The 2022 Summer School module:

## AUTHENTIC LEADERSHIP AND ENTREPRENEURIAL CREATIVITY



## PROGRAMME CONTENT

Our Summer school is an innovative workshop programme. The workshop concept combines modern learning methods such as experiential learning, problem-based learning, elements of personal development, and a number of creativity techniques. It is built on three learning pillars: Entrepreneurial thinking, Leadership and Creativity, which are stimulated every day. The programme allows students to develop their personal leadership potential and better access their creative potential in their professional and personal life.

The programme has a strong focus on personal development and soft skills. It aims at stimulating a human centered leadership based on students' awareness of their personal strengths and unique qualities as human beings. We also build on the group dynamic to create in-depth interactions and learning from each other.

### LEARNING OBJECTIVES OF THE PROGRAMME

- Understanding entrepreneurial thinking and effectuation
- Being aware of my personal leadership qualities
- Learning to be a human-centered leader
- Knowing how to understand a problem and its context
- Knowing how to select and apply a number of creativity techniques
- Learning to think visually and seek feedback for ideas





## PROGRAMME DATES

**Face-to-face Summer School 2022:**  
from June 20 to June 24, 2022

**Online Summer School 2022:**  
from July 11 to July 15, 2022

## PROGRAMME ACADEMIC LEADERS

The Programme is taught by Sabine Mueller PhD, a lecturer specialized in education and research on entrepreneurship, leadership and creativity for more than 15 years. Sabine also works as a Gestalt-therapist and personal development trainer and thus strongly combines theory and practice in her teaching.



# THE PROGRAMME



## PROGRAMME TIMETABLE

### Face-to-face Summer School 2022:

Day 1	<b>Introduction &amp; Entrepreneurial Mindset:</b> Effectuation & Entrepreneurial Thinking - Climbing Experience
Day 2	<b>Authentic Leadership I:</b> Team leadership - Horse coaching
Day 3	<b>Authentic Leadership II:</b> Leadership of self and others - The King's & Queen's Play <sup>®</sup>
Day 4	<b>Entrepreneurial Creativity I:</b> Problem Recognition & Idea generation
Day 5	<b>Entrepreneurial Creativity II:</b> Visual Thinking & Presentation - Introspection

### Online Summer School 2022:

Day 1	<b>Authentic Leadership I:</b> Team leadership - The Process Communication model
Day 2	<b>Authentic Leadership II:</b> Leadership of self and others - The King's & Queen's Play <sup>®</sup>
Day 3	No class
Day 4	<b>Entrepreneurial Creativity I:</b> Problem Recognition & Idea generation
Day 5	<b>Entrepreneurial Creativity II:</b> Visual Thinking & Presentation - Introspection



## SCHEDULE CLASS TIME

### Face-to-face Summer School 2022:

- 9am - 12pm (CET): Classroom
- 2pm - 4pm (CET): Classroom

### Online Summer School 2022:

- 9am - 12pm (CET): Virtual Classroom with regular teamwork
- 2pm - 4pm (CET): Virtual Classroom with regular teamwork  
(No class on Wednesday)



# PROGRAMME ASSESSMENT

## **50% individual learning diary:**

Students document throughout the week their personal learning from the programme.

The objective is not to reproduce knowledge from the workshop, but to stimulate critical observation and reflection of their personal progress and how their experience -virtual or face-to-face- has impacted them.

We support any creative and free format for the learning diary and do not set a minimum or maximum length.

The major evaluation criteria are authenticity and depth of their reflection.

## **50% final team presentation:**

Throughout day 3 and 4, students work on an entrepreneurial challenge in a small diversity-based team. They make use of their empathy, critical thinking and creative resources to develop an innovative solution to a challenge.

On day 5, each team gives a 10minutes presentation of their project, using any form of visual aid available to them (movies, posters, pictures, prototypes).

Focus of the evaluation is not only on the end result, but on the process of how students explored, analysed and handled an entrepreneurship challenge.

## PROGRAMME CREDITS

### **Face-to-face Summer School 2022:**

The in-person programme is credited with 6 ECTS and contains 25 contact hours with a lecturer during the 5 days.

### **Online Summer School 2022:**

The online programme is credited with 4 ECTS and contains 20 contact hours with a lecturer during 4 days.

A certificate of completion, along with an official transcript of results, will be provided to your home university after the end of the programme.



# FACE-TO-FACE SESSION

## ACCOMMODATION

BSB organises optional accommodation during the programme.

Students can choose between a single or twin room in the Adagio Aparthotel (or similar according to availability) located in the centre of Dijon and just minutes' walk from the Business School. This is a 3 star hotel and breakfast will be included in the reservation.

Accommodation is booked from 18th June to allow students time to arrive, meet classmates and partake in the cultural visit before the programme starts.

Please note the cost of accommodation is not included in the cost of the programme and must be funded separately.



### ESTIMATED COST

#### Double room:

45,50€ per person per night  
(91€ per room per night)

#### Single room:

80,50€ per person per night

## THE ENTREPRENEURIAL GARDEN (TEG)

Dedicated to entrepreneurship, TEG is the heart of BSB's Centre of Excellence. It is the perfect space to come together before classes, share ideas and get to know colleagues in an informal and relaxed setting.

Each morning, coffee is provided before classes each morning in BSB's Entrepreneurial Garden, a beautiful outdoor space located opposite the School.





# OPTIONAL CULTURAL VISIT

June 19, 2022

BSB organises an enriching field trip experience to the beautiful city of Beaune.

Located a little under 50km from Dijon, Beaune is well known for its vineyards and has close links with BSB.

This visit will involve several cultural activities, such as a visit to a local Hôpital-Dieu, a tour of a traditional French château, and a wine tasting and will include lunch in a restaurant.

**Please note:**

The visit will only be able to go ahead dependent on government guidelines regarding the Covid-19 pandemic.



## COVID-19

At BSB the safety and wellbeing of our staff, students and the local community is paramount. We will therefore ensure that all activities included in the programme respect government guidelines at the time, including adhering to social distancing requirements and mandatory use of hand sanitiser and masks where necessary.

In the event that rules and regulations evolve, alternative arrangements will be made or activities may be cancelled to ensure everybody's health and safety.





#WE  
ARE  
BSB

MANGO

LONGCHAMP

# DIJON

## THE GENUINE FRENCH EXPERIENCE

Capital of one of France's 13 regions, Dijon is a dynamic, young metropolis where you can easily walk to the city's many attractions such as concerts, shows, festivals, exhibitions, museums, and nightlife. You'll be thrilled by the amount and diversity of activities you can enjoy in between your classes - there's always something new to discover!



DIJON,  
FRANCE'S  
3<sup>rd</sup> MOST  
POPULAR CITY  
TO STUDY IN

l'Étudiant - « Student Life » criteria.2021



### ARE YOU A FOODIE?

True to the French gastronomic tradition, alongside elegant restaurants and wine bars, Dijon also offers laid back places to enjoy coffees, sweet treats, classic burgers, and pizza.



From soccer to roller derby, ice skating, rock climbing, dance or basketball, there are more than 400 sport clubs in Dijon.



### DIJON IS ONE OF THE MOST ENVIRONMENTALLY FRIENDLY CITIES IN EUROPE

Our city is committed to becoming a leader in urban sustainability and environmental awareness. Throughout Dijon, you'll find many green places to study, play or relax.



# ONLINE SESSION

## ONLINE PLATFORM

Classes will be delivered via online meeting platform Teams.  
Instructors will utilise the Breakout Rooms function to facilitate group work during the programme.

### **Please note:**

In order to create a genuine classroom feel and facilitate group participation, students will be expected to have their cameras and microphones switched on throughout the seminar.



## EXTRACURRICULAR ACTIVITIES

In order to foster a close community for students participating we will be offering an exciting range of activities outside of official class times. These activities are optional but students are encouraged to join. Cultural activities will aim to provide students with an insight into French culture, and games and quizzes will allow students to bond in a more informal and relaxed environment.

Some proposed activities may include:

- Cultural quiz
- Intercultural breakfast
- Virtual Tour of Dijon and BSB
- Teambuilding games

# STUDENT FEEDBACK

Our former students would recommend this programme.  
Here's what some of them said:

**PHILIP**  
SWEDEN

“A course to learn more about yourself, personalities and interaction.”

**HERMAN**  
Norway

“I recommend this programme for anyone looking to expand their knowledge within the field of entrepreneurial thinking and to practise their teamwork skills with a diverse group of people and characters.”

**MUTALE**  
UK

“This programme allowed me to connect with aspiring leaders from different backgrounds. It was a great learning experience about mindset, personal reflection and personality as well as how to embrace people with different ones.”

**MARKAS**  
Lithuania

“This programme was an extremely interactive and multicultural experience that promoted fun teamwork activities and lessons about starting your own business!”



# JOIN OUR SUMMER SCHOOL

## WHO CAN APPLY?

The programme is suitable for both postgraduate and undergraduate students.

The programme has both a strong practical and personal development orientation. We are thus looking for students with a certain degree of personal maturity. Some professional experience is required (internships are sufficient) in order to benefit from introspection exercises and to work on business challenges.

An excellent level of English is also required, since the programme is taught exclusively in English and is highly interactive. (Please note: evidence of sufficient English level may be required.)

We would normally expect to have around 20 students taking part in each session, to allow sufficient group interaction as well as individual attention.





## ADMISSION PROCESS

### 1 Submit your application [\(CLICK HERE\)](#)

*Once your application has been reviewed and approved, you will receive confirmation of the amount to pay and the School's bank details and instructions on how to transfer payment.*

### 2 Complete the payment before March 31, 2022

*You will receive a confirmation once we have verified the success of your payment and reception of all required documents.*

**Tip!** Check whether you are a student from one of our partner universities, as this will reduce the fees you pay.

# PROGRAMME FEES

Due to the current unprecedented and unique global situation, the team at BSB are working even harder to find the best solution for everyone. For this reason, we have decided to offer a more flexible policy this year.

Withdrawals due to Covid-19 pandemic will be given special attention.



## TUITION FEES

### Face-to-face Summer School 2022:

- Students from partner universities: €500
- Students with tuition waiver: €0
- Other students: €750

### Online Summer School 2022:

- Students from partner universities: €250
- Students with tuition waiver: €0
- Other students: €400

## ADMINISTRATION FEES

### Face-to-face Summer School 2022:

€160

### Online Summer School 2022:

€80



## PAYMENT

In the registration form, you will be required to identify your home institution; we will then use this to calculate the exact cost of the programme for you.

After submitting your application, you will receive an email containing the bank details for the School and instructions on how to transfer the money, as well as confirmation of the amount to pay.

Once the transfer is successful and received by the School, your registration will be complete and you will receive a confirmation from the International Office to this effect.





## INCLUDED IN PRICING

### Face-to-face Summer School 2022:

- 25 hours class with a qualified and experienced lecturer
- Personal feedback on your work
- Activities aimed to practice leadership concepts
  - Horse-coaching session
  - Climbing session
- All necessary course materials
- Certificate of completion of the programme
- Official transcript of results entitling you to 6 ECTS points
- Pre-programme excursion to Beaune (Including entry to cultural sites, wine tasting and lunch in a restaurant)

### Online Summer School 2022:

- 20 hours tuition with a qualified and experienced lecturer
- Personal feedback on your work
- Enriching extracurricular and cultural activities
- Certificate of completion of the programme
- Official transcript of results entitling you to 4 ECTS points



For more information, please see our website available here:

[BSB SHORT TERM PROGRAMMES](#)

## CONTACT

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