



BSB SUMMER SCHOOL

JUNE 23 TO JULY 4, 2025

ABOUT BSB



Established in 1899, BSB stands as one of the world's oldest business schools, and now belongs to the prestigious one percent of **triple-accredited** institutions.

Throughout its history, BSB has continually evolved, providing students with a distinctive perspective on the world to equip them for future career opportunities.

BSB focuses on **personalized approach**, prioritizing the student experience, and delivering diverse programs with a **strong international dimension** to cater to all individual needs.

INTERNATIONAL RECOGNITION



AACSB, EQUIS and **AMBA** are international accreditations that recognise business schools for the quality of their training. Accredited by AACSB since 2014, EQUIS since 2016 and AMBA in 2023, **BSB is in the top 1%** of all business schools worldwide with this impressive triple accreditation.



BSB is ranked **52nd in the world*** (up 10 place) and **46th in Europe**, standing out as the **7th French business school** in terms of career progression*.

**2024 FT MIM ranking.*

INTERNATIONAL COMMUNITY

With **25% of our student body** and **43% of our faculty** from overseas, you will be exposed to a variety of cultures which will help prepare you for an international career or diverse work environment.



BSB SUMMER SCHOOL 2 EXCLUSIVE MODULES



Authentic Leadership & Design Thinking

Dates

Monday, June 23 to 27, 2025

Location

BSB Dijon campus
29 rue Sambin, 21000 Dijon, France



Empowering Sustainability

Dates

Monday, June 30 to July 4, 2025

Location

BSB Lyon campus
37 Rue Saint-Romain, 69008 Lyon



AUTHENTIC LEADERSHIP & DESIGN THINKING

Human Centered Design Thinking (HCDT) is an innovation method that makes an essential 'detour' called EMPATHY to explore the needs of people involved in a problem, or capable of providing inspiration to solve the problem before jumping to the solution of the problem. During this program "Human Centered Design Thinking" will be applied to a local real-life company mission. The program has also a strong focus on personal development and soft skills. It aims to stimulate people-centered leadership based on students' awareness of their personal strengths, morals and unique qualities. It allows students to develop their personal leadership potential and better access their creative potential in their professional and personal life.

PROGRAMME HIGHLIGHTS

- 5-days – 25 teaching hours – 5 hours per day – 4 ECTS.
- Innovative learning approaches beyond traditional leadership theory that encourage authenticity, action, and the courage to seek one's true leadership identity (Emergence play).
- Human Centered Design Thinking (HCDT) – innovation method originally defined by the consulting company IDEO applied to a real existing problem.
- Local real-life company mission.
- Coach with 10-years of international consulting experience.
- Extracurricular cultural activities.

WHAT WILL YOU LEARN?

- Look beyond the surface of a problem and identify its real sources.
- Take an authentic and empathy-based perspective on a problem.
- Become aware of your unique leadership qualities and areas of improvement.
- Be an authentic and people-centered leader.
- Engage creatively with one's environment.
- Select, create and use qualitative research methods for innovation purposes.
- Select and apply creativity techniques appropriately.
- Generate powerful and innovative solutions.





PROGRAMME ORGANISATION

DAY 1 Introduction & The Process Communication Model

DAY 2 Authentic Leadership: Emergence Play (Leadership development tool)

DAY 3 Empathy & Problem identification

DAY 4 Problem Definition & Creative Solution Finding

DAY 5 Testing & Presenting the solutions to the Company

PROGRAMME ASSESSMENT





HCDT diary (individual assignment)

A 2-page report (1000 words max) on the learning journey as a design thinking consultant throughout the programme.

Team presentation (team assignment)

Oral presentation to the company on the last day of the programme (documented in form of a PPT presentation).

WHO CAN APPLY?

-  Undergraduate and postgraduate students from any discipline.
-  Open mindedness towards innovative learning approaches and action learning.
-  Solid English language level and sufficient social skills to connect with students from different countries and disciplines.
-  Personal maturity to embrace the level of introspection and personal development that is part of the program.



EMPOWERING SUSTAINABILITY TRANSFORMATIVE PATHWAYS IN CONSUMPTION

This interdisciplinary course integrates transformative learning methodologies to delve deeply into key pillars of sustainability, including energy conservation, sustainable travel and transportation, or sustainable diets and waste management. Through critical analysis, scholarly discourse, and practical application, engage with complex sustainability challenges, developing a nuanced understanding of their social, economic, and environmental dimensions. This course equips participants with the knowledge, skills, and mindset necessary to enact meaningful change in their personal lives, professional endeavors, and broader communities.

PROGRAMME HIGHLIGHTS

- 5-days – 25 teaching hours – 5 hours per day – 4 ECTS.
- Interdisciplinary approach: In-depth exploration of the main pillars of sustainability, including energy conservation, sustainable transport, sustainable diets and waste management.
- Use of innovative teaching methods to encourage a profound change in people's understanding of and approach to sustainability issues.
- Practical application : Implementation of concrete solutions to meet sustainability challenges, by integrating theoretical knowledge into real contexts.
- Extracurricular activities.

WHAT WILL YOU LEARN?

- Integrate interdisciplinary knowledge to understand the role of consumer behavior in shaping patterns of consumption and their impact on sustainability.
- Analyse the interplay between social, economic, and environmental factors in sustainability.
- Apply transformative and collaborative learning techniques to personal sustainability behaviours.
- Evaluate existing practices and policies in sustainability domains.
- Develop practical skills for implementing sustainable practices.
- Formulate a personal action plan for sustainable living.





PROGRAMME ORGANISATION





- DAY 1** Introduction to Sustainable Consumption: Transformed & Climate Fresk Workshop
- DAY 2** Sustainable diets & Reduced Waste
- DAY 3** Water conservation & Energy conservation
- DAY 4** Transportation and reduced travel & Sustainable Digital Societies
- DAY 5** Sustainable production + Sustainable Living Simulation Game

PROGRAMME ASSESSMENT

Personal growth essay that reflects on the student's journey of transformative learning throughout the course and a comprehensive action plan for advancing sustainability in their personal and professional life.

The essay should include interdisciplinary knowledge on consumer behaviour, be well-documented, drawing on reputable sources to support arguments and illustrated with relevant personal life examples.

WHO CAN APPLY?

-  Undergraduate and postgraduate students from any discipline.
-  Open mindedness towards innovative learning approaches and action learning.
-  Solid English language level and sufficient social skills to connect with students from different countries and disciplines.
-  Applicants will be asked to submit a brief statement of interest outlining their motivation for taking the course, their background or experiences related to sustainability, and their goals for participation.





A UNIQUE STUDY ENVIRONMENT



DIJON CAMPUS

Situated in the city center and well-connected by public transport, the campus underwent renovation in 2017. This modernised campus aims to provide an enriching, top-notch student life that prioritises the student experience and caters to innovative teaching methods and collaborative work environments.

LYON CAMPUS

Situated in Lyon's 8th arrondissement, provides the convenience and adaptability of a coworking space. Established in 2016, it recently underwent a remarkable transformation and expansion in 2021, introducing state-of-the-art facilities for our students.



For the second consecutive year, BSB is ranked number one by the students for student satisfaction, thanks to its student-centred approach and welcoming environment.

The focus on individual needs and a supportive community fosters both personal growth and academic success.

#1

IN STUDENT SATISFACTION

HAPPY AT SCHOOL
RANKING
2023 + 2024

DIJON AND LYON AT THE CROSSROADS OF 2 MAJOR REGIONS IN FRANCE

Two of the most dynamic regions in France, Burgundy and Rhône-Alpes are ideally located with Switzerland, Italy, Germany, Luxembourg, and Belgium right on your doorstep.

Living in either Dijon or Lyon, you will have easy access to major highways, airports, and SNCF railway stations.



DIJON A FOOD & CULTURE HUB

**DIJON,
IN THE TOP 50
OF THE "WORLD'S
GREATEST PLACES
OF 2023"**

Time 2023

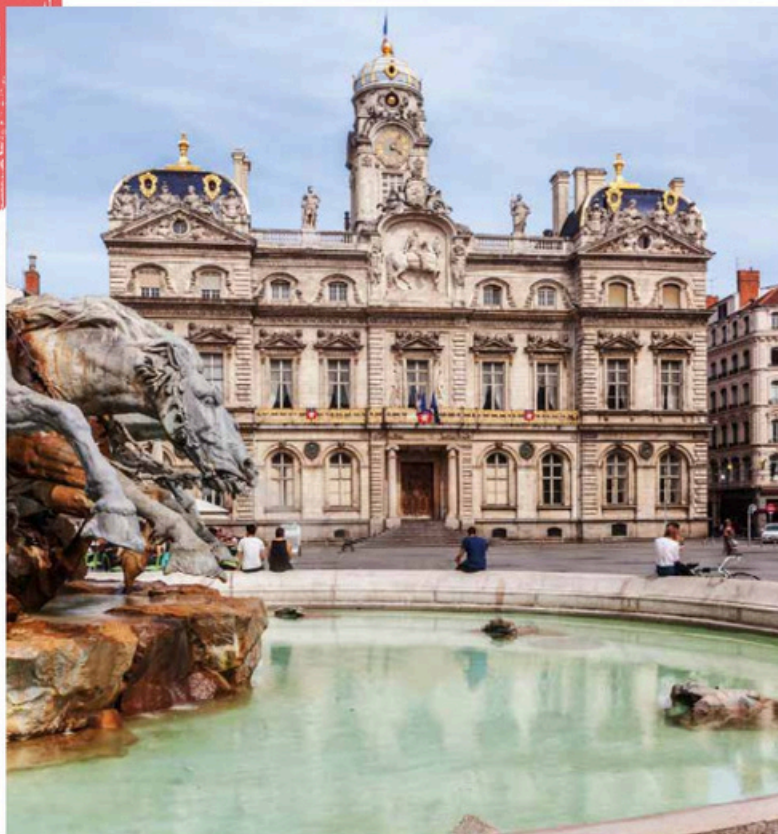


Capital of one of France's 13 regions, Dijon is a dynamic, young metropolis with the city's many attractions within easy walking distance. These include concert halls, theatres, performance spaces, festivals, exhibitions, museums, nightlife and much more! You'll be thrilled by the amount and diversity of activities you can enjoy in between classes. There's always something new to discover!

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.

LYON A VIBRANT & CONNECTED CITY



Lyon has nearly 51,000 jobs in the digital and creative industries alone, and actively promotes collaboration between its higher education institutions and the many global companies that are based there.

Lyon has reinvented itself from its strong industrial heritage to a modern day metropolis with a dual focus on education and technology.

Home to more than 21,000 international students, the city has a youthful vibe and takes an innovative approach to urban planning.

From ancient Roman remains to the architectural style inherited from the Italian Renaissance, Lyon has a colourful history to explore.



LYON, #1 WORLD'S LEADING EMERGING TOURISM DESTINATION

World Travel Awards 2022

DISCOVER THE BEST OF FRANCE DURING YOUR SUMMER SCHOOL

Guided City Tours

Wander through the timeless charm of Dijon and the vibrant streets of Lyon with expert guides.

Insider Insights

Gain a savoir-faire edge with a captivating lecture on French Corporate Culture.

Cultural Mastery

Embrace the art de vivre through engaging workshops on French language, culture and traditions.

Creative Immersion

Unleash your imagination in our hands-on Design Lab workshop.

Gourmet Delights

Relish the crème de la crème of France with curated wine and cheese tastings.

Culinary Excellence

Visit the Cité de la Gastronomie in Dijon and savour the heart of French culinary art.

Cinematic Heritage

Discover the origins of film at the iconic Institut Lumière museum with a guided visit.

Please note that this list is non-exhaustive and may vary depending on the number of participants of the summer school. Detailed schedule of cultural activities will be provided two weeks before the start of the summer school.



ADMISSION PROCESS

STEP 1

COMPLETE THE REGISTRATION FORM



Once you complete the online form, you will receive a confirmation email summarising your choices and participation costs, along with an agreement to sign and return within 10 days. It may take us a few days to send you this email, so don't worry if you don't hear from us instantly!

[REGISTRATION FORM LINK](#)

STEP 2

SUMMER SCHOOL AGREEMENT

Once you receive our email with the agreement attached, you will have 10 days to review, sign and send it back to us by mail, at

short.programs@bsb-education.com

If we don't receive the agreement within that delay, your registration will be automatically canceled.

STEP 3

PAYMENT

After the reception of the accepted agreement, you will receive a payment link via email.

You will have 10 days to complete the payment or to contact our team at short.programs@bsb-education.com if you encounter any difficulties.

STEP 4

FINAL CONFIRMATION

After the payment is received, you will receive a final confirmation email with an admission letter, which can be used for visa applications if necessary.

Our team will be available via email throughout the application process to assist you and answer any questions you may have.

short.programs@bsb-education.com

ACCOMMODATION

BSB does not offer accommodation for the Summer School, however, we can help you with accommodation booking for your stay.

In Dijon, we suggest **Residhome**, located near the station and within 15 minutes distance from the campus. This is a 3-star hotel apartment, and rooms are equipped with a small kitchenette. Breakfast will be included in the reservation.

In Lyon, we suggest **Lagrange apart'hotel - Lyon Lumière**, located just minutes' walk from BSB Campus. This is a 4-star hotel apartment, and rooms are equipped with a small kitchenette. Breakfast will be included in the reservation.

Please note the cost of accommodation is not included in the overall cost and will be added to the cost of the programme if you choose that option. Using this accommodation is optional.



| Estimated cost (booking subject to availability) | Single room | Twin room |
|---|------------------------------|-----------------------------|
| Residhome Dijon | 80 € per person / per night | 45 € per person / per night |
| Lagrange apart'hotel - Lyon Lumière | 100 € per person / per night | 57 € per person / per night |

PROGRAMME FEES

| | AUTHENTIC LEADERSHIP & DESIGN THINKING | EMPOWERING SUSTAINABILITY |
|---|---|------------------------------|
| Administrative fees | 160€ | 160€ |
| Students from BSB partner institutions | 550€ | 600€ |
| Other students | 715€ | 780€ |

Tuition waiver

For tuition waiver students, only the administrative fees have to be covered by the student.



[Click here to check whether you are a student from one of our partner universities, as this will reduce the fees you pay.](#)

Included in the program fees

25 hours tuition with a qualified and experienced lecturer.

Personal feedback on your work.

A certificate of completion of the program.

An official transcript of results entitling you to 4 ECTS points.

One month of free access to the Learning Center.

Welcome dinner and closing buffet.

City guided tours (Dijon and/or Lyon).

Enriching extracurricular and cultural activities included in the programme schedule.



READY TO **JOIN?**



REGISTER NOW!



GET IN TOUCH

short.programs@bsb-education.com

DIJON CAMPUS

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21006 DIJON Cedex

LYON CAMPUS

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