



BSB
BURGUNDY SCHOOL OF BUSINESS

We believe
in youTH

WINTER SCHOOL

January 2025

ABOUT BSB

Founded in 1899 in Dijon, BSB is much more than an **International School of Management**.

At BSB, each student lives a genuinely authentic **experience** where they are challenged and supported with innovative methods to find their **own career paths** and enhance their **employability**.

As a **triple-accredited institution**, BSB offers **first-rate degree programmes** from bachelor's to postgraduate, constantly **adapted** to the changing **needs of companies** and nourished by the results of BSB's **high-impact research activities**.



BSB **TRIPLE
ACCREDITED**



#1

HAPPY AT
SCHOOL
RANKING

25%

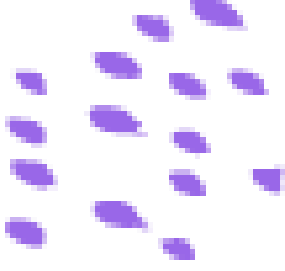
INTERNATIONAL
STUDENTS

43%

INTERNATIONAL
FACULTY



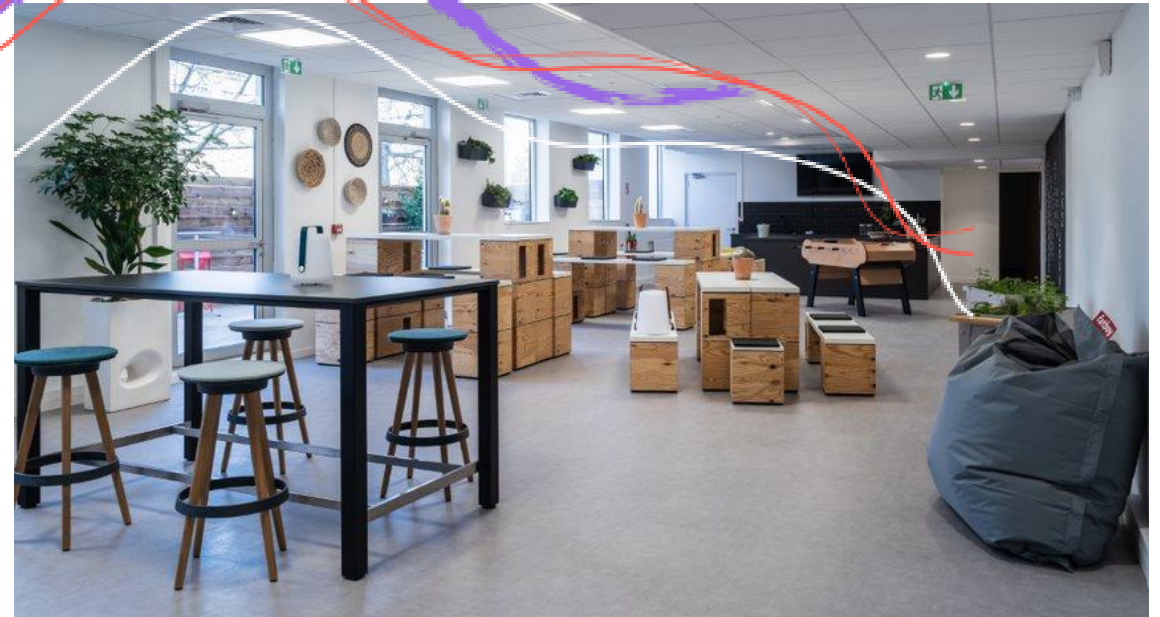
TWO CAMPUSES



The **DIJON CAMPUS**, situated in the city center and well-connected by public transport, underwent renovation in 2017. This modernized campus aims to provide an enriching, top-notch student life that prioritizes 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.



WINTER SCHOOL 2025

CONTENTS

Discover the programmes

Authentic leadership & Design Thinking

Empowering Sustainability: Transformative Pathways in Consumption

Luxury in France and in Burgundy

Winter School organization

Extracurricular activities

Accommodation

Programme fees

How to apply



Authentic leadership & Design Thinking

*If I had one hour to solve a problem,
I would spend 55 minutes to understand the problem
and 5 minutes to solve it.*

Albert Einstein

Dates

Monday, January 20 to Friday, January 24, 2025

Location

BSB Dijon campus
29 rue Sambin, 21000 Dijon, France



Programme highlights

- **5-days** programme beginning on Monday, January 20 to Friday, January 24, 2025
We advise arriving on Sunday morning at the latest, as a guided visit of Dijon and a welcome dinner for the participants are organized in the afternoon
- **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 activities



What will you learn?

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.

- 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 organization

- 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

- 1. HCDT diary (individual assignment)**
A 2-page report (1000 words max) on my learning journey as a design thinking consultant throughout the summer school.
- 2. Team presentation (Day 5, team assignment)**
Oral presentation to the company (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.
- A basic level of personal maturity to embrace the level of introspection and personal development that is part of the program.



Empowering Sustainability

Transformative Pathways
in Consumption

Dates

Monday, January 27 to Friday, January 31, 2025

Location

BSB Lyon campus
37 Rue Saint-Romain, 69008 Lyon



Programme highlights

- **5-days** programme beginning on Monday, January 20 to Friday, January 24, 2025

We advise arriving on Sunday morning at the latest, as a guided visit of Dijon and a welcome dinner for the participants are organized in the afternoon

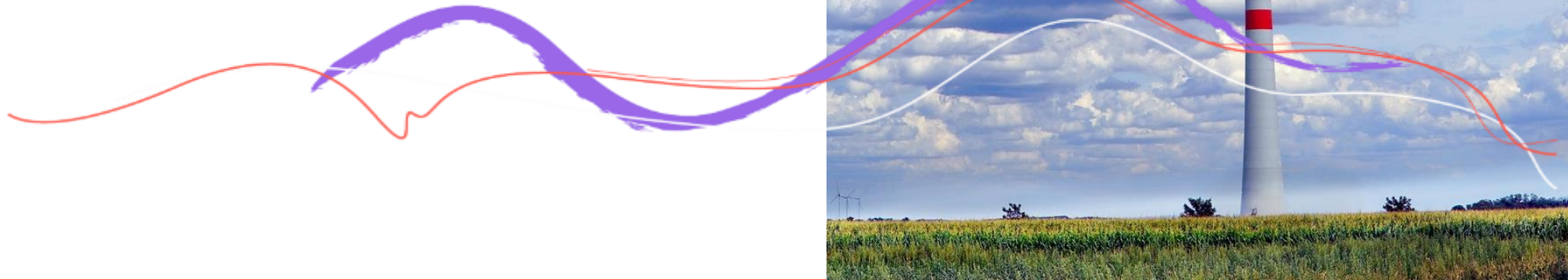
- **25 teaching hours** – 5 hours per day – **4 ECTS**
- Extracurricular activities

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.



What will you learn?

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



Programme organization

- 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 develops a comprehensive action plan for advancing sustainability in their personal and professional life. The essay should include interdisciplinary knowledge on consumer behavior, be well-documented, drawing on reputable sources to support their arguments and illustrated with relevant personal life examples.



Who can apply?

Prerequisites:

- 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.



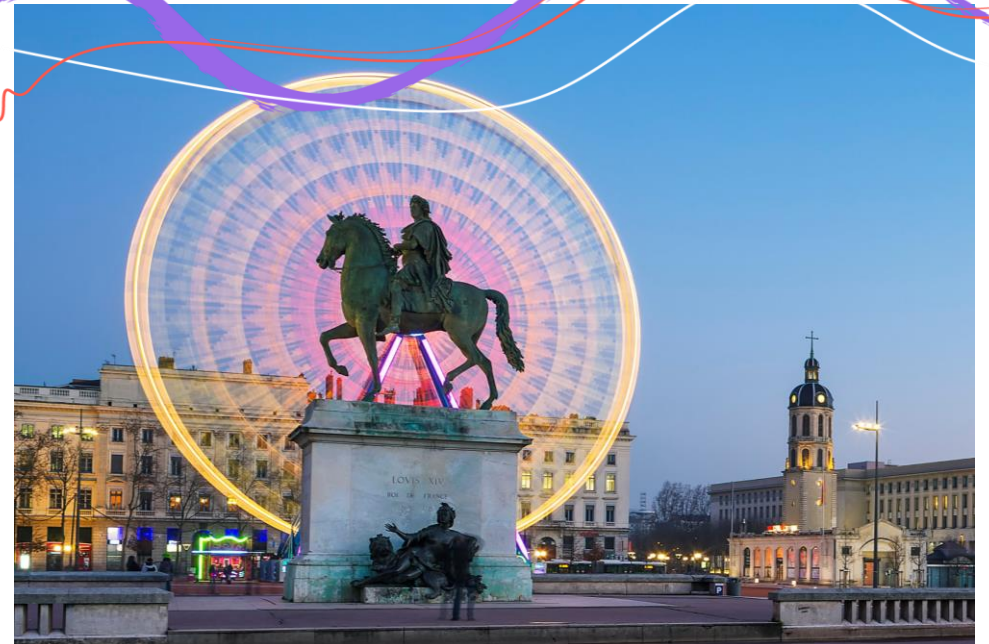
Exciting cultural activities

- City guided visits in Dijon and in Lyon
- French Corporate Culture lecture
- French savoir-vivre workshop
- Design lab workshop
- Wine tasting and cheese tastings

... and others

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 one month before the start of the summer school.



Accommodation

BSB can help you with accommodation booking for your winter school.

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 cost of the program and must be funded separately. Using this accommodation is optional.

Estimated cost (exact cost of the booking will be communicated at the moment of the registration for the programme)	Single room	Twin room (shared room only available if another participant wishes to share the 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



Admission process

Complete the registration questionnaire:
(providing all information and documents required)

Click here:



<https://forms.office.com/e/WRQeJ9gD1P>

or scan:



Once your application has been reviewed and approved, you will receive an email with the next steps as well as the confirmation of the amount of the participation fee.

Complete the payment.

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



Program fees

	AUTHENTIC LEADERSHIP & DESIGN THINKING	EMPOWERING SUSTAINABILITY
Administrative fees	160 €	160 €
Students from partner institutions	550 €	600 €
Other students	715 €	780 €
Tuition waiver	<i>For tuition waiver students, only the administrative fees have to be covered by the student.</i>	

If you register for two modules one week of administrative fees will be offered to you.

Tip!

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

Please note:

In the case that you need to withdraw from the program at any time, we will require valid evidence to proceed to your reimbursement.

We reserve the right to cancel the program if the sufficient number of participants is not reached by the closing date for registrations. In that case, your fees will be reimbursed.

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
- Closing buffet
- Guided visit of Dijon or Lyon (depending on your choice of module)
- Enriching extracurricular and cultural activities



**Contact us
for more information**

Interested in BSB Winter School?

short.programs@bsb-education.com

Registration form link:
<https://forms.office.com/e/WRQeJ9gD1P>