



**JOIN A TOP
BUSINESS
SCHOOL
IN FRANCE**

WINTER SCHOOL SHORT PROGRAMME



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You may not know this, but there's nothing ordinary about you.

Your potential is just waiting to be revealed.

For that to happen, you need to believe in yourself and create your own trajectory with ambition.

You need to be daring and learn to bounce back from adversity, to be aware of your abilities, your strengths and your power to take action.

However, these things rarely happen by themselves.

At BSB, you'll find a setting which encourages you to open up to others and to the world.

Here you stand out, here you surpass yourself, here you transform yourself, here you can perform.

But above all, here your imagination has no limits.

At BSB, you will learn that where there's a will, there's a way. That nothing is impossible for you, but nothing's achieved without effort.

This awareness is our mission, and this is the guidance we want to offer you.

Because we are convinced that youth is innately bold, innovative, passionate and creative...

We believe in your ability to make tomorrow's changes.

At BSB, we believe in you
So, think big!

**We believe
in you** *TH*

BSB MORE THAN 120 YEARS OF EXPERTISE

Founded in 1899, BSB is an international Grande Ecole for teaching and research. For more than a century, Burgundy School of Business has been reinventing itself, offering its students a unique way of understanding the world and preparing them for the jobs of tomorrow.



Through an innovative curricula and tailor-made services, you'll join a close-knit community in a business school that offers personal guidance to help you develop your potential and build a career suited to your personality and strengths.

THE “GRANDE ECOLE” SYSTEM

The French “Grandes Ecoles” are highly selective business and engineering schools accredited by the French Ministry of Education and recognised worldwide. This status confirms our close ties with the corporate world and therefore, studying at BSB offers students the opportunity to benefit from an exceptional network of companies and entrepreneurs.

Due to their exclusive nature, only about 2% of all international students who come to France study at a Grande École.

INTERNATIONAL FACULTY

Burgundy School of Business offers 12 English-taught programmes, and 43% of our professors are international.

Burgundy School of Business has a long tradition of welcoming international students: a pioneer in France, it was the first school in 1926 to offer a business education programme for foreign students.



OUR RICH HISTORY

- ▀ **1899** - Our institution opens its doors for the first time in Dijon
- ▀ **1919** - The first American students join BSB.
- ▀ **1922** - BSB creates a study abroad grant to help French students see the world.
- ▀ **1963** - The first language laboratory is built in Dijon during the first extension of the campus.
- ▀ **1965** - Our students go to China on an exchange trip, the first of its kind for a French school.
- ▀ **1968** - BSB signs its first international exchange agreement with the Staatliche Höhere Wirtschaftsschule in Pforzheim, Germany.
- ▀ **2000** - We create our first international courses (offered in English, Spanish and German) and we develop management courses in a foreign language in the Grande École programme.
- ▀ **2013** - BSB creates School of Wine & Spirits Business. The 1st international institute dedicated to the training and research in the management of Wine and Spirits.
- ▀ **2022** - BSB has more than 200 international academic partners, 62% of which are accredited.
- ▀ **2023** - BSB turns into a triple crown institution (AACSB, EQUIS and AMBA).

INTERNATIONAL RECOGNITION



AACSB
ACCREDITED



EQUIS
ACCREDITED



**ASSOCIATION
OF AMBAs**
ACCREDITED

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.



**CONFÉRENCE DES
GRANDES
ÉCOLES**

BSB belongs to the Conférence des Grandes Écoles which brings together 41 Grandes Écoles de Management. All of them are recognised by the French government and delivering a Master's degree.

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.



WATCH OUR VIDEO

TO LEARN WHY INTERNATIONAL STUDENTS FROM OVER 81 COUNTRIES CHOOSE BSB AND WHAT THEY LOVE ABOUT STUDYING WITH US!



DISCOVER THE PROGRAMME AUTHENTIC LEADERSHIP & ENTREPRENEURIAL CREATIVITY

BSB **Winter School** is an innovative workshop programme that welcomes open-minded international students. Winter School students will experience the beautiful campus at the heart of Dijon city. Renovated in 2017, the modern campus is designed to enhance the student learning experience.

PROGRAMME CONTENT

The workshop combines modern learning methods such as experimental learning, problem-based learning, elements of personal development and a number of creativity techniques.

It is built on three learning pillars, which are stimulated every day:

Authenticity, Leadership, and Creativity.

The programme allows students to develop their personal leadership potential and better access their creative potential in their professional and personal life.

It has a strong focus on **personal development** and **soft skills**. It aims to stimulate people-centred leadership based on students' awareness of their personal strengths, morals and unique qualities.

We will also build on the group dynamic to create an environment where students can learn from each other through in-depth interactions and discussions.

LEARNING OBJECTIVES

- Being aware of personal leadership qualities
- Learning to be both an authentic and people-centred leader
- Understanding and acting on psychological needs in communication using preferred communication channels and perceptions
- Understanding the true nature of 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

ACADEMIC LEADER

The Programme is taught by **Sabine Mueller PhD**, a lecturer specialised 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 effectively combines theory and practice in her teaching.

FOCUS ON...

From January 22
to January 26, 2024

PROGRAMME ORGANISATION



TIME TABLE*

9:15AM - 12:30PM / 2PM - 4PM (CET)
Classroom Teaching

DAY #1

ORIENTATION AND INTRODUCTION

Effectuation & Entrepreneurial preferences
Climbing Experience

DAY #2

AUTHENTIC LEADERSHIP

The King's and Queen's Play
(Leadership development tool)

DAY #3

ENTREPRENEURIAL MINDSET I

Empathy & Problem identification

DAY #4

ENTREPRENEURIAL MINDSET II

Problem Definition &
Creative Solution Finding

DAY #5

SOLUTION-SHAPING PROCESS & FEEDBACK

PROGRAMME CREDITATION

The programme is credited with **6 ECTS** and contains **25 contact hours** with a lecturer over a 5-day period.

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

PROGRAMME ASSESSMENT

50% INDIVIDUAL LEARNING DIARY

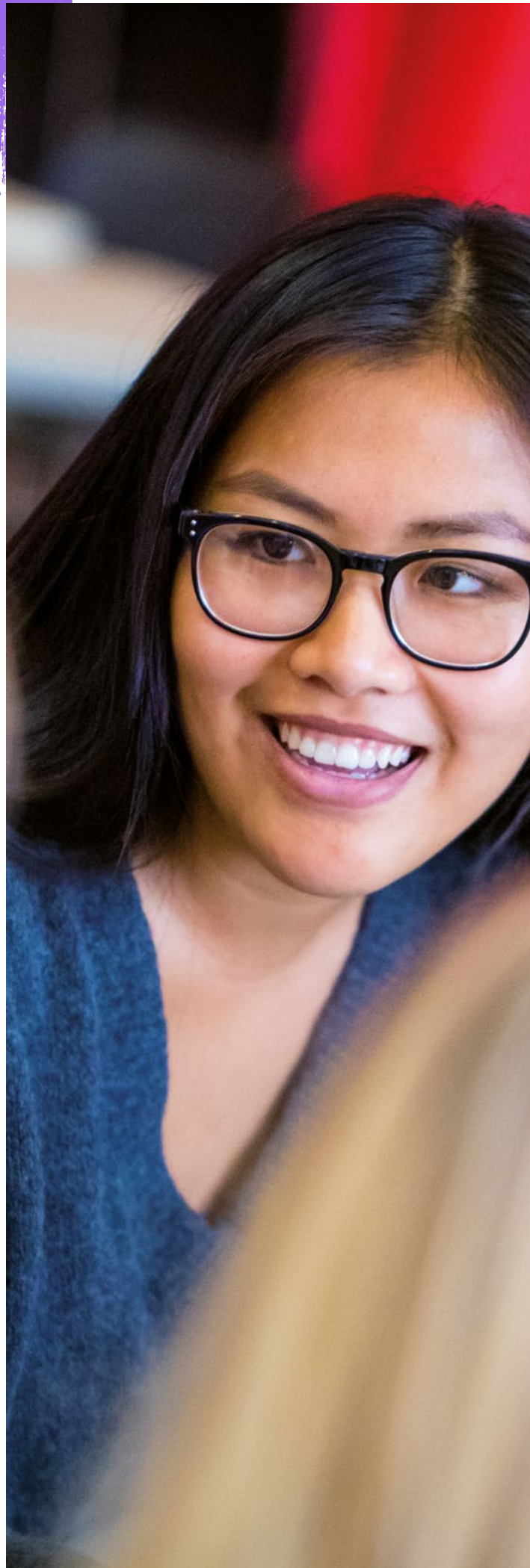
Students document throughout the week their personal learning from the programme.

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 3-5, students work on a real-life challenge and use their empathy, critical thinking and creative resources to develop an innovative solution to a challenge.

On day 5, each team gives a 10-minute presentation of their project, using any form of visual aid available to them (movies, posters, pictures, prototypes). The focus of the evaluation is not only on the end result, but on the process of how students explored, analysed and handled a real-life challenge.



ENJOY OUR FRENCH ART-DE-VIVRE

ACCOMMODATION

BSB organises optional accommodation during the programme in the Adagio Aparthotel located within a walking distance from 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. Depending on the number of hotel bookings we will offer a choice between a single or shared room.

We suggest booking the accommodation from Saturday, 13th January 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

ESTIMATED COSTS*

SHARED ROOM:

45€ per person per night
(90€ per room per night)

SINGLE ROOM:

77€ per person per night

Prices including breakfast and local tax of 1.65€ per person per night.

* Please note that the final cost may vary slightly. You will be informed of the accommodation cost by mail upon your registration.

RESTAURANTS & FOOD

Dijon is a small but vibrant city with many restaurant and café options. We will provide students with a list of some local restaurants available and a suggestion of the price range, to help students make decisions relevant to their budgets.

Other than restaurants, there are also a number of supermarkets and produce markets, as well as bakeries and butchers located in and around Dijon city centre (although please take note of the cooking facilities available to you before purchasing food requiring preparation). BSB has a kitchen area available for students to use microwaves and to eat, but please be advised we do not have a canteen on site.

A welcome dinner for all participants is organised in a local restaurant in the center of Dijon on Sunday evening, so that participants can get to know each other before the beginning of the programme.





OPTIONAL CULTURAL VISIT

BSB organises an optional enriching cultural experiences during the programme like a guided visit of Dijon, visit to the Cité Internationale de la Gastronomie et du Vin or a visit to Beaune, famous for Burgundy Wines.

These visits are usually organised during weekend before the beginning of the programme.

The cultural visits are optional, but students are encouraged to join as they will allow the group's cohesion.

Please note:

The cost of the trips is not included in the cost of the programme and must be funded separately.

The visits will only be able to go ahead if a sufficient number of students register for it.

SAFETY AND WELLBEING

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 guidelines.

In the event that an activity is not considered Covid-19-safe, alternative arrangements will be made or the activity may be cancelled.

In the case that international travel is not possible, due to unforeseen circumstances or travel restrictions, rest assured that we are prepared to adapt and provide alternative arrangements to ensure you can still benefit from our programmes and experiences.





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

Time 2023

DIJON

A FOOD & CULTURE HUB



Situated in the central-east of France, Dijon city is the capital of the Bourgogne-Franche-Comté region, famous for its rich wine industry. 97 hectares of the historical city centre are protected as UNESCO world culture and heritage sites, with many free museums and cultural spots spread throughout the city, showcasing the famous medieval architecture dating back to the Dukes of Bourgogne.

Dijon is famous also for its specialist gastronomy, particularly mustard, gingerbread and crème de cassis. With the beautiful market halls and a large variety of restaurants, cafés and bakeries in the city centre, as well as affordable supermarkets, there are many options for great food.

Dijon is a relatively small and very safe city, which is incredibly popular amongst students, welcoming around 36,000 students every year. Public transport in the city is efficient and rather cheap, with regular bus and tram services. However, most things are within a 15-minutes of each other, with BSB a 10-minute walk from the city centre and a 10-minute tram ride from the train station, which is served by direct trains from Paris, Lyon and Lausanne.

To find out more about Dijon and its surroundings: <https://en.destinationdijon.com/>

THE CITÉ INTERNATIONALE DE LA GASTRONOMIE ET DU VIN

The *Cité internationale de la gastronomie et du vin* opened its doors on May 2022 in Dijon. Learning, discovering and enjoying are the Cité's three main missions. Major exhibitions, the Ferrandi Paris cooking school, the École des Vins de Bourgogne of the Bureau Interprofessionnel des Vins de Bourgogne, shops, an event kitchen, a cellar, restaurants... With all 5 senses in action, get ready to a unique gastronomic and cultural experience.





OUR STUDENTS SHARE THEIR EXPERIENCE

Each year our international students are very enthusiastic to write about the programme and what they learned during their experience at BSB.

THOMAS 
United Kingdom

“ YOU REALLY SHOULD ATTEND! ”

You will gain tremendous experience by working with people from countries you would not normally meet! ”

PETER 
Bulgaria

“ VERY FUN PROGRAMME! ”

It gives you the chance to solve a real problem and allows you to meet people from a lot of different countries. ”

MICHELE 
South Africa

“ BOTH INSPIRING AND EMPOWERING! ”

It showed me that out-of-the-box thinking and creative problem-solving are not only beneficial but essential for businesses today. It laid a good foundation of the principles one must understand in order to apply creative thinking to business strategy successfully. The small group setting and interactivity of the course contributed to a rich learning, personal and cultural experience within the welcoming environment of BSB and the city of Dijon. ”

NICOLE 
United Kingdom

“ I REALLY ENJOYED BSB WINTER SCHOOL ”

It was very insightful and gave me the opportunity to meet and integrate with friends from different backgrounds and cultures. I am glad I got to broaden my knowledge about creative leadership techniques, and I would definitely recommend anyone considering to attend the course! ”

HERVAN 
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. ”

MAKAS 
Lithuania

“ EXTREMELY INTERACTIVE EXPERIENCE ”

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



JOIN OUR WINTER 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 take part in the programme, to allow sufficient group interaction as well as individual attention.

ADMISSION PROCESS

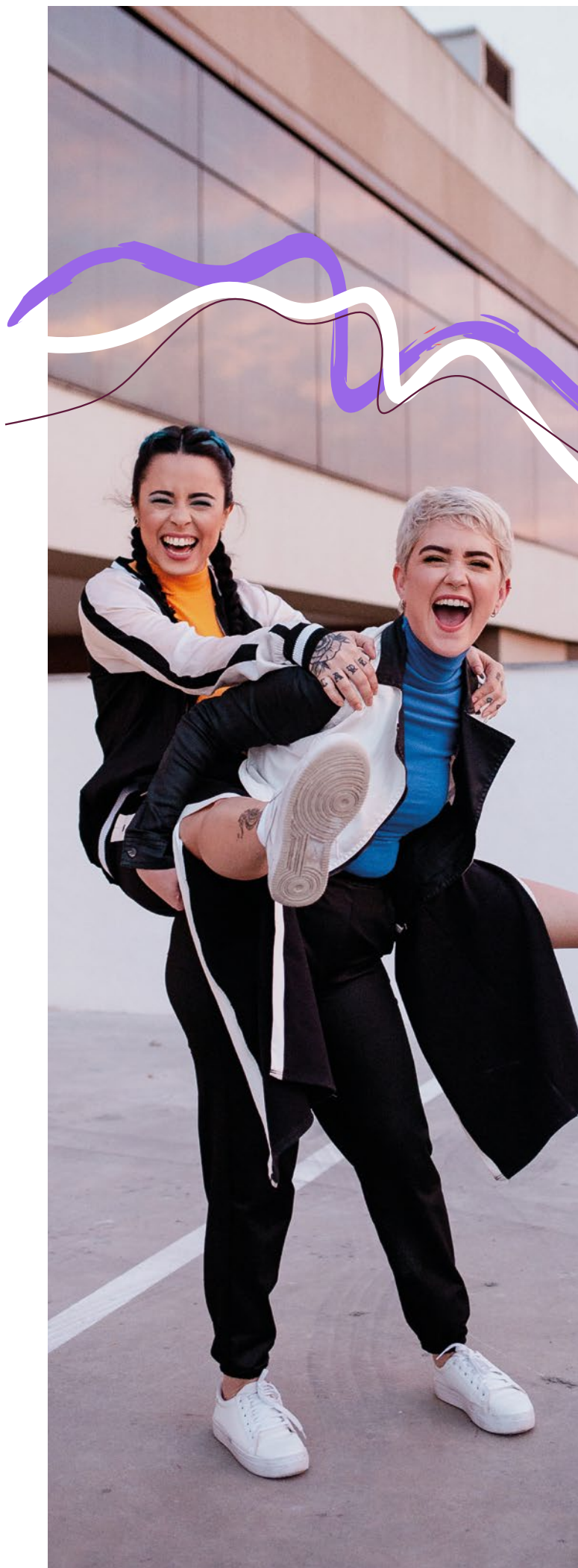
- 1** Create your online account ([click here](#))
You will receive a registration link.
- 2** Complete the registration questionnaire (providing all information and documents required) and submit before **December 15, 2023**.

Tip!

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

Once you have applied to the Summer School using our online registration form, 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. In the registration form, you will be required to select several choices, such as accommodation options and cultural excursion participation; we will then use these options to calculate the exact cost of the programme for you. 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.

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



PROGRAMME FEES

INCLUDED IN PRICING

- 25 hours tuition with a qualified and experienced lecturer
- Personal feedback on your work
- Climbing session aiming to practice leadership concepts
- All necessary course materials
- A certificate of completion of the programme
- An official transcript of results entitling you to 4 ECTS points

Once you have applied to the Winter School using our online registration form, 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.

In the registration form, you will be required to select several choices, such as accommodation options and cultural excursion participation; we will then use these options to calculate the exact cost of the programme for you.

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.

TUITION FEES

**STUDENTS FROM PARTNER
UNIVERSITIES**
€500

STUDENTS WITH TUITION WAIVER
€0

OTHER STUDENTS
€750

ADMINISTRATION FEES

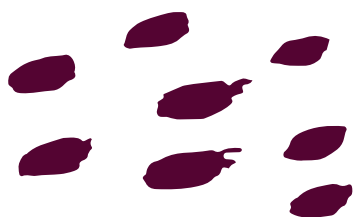
ALL STUDENTS
€160

Please note:

In the case that the Winter School must be conducted online, the fees will be modified and you will be informed in advance.

In the case that you need to withdraw from the programme at any time, we will require valid evidence to proceed to your reimbursement (please note: only force majeure and serious medical reasons of cancellation will be considered).

We reserve the right to cancel the program if the sufficient number of participants is not reached by the closing date for registrations.





BSB PROGRAMMES

Degree programmes

- ▮ Bachelor in Management  
- ▮ Master in Management
Grande Ecole Programme  

School of Wine and Spirits Business

- ▮ MSc Wine Management 
- ▮ Mastère spécialisé CIVS (Commerce International
des Vins et Spiritueux) 
- ▮ MBA Wine & Spirits Business 

Arts & Culture

- ▮ MSc Arts & Cultural Management 
- ▮ Mastère spécialisé MECIC - Paris (Management
des Entreprises Culturelles et Industries Créatives) 

Tech & Data

- ▮ MSc Artificial Intelligence & Digital Technology
Management 
- ▮ MSc Green Tech & Sustainable Societies 
- ▮ MSc Data Science & Organisational Behaviour 

Luxury

- ▮ MSc Luxury Management & Innovation 

Finance

- ▮ MSc Corporate Finance & Investment Banking 

GETTING IN TOUCH

short.programmes@bsb-education.com

VISIT OUR WEBSITE



DIJON CAMPUS



29 rue Sambin - BP 50608
21006 Dijon Cedex

LYON CAMPUS



37 rue Saint Romain
69008 Lyon

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[BSB.BUSINESS.SCHOOL](https://www.bsb-business-school.com)
[BSB-EDUCATION.COM](https://www.bsb-education.com)

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