



 **BSB**  
BURGUNDY SCHOOL OF BUSINESS

We believe  
in you<sup>TH</sup>

# SUMMER SCHOOL

**July 1 to 12, 2024**

This summer  
**join BSB**



**BSB TRIPLE  
ACCREDITED**



for an extraordinary  
educational journey!



# 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 and equipping them for future career opportunities.

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



**#62**

IN 2022  
FINANCIAL TIMES  
RANKING

**#1**

HAPPY AT  
SCHOOL  
RANKING

**25%**

INTERNATIONAL  
STUDENTS

**43%**

INTERNATIONAL  
FACULTY

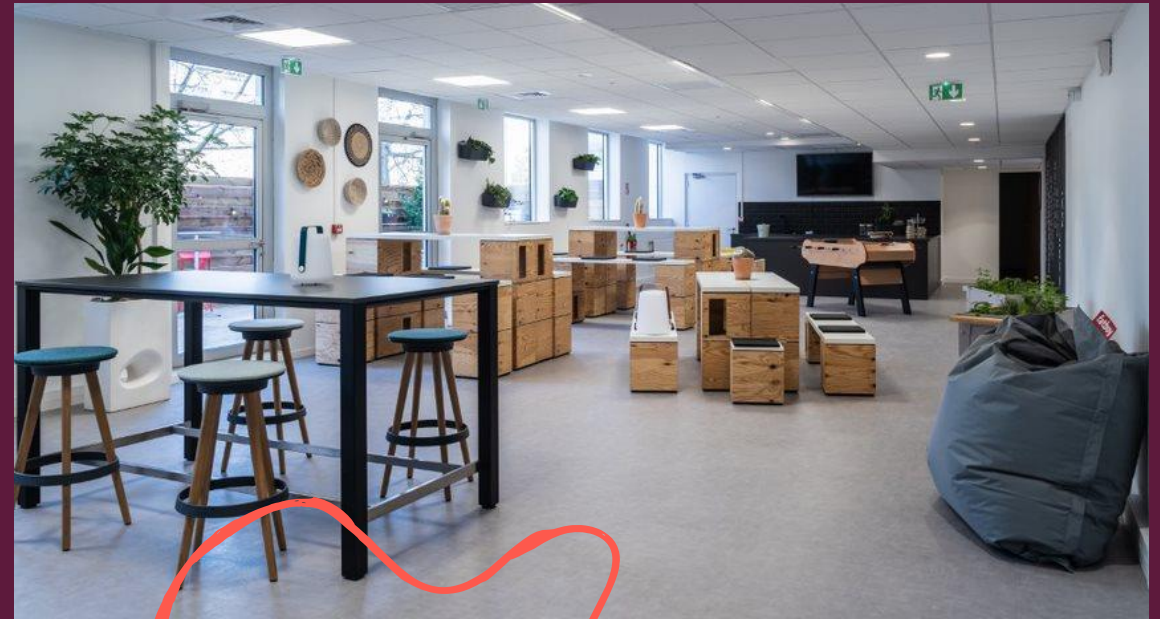


# TWO CAMPUSES

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.



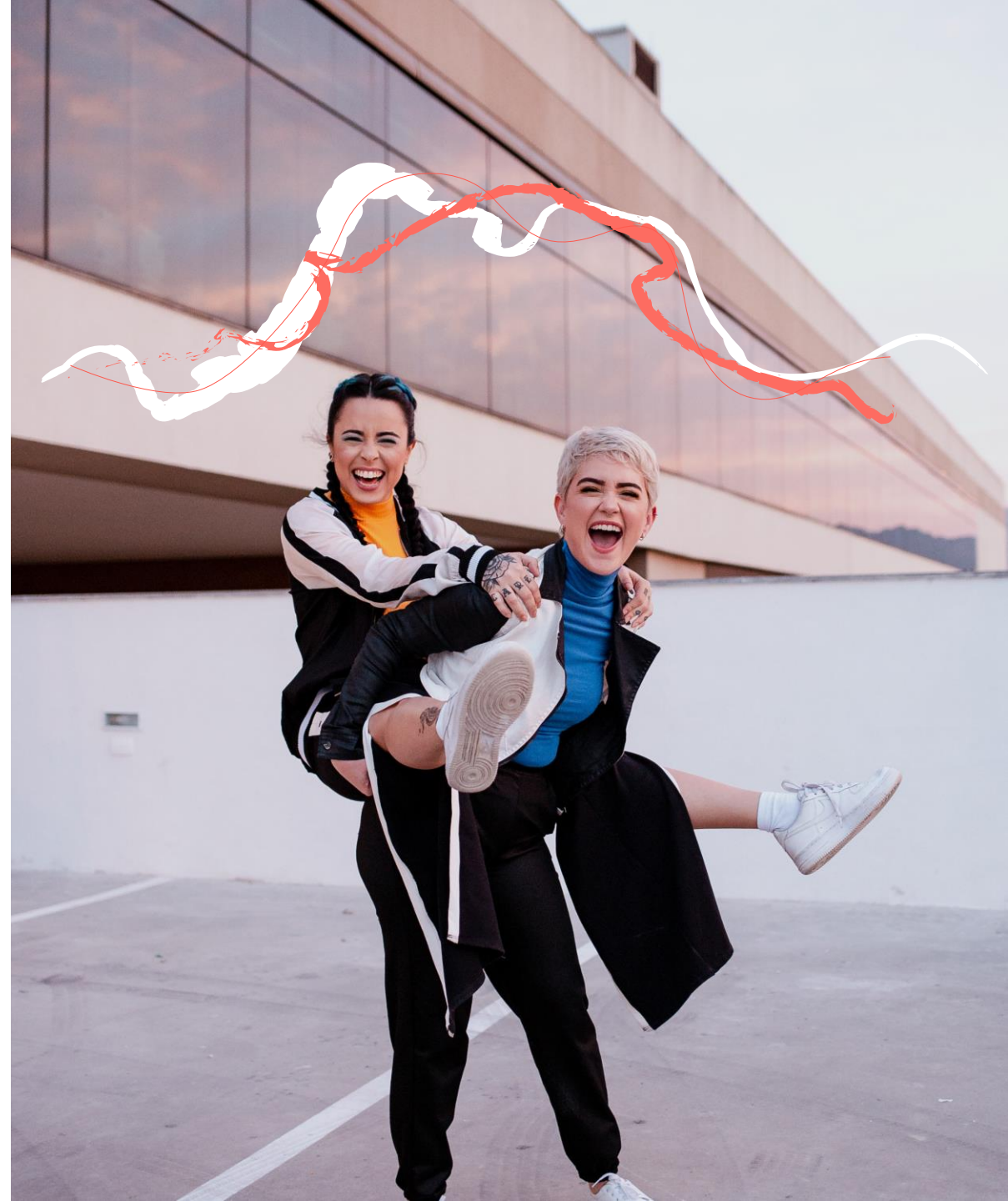
# 2024 Summer School

offers

**3 independent modules**

each designed to provide you with a comprehensive learning experience.

1. Authentic Leadership  
1-5 July, Dijon campus
2. Empowering Sustainability:  
Transformative Pathways in  
Consumption  
1-5 July, Lyon campus
3. Innovation & Design Thinking  
8-12 July, Dijon campus



**1** July 1st to 5<sup>th</sup>  
Dijon campus

# Authentic Leadership

“ Leadership is not reserved to  
selected people!  
EVERYONE can be a leader! ”





# Program highlights

**Dates:** Monday, July 1st to Friday, July 5<sup>th</sup>

**Credits:** 4 ECTS for 25 teaching hours – 5 hours per day

**Location:** BSB Dijon campus, 29 rue Sambin, 21000 Dijon

- **Innovative learning approaches** beyond traditional leadership theory that encourage authenticity, action, and the courage to seek one's true leadership identity.
- Official **Process Communication Model** (PCM) test included in the program
- The **Emergence Play** (The King's & Queen's Play), leadership training method created by the French therapist Dominique Vincent allowing individuals and groups to develop their internal and external leadership skills – in order to 'lead' their life and other people in a most fulfilling way.
- One-day **outdoor adventure** to put new skills into action
- Extracurricular cultural activities every day.



# What will you learn?

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

It has 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. 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.

- Become aware of your unique leadership qualities and areas of Improvement.
- Be an authentic and people-centered leader.
- Understand your personality using the unique process communication model (PCM).
- How to respect your and other peoples' psychological needs to diminish stress and communicate successfully.





# Program organization

## **Day 1: Introduction & Process Communication Model I**

Understanding my personality profile; increasing efficiency of my communication.

## **Day 2: Process Communication II & Co-active leadership**

Second gear: understanding my psychological needs, managing interaction difficulties & strengths; understanding the multiple dimensions of how to lead.

## **Day 3: Systemic leadership tool: The Emergence Play**

Understanding the deeper connection between me and my team; learning the keys to keep evolving as a leader.

## **Day 4: Outdoor team leadership & debriefing**

During this day, predefined teams will complete several outdoor challenges to learn about their team leadership abilities. The day will end with a debriefing by the lake.

## **Day 5: Reinventing organizations**

Putting my learning into a bigger & future perspective: Concretely, how can I help my organization evolve? How can I make use of my strengths as a leader?



# Program assessment

1. **Learning & leadership diary** (individual assignment)  
A report on my learning journey as a leader throughout the program.
2. **Team assignment**  
A team poster: Based on the outdoor experience.

## Who can apply?

### Prerequisites:

- Solid English language level and sufficient social skills to connect with students from different countries and disciplines.
- Previous working experience (2 years +).
- Open mindedness towards innovative learning approaches and action learning.
- Sufficient personal maturity to embrace the level of introspection and personal development that is part of the program.

**A short personal presentation video will be requested to confirm registration.**

# 2

July 1st to 5<sup>th</sup>  
Lyon campus

## Empowering Sustainability

Transformative Pathways  
in Consumption





# Program highlights

**Dates:** Monday, July 1st to Friday, July 5<sup>th</sup>

**Credits:** 4 ECTS for 25 teaching hours – 5 hours per day

**Location:** BSB Lyon campus, 37 Rue Saint-Romain, 69008 Lyon

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, participants will engage with complex sustainability challenges, developing a nuanced understanding of their social, economic, and environmental dimensions. Led by esteemed faculty, 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.



# Program 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

# Program 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:

- 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.

**3** July 8 to 12  
Dijon campus

# Innovation & 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







# Program highlights

**Dates:** Monday, July 1st to Friday, July 5<sup>th</sup>

**Credits:** 4 ECTS for 25 teaching hours – 5 hours per day

**Location:** BSB Dijon campus, 29 rue Sambin, 21000 Dijon

- **5-days** starting on Monday, July 8th and ending on Friday, July 12th.
- 25 teaching hours – 5 hours per day – **4 ECTS**.
- **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 every day.



# What will you learn?

There is no problem without a context! If we take the time and effort to explore it, the real problem will appear together with the best possible solution/s. **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.

- Look beyond the surface of a problem and identify its real sources.
- Take an authentic and empathy-based perspective on a problem.
- 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.



# Program organization

- Day 1:** Introduction to Design Thinking & Presentation of the Company Mission.
- Day 2:** Research - Understanding the Problem through the lenses of Empathy.
- Day 3:** Analysis - Putting together all pieces of the puzzle.
- Day 4:** Creative Problem solving & Prototyping.
- Day 5:** Testing & Presenting the solutions to the Company

# Program 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?

## 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.
- A basic level of personal maturity to embrace the level of introspection and personal development that is part of the program.

# 2024 Summer School

## general organization

### Sunday, June 30th :

**In Dijon:** a guided visit organized in the afternoon followed by a welcome buffet for the participants.

**In Lyon:** a guided visit organized in the afternoon followed by a welcome buffet for the participants.

**Thus, we suggest arriving on Sunday morning at the latest!**

### Monday, July 1<sup>st</sup> and July 8<sup>th</sup>

09:00-10:00	Welcome coffee and a short visit of the campus
10:00-12:00	Lectures 2h
12:00-13:30	Lunchbreak
13:30-16:30	Lectures 3h
17:00-18:30	Cultural activity

### Tuesday to Friday, July 2<sup>nd</sup> to 5<sup>th</sup> and 9<sup>th</sup> to 12<sup>th</sup>

09:00-12:00	Lectures 3h
12:00-13:30	Lunchbreak
13:30-16:30	Lectures 2h
17:00-18:30	Cultural activity

### Friday, July

Closing ceremony followed by a dinner in a French restaurant.

### Saturday, July 6<sup>th</sup>

OPTIONAL EXCURSION: Whole day trip to Burgundy vineyards is organized.



# Exciting cultural activities throughout the week:

City guided visits in Dijon and in Lyon,  
French Corporate Culture lecture  
French Business Etiquette and French savoir-vivre workshops,  
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.*

## ... and a whole day trip to Burgundy vineyards...

This visit will involve several cultural activities, such as a visit to the famous Hôtel-Dieu: mediaeval hospital for the poor in Beaune; or a visit to the Château du Clos de Vougeot: the emblem of Burgundy wines. Visit of a mustard manufacture, wine tasting and lunch in a restaurant.

*The bus trip departing from Dijon is open to all participants of the Summer School and it must be funded separately.  
Detailed schedule of the trip will be provided utterly.  
The trip will only take place if there is a minimum of 12 participants.*



# Accommodation

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

In Dijon, we suggest the **Aparthotel Adagio République**, located in the center of Dijon and just minutes' walk from BSB 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	Single room	Twin room <i>(shared room only available if another participant wishes to share the room)</i>
Aparthotel Adagio-Dijon République	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:



or scan:



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.

Complete the payment.

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

## Tip!

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





# Program fees

	AUTHENTIC LEADERSHIP	INNOVATION & DESIGN THINKING	EMPOWERING SUSTAINABILITY
<b>Administrative fees</b>	160 €	160 €	160 €
<b>Students from partner institutions</b>	700 €	600 €	600 €
<b>Other students</b>	840 €	720 €	720 €
<b>Tuition waiver</b>	For tuition waiver students, only the administrative fees have to be covered by the student.		

If you register for two modules (Authentic leadership and Innovation & Design Thinking or Empowering Sustainability and Innovation & Design Thinking) one week of administrative fees will be offered to you.

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

## For the AUTHENTIC LEADERSHIP Participants:

- Official Process Communication Model (PCM)
- One-day outdoor adventure

Both part of the pedagogy of the module.



# Interested in BSB Summer School?

**Contact us  
for more information**

[short.programs@bsb-education.com](mailto:short.programs@bsb-education.com)

Registration form link:  
<https://forms.office.com/e/Qv1RhatFdw>