



# SHORT-TERM PROGRAMMES

**SUMMER SCHOOL 2021**







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# BSB

# SUMMER SCHOOL 2021

Burgundy School of Business is an internationally renowned Business School with campuses in the cities of Dijon, Lyon and Paris and was founded in 1899. 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.

## 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.

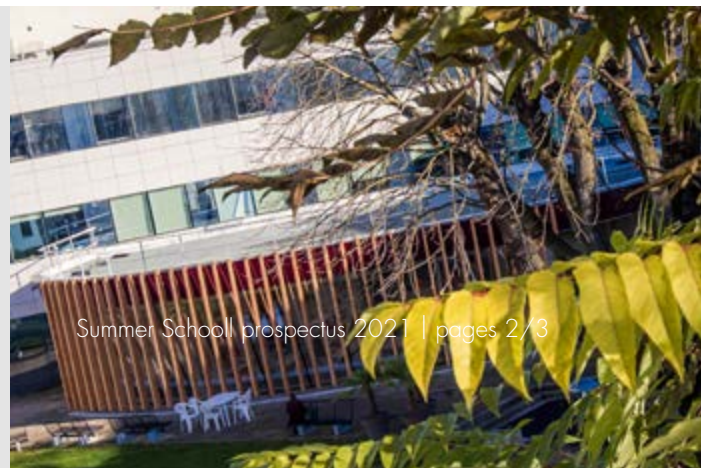
At BSB, we help shaping agile managers and leaders, able to create new ways of thinking and doing business, evolving quickly in a global environment.

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

BSB Summer School is an innovative workshop programme which welcomes international students from around the globe.

Following the success of our first Online Winter School 2021, we will be offering two 100% online sessions.





# THE PROGRAMME

The 2021 Summer School module:

## CREATIVE MINDSET AND ANTREPRENEURIAL LEADERSHIP



## PROGRAMME CONTENT

The Summer Schools are delivered as workshops. The workshop concept 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: Entrepreneurial thinking, 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.

The programme 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. It 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 OF THE PROGRAMME

- Understanding entrepreneurial thinking and effectuation
- Being aware of personal leadership qualities
- Learning to be a people-centred leader
- Understanding 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

**Online Summer School 2021:**  
from June 14 to June 18, 2021

## PROGRAMME ACADEMIC LEADERS

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



# THE PROGRAMME

## Day 1

Introduction

Entrepreneurial Thinking

## Day 2

Creative Mindset I: Problem Recognition

## Day 3

Research & Meet Up

(self organised data collection and reflection)

## Day 4

Creative Mindset II: Problem Solving

## Day 5

Final Presentation

Leadership & Introspection



## SCHEDULE CLASS TIME

- 9:15am-12:30pm (CET):  
Virtual Classroom Teaching
- 2pm-4pm (CET):  
Self-organized Team Work with Tutoring  
(Day 5: Virtual Classroom Teaching)





## 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 days 3 and 4, 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.

## PROGRAMME CREDITS

The online programme is credited with **4 ECTS**.

It contains 20 contact hours with lectures over a 5-day period.

A certificate of completion, along with an official transcript of records, will be provided to you after the end of the programme.



# ONLINE SESSION

## ONLINE PLATFORM

Live classes will be delivered via online meeting platform Zoom.  
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 session.



## 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

90% of students from our 2020 Summer School would recommend the course.  
Here's what some of them said:

**ELIZABETH**  
UK

I was able to connect with other international students, worked collaboratively and learned from other cultures.”

**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.”

**PETER**  
BULGARIA

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

**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 Create your online account [\(click here\)](#)
- 2 Complete the registration questionnaire (providing all information and documents required)
- 3 Submit your application

*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.*

- 4 Complete the payment before June 4

*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

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

## ADMINISTRATION FEES

€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

- 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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