



 **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!**



**2024 Summer School  
offers**

**2 independent  
modules**

**each designed  
to provide you with  
a comprehensive  
learning experience**





# 1 From July 1 to 5 immerse yourself in the world of **Authentic Leadership**

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





# WHAT WILL YOU LEARN?

- **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 HIGHLIGHTS

- **5-days**
- **25 teaching hours module**
- **4 ECTS**
- **Innovative learning approaches beyond traditional leadership theory**
- **Process Communication Model (PCM) test included**
- **The Emergence Play**
- **One-day outdoor adventure to put new skills into action**

**2** From July 8 to 12  
dive into  
the realm of

# 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







# 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.
- 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 HIGHLIGHTS

- 5-days
- 25 teaching hours module
- 4 ECTS
- Human Centered Design Thinking (HCDDT) – innovation method
- Local real-life company mission
- Coach with 10-years of international consulting experience

## Exciting cultural activities throughout the week:

- ❖ French Corporate Culture lecture
- ❖ French Business Etiquette workshop
- ❖ French Savoir-vivre workshop
- ❖ Wine tasting
- ❖ Cheese tasting

... and a whole day optional trip to discover Burgundy and its vineyards...







## Discover **Dijon**, capital of Burgundy

Stroll through the historical center, classified by UNESCO, the palace of the dukes of Burgundy, charming streets with half-timbered medieval houses and, the museums and the international gastronomy and wine center.

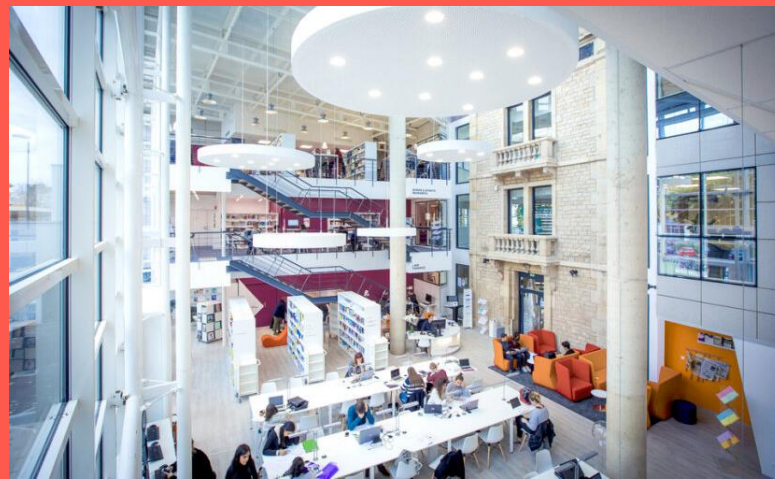
For more information, check [here](#)!



# ENJOY BSB CAMPUS

Situated in the city centre and well-connected by public transport, this modernized campus aims to provide an enriching student experience, with innovative teaching methods in a collaborative work environment.

Want to see more, check [HERE](#) !







# Interested in our Summer School?

**July 1 to 5**  
**Authentic Leadership**

**July 8 to 12**  
**Innovation & Design Thinking**

**Contact us  
for more information**

