

BSB SUMMER SCHOOL



June 22 to July 3, 2026

BSB
BURGUNDY SCHOOL OF BUSINESS



ABOUT BSB

Established in 1899, BSB is one of the world's oldest business schools and belongs to the prestigious 1% of triple-accredited institutions.

BSB focuses on a personalized approach, prioritizing the student experience, and delivering diverse programmes with a strong international dimension to meet students' individual needs.

INTERNATIONAL RECOGNITION




AACSB, EQUIS and AMBA are international accreditations that recognise business schools for the quality of their training. BSB is in **the top 1% of all business schools worldwide** with this impressive triple accreditation.



BSB ranks **49th worldwide in the 2025 Financial Times** Masters in Management, standing out among France's top schools for career progression.

INTERNATIONAL COMMUNITY

With 25% of our students and 43% of our faculty coming from abroad, BSB offers a truly international environment. This cultural diversity will broaden your perspective and prepare you to thrive in global careers and multicultural workplaces.



BSB SUMMER SCHOOL

2 EXCLUSIVE MODULES



Authentic Leadership & Human Centered Innovation (Design Thinking)

Dates: June 22 to June 26, 2026

Location: BSB Dijon Campus
29 rue Sambin, 21000 Dijon, France



Empowering Sustainability: Transformative Pathways in Consumption

Dates: June 29 to July 3, 2026

Location: BSB Lyon Campus
99 rue du Professeur Beauvisage, 69008 Lyon, France





AUTHENTIC LEADERSHIP & HUMAN CENTERED INNOVATION

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 being capable to provide inspiration to solve the problem before jumping to the solution of the problem. During this programme Human Centred Design Thinking will be applied to a local real-life company mission.

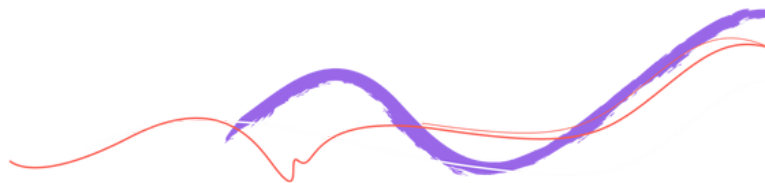
The programme has also a strong focus on personal development and soft skills. It aims to stimulate people-centered leadership based on students' awareness of their personal strengths, morals and unique qualities. It allows students to develop their personal leadership potential and better access their creative potential in their professional and personal life.

PROGRAMME HIGHLIGHTS

- 5-days – 25 teaching hours – 5 hours per day – 4 ECTS credits.
- Innovative learning approaches beyond traditional leadership theory that encourage authenticity, action, and the courage to seek one's true leadership identity.
- 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 more than 10-years of international consulting experience.
- Extracurricular cultural activities.

WHAT WILL YOU LEARN?

- Identify the root cause of problems with an authentic, empathetic perspective.
- Recognize your unique leadership strengths and growth areas to lead in a people-centered way.
- Engage creatively with your environment.
- Use qualitative research methods and creativity techniques appropriately.
- Generate powerful, innovative solutions.



PROGRAMME OUTLINE

DAY 1 Introduction & The Process Communication Model

DAY 2 Authentic leadership

DAY 3 Empathy & Problem identification

DAY 4 Problem definition & creative solution finding

DAY 5 Testing & presenting the solutions to the company

PROGRAMME ASSESSMENT

HCDT diary (individual assignment)

A 2-page report (1000 words max) on the learning journey as a design thinking consultant throughout the programme.

Team presentation (team assignment)

Oral presentation to the company on the last day of the programme (documented in form of a PPT presentation).

WHO CAN APPLY?

- Undergraduate or postgraduate students from any discipline.
- Open-minded individuals who are willing to engage in innovative and action-based learning.
- Students with solid English skills and the social ability to collaborate with peers from diverse countries and fields.
- Students with the personal maturity to engage in introspection and personal development throughout the programme.



WE BELIEVE
IN YOUTH



EMPOWERING SUSTAINABILITY TRANSFORMATIVE PATHWAYS IN CONSUMPTION

This interdisciplinary course integrates transformative learning methodologies to provide an in-depth exploration of key pillars of sustainability, including energy conservation, sustainable mobility, sustainable diets, and waste management. Combining theoretical perspectives with experiential activities, the programme encourages students to critically examine the complex systems that shape sustainability challenges and to reflect on their own role within these systems. Through collaborative learning, practical exercises, and guided reflection, participants will not only analyse major sustainability issues but also develop the awareness and skills needed to adopt and promote more sustainable behaviours in their daily lives.

PROGRAMME HIGHLIGHTS

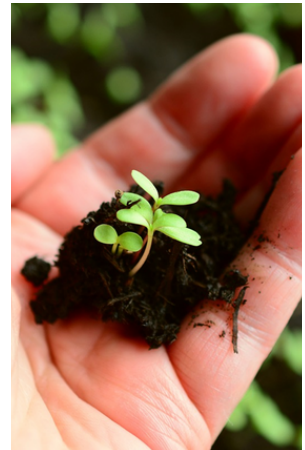
- 5 days – 25 teaching hours – 5 hours per day – 4 ECTS credits.
- Interdisciplinary approach: In-depth exploration of the main pillars of sustainability, including energy conservation, sustainable transport, sustainable diets and waste management.
- Use of innovative teaching methods to encourage a profound change in people's understanding of and approach to sustainability issues.
- Practical application : Implementation of concrete solutions to meet sustainability challenges, by integrating theoretical knowledge into real contexts.
- Extracurricular activities.

WHAT WILL YOU LEARN?

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

PROGRAMME OUTLINE

- 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 a comprehensive action plan for advancing sustainability in their personal and professional life.

The essay should include interdisciplinary knowledge on consumer behaviour, be well-documented, drawing on reputable sources to support arguments and illustrated with relevant personal life examples.

WHO CAN APPLY?

- Undergraduate or postgraduate students from any discipline.
- Open-minded individuals who are willing to engage in innovative and action-based learning.
- Students with solid English skills and the social ability to collaborate with peers from diverse countries and fields.
- Students with the personal maturity to engage in introspection and personal development throughout the programme.





A UNIQUE STUDY ENVIRONMENT



DIJON CAMPUS

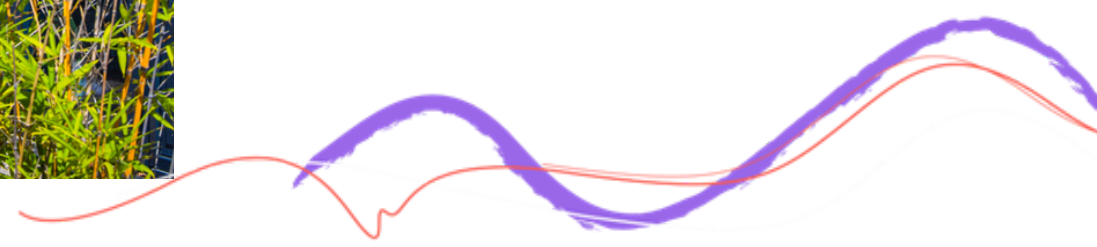
Nestled in the heart of Dijon's historic center, our beautifully renovated campus offers exceptional quality of life with moderate rents, a scenic urban setting, and easy 10-minute access to the TGV station—all within walking distance of student life hubs.

Designed around student needs, the campus blends collaborative workspaces, an entrepreneurship hub, sports and music studios, and welcoming communal areas, offering a lively and fully integrated university experience.

LYON CAMPUS

In Lyon's vibrant 8th arrondissement, our brand-new campus opened its doors in September 2025. Designed with the spirit of a coworking space, it combines flexibility, creativity, and collaboration to meet the evolving needs of our growing student community.

Every detail of the campus is imagined to enhance the student experience. More than just a place to study, it is a dynamic hub where ideas are shared, projects come to life, and ambitions take shape.





DIJON

A FOOD & CULTURE HUB



**DIJON,
THE “MOST
ATTRACTIVE”
INTERMEDIATE
METROPOLIS
IN FRANCE OF 2025**

Barometre Arthur Loyd

As the capital of one of France’s 13 regions, Dijon is a vibrant and youthful metropolis where everything is within easy reach. Concert halls, theatres, festivals, museums, exhibitions, nightlife, and more are just a short walk from campus, offering students an exceptional cultural experience alongside their studies.

Recognized as one of the most environmentally friendly cities in Europe, Dijon is firmly committed to sustainability and to becoming a leader in urban environmental awareness.





LYON

A VIBRANT & CONNECTED CITY



Lyon is a dynamic metropolis with nearly 51,000 jobs in the digital and creative industries and strong links between universities and the many global companies based there.

Having reinvented itself from a proud industrial heritage into a modern hub of education and technology, Lyon now stands as one of Europe's most innovative cities.

Beyond its economic strength, the city boasts a remarkable cultural heritage - from ancient Roman sites to Renaissance architecture - while offering students a vibrant, cosmopolitan lifestyle in France.

LYON,
**“WORLD’S LEADING
EMERGING”**
TOURISM
DESTINATION

World Travel Awards 2022





DISCOVER THE BEST OF FRANCE DURING YOUR WINTER SCHOOL



Guided City Tours

Wander through the timeless charm of Dijon and the vibrant streets of Lyon with expert guides.



Insider Insights

Gain a savoir-faire edge with a captivating lecture on French Culture.



Cultural Mastery

Embrace the art de vivre through engaging workshops on French language, culture and traditions



Creative Immersion

Unleash your imagination in our hands-on Design Lab workshop



Gourmet Delights

Relish the crème de la crème of France with wine and cheese tastings.



Culinary Excellence

Visit the Cité de la Gastronomie in Dijon and savour the heart of French culinary art.



Cinematic Heritage

Discover the origins of film at the iconic Institut Lumière museum with a guided visit.



Please note that this list is non-exhaustive and may vary depending on the number of participants of the Winter School. Detailed schedule of cultural activities will be provided two weeks before the start of the programme.



ADMISSION PROCESS

1

COMPLETE THE REGISTRATION FORM



Once you complete the online form, you will receive a confirmation email summarising your choices and participation costs, along with an agreement to sign and return within 10 days. It may take us a few days to send you this email, so don't worry if you don't hear from us instantly!

[REGISTRATION FORM LINK](#) 

2

WINTER SCHOOL AGREEMENT

Once you receive our email with the agreement attached, you will have 10 days to review, sign and send it back to us by mail, at [**short.programs@bsb-education.com**](mailto:short.programs@bsb-education.com)

If we don't receive the agreement within that delay, your registration will be automatically cancelled.

3

PAYMENT

After the reception of the accepted agreement, you will receive a payment link via email.

You will have **10 days** to complete the payment or to contact our team at [**short.programs@bsb-education.com**](mailto:short.programs@bsb-education.com) if you encounter any difficulties.

4

FINAL CONFIRMATION

After the payment is received, you will receive a final confirmation email with an **admission letter**, which can be used for visa applications if necessary.

Our team will be available via email throughout the application process to assist you and answer any questions you may have.

short.programs@bsb-education.com

PROGRAMME FEES

	Authentic Leadership & Design Thinking	Empowering sustainability
Administrative fees (mandatory)	160€	160€
Students from BSB partner institutions.	550€	600€
Other students	715€	780€

Tuition waiver

For tuition waiver students, only the administrative fees have to be covered by the student.



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

Included in the programme fees

- The tuition fee includes all teaching sessions (25 hours), course materials, welcome dinner in a local restaurant, welcome coffee, closing buffet, transport during the programme and up to 2 cultural activities.
- Administrative fees are mandatory and cover registration, official transcript of results entitling you to 4 ECTS credits, and programme support.

Not included in the programme fees

- Travel arrangements to and from Dijon or Lyon.
- Food and personal expenses.
- Personal transport not included in the schedule.

ACCOMMODATION

BSB does not provide on-campus accommodation for the Summer School. However, we can assist you with booking convenient lodging during your stay.

BSB PARTNER ACCOMMODATION IN DIJON

In **Dijon**, we suggest [Residhome](#), located near the station and within 15 minutes distance from the campus. This is a 3-star apartment hotel, and rooms are equipped with a small kitchenette. It offers single or shared rooms.

Residhome Dijon Cité des Vignes
1 Av. de l'Ouche, 21000 Dijon



INDICATIVE ROOM RATES PER NIGHT

Single room	57 €
Twin room (per person)	28,5 €
Breakfast (per person)	12 €
Local tax (in 2025)	1,87 €

BSB PARTNER ACCOMMODATION IN LYON

In **Lyon**, we suggest [Les Privilodges](#), located just 10 minutes' walk from the new BSB Campus. This is a 3-star hotel apartment, and rooms are equipped with a small kitchenette. It offers single or shared rooms.

Les Privilodges
14 rue Jacqueline Auriol, 69008 Lyon



INDICATIVE ROOM RATES PER NIGHT

Single room	90 €
Twin room (per person)	45 €
Breakfast (per person)	14 €
Local tax (in 2025)	2,50 €



WELCOME TO THE HUB
LEARN, EXPLORE, IMPROVE
TAKE THE FIRST STEP TO DISCOVER THE WORLD
ENHANCE YOUR STUDENT EXPERIENCE
THE WORLD IS YOURS, MAKE THE MOST OF IT.



READY TO JOIN?

REGISTER NOW!



DIJON CAMPUS

29 rue Sambin
21006 DIJON
FRANCE

LYON CAMPUS

99 rue du Professeur Beauvisage
69008 LYON
FRANCE

GET IN TOUCH

[BSB -EDUCATION.COM](https://bsb-education.com)

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