

# KEDGE INTERNATIONAL SUMMER SCHOOL

**KEDGE**  
BUSINESS SCHOOL



2024 / Marseille - Paris

LET'S  
BE  
THE  
CHANGE



# About KEDGE Business School

## A LEADING FRENCH "GRANDE ÉCOLE"

KEDGE is one of the few "Grandes Écoles", Elite French higher education institutions known for their selective admission process, academic excellence, prestigious degrees and

graduates' employability. KEDGE belongs to the select 1% of international business schools holding the 'Triple Crown Accreditation' (AACSB, AMBA and EQUIS).

## CHOOSING KEDGE MEANS

- Joining an original, sustainable, and inclusive school
- Benefiting from lifelong learning opportunities
- Being part of a school that is rooted in its regions and open to the world.

**#1**

Best French school - Business Administration category (Shanghai ranking 2023)

**15,000**

students  
(24% international)

**207**

full-time professors  
(44% international)

**309**

international partner universities  
(spanning 6 continents)

**8**

campuses on 3 continents (Europe, Africa and Asia)



## THE MULTI-CAMPUS ADVANTAGE

Don't miss the opportunity to spend the summer in a new country while enjoying an international environment.

The KEDGE International Summer School programme leverages the institution's multi-campus platform and its international positioning to offer Bachelor and Master

students from around the globe an extraordinary portfolio of programmes to suit all tastes, budgets and time-constraints.

Select from just the one course on the campus of Marseille or Paris or take a Tour de France between the two campuses and transfer those credits back to your home institution!

# Summer School 2024

Earn course credits upon successful completion of your summer programme which you can transfer towards your degree!

## WHY CHOOSE KEDGE FOR YOUR SUMMER SCHOOL DESTINATION?

### 8 DIFFERENT COURSES OFFERED ON 2 CAMPUSES

- 4 ECTS credits per course / 8 ECTS credits per package
- 24 hours teaching per course
- A wide range of choices among our areas of expertise & excellence

### 4 DIFFERENT PACKAGES

- Each package comprised of 2 courses 2-4 weeks per package
- Classes organised Monday to Thursday on campus
- A business trip and a cultural activity offered for each package
- Social activities organised by our student associations in Paris & Marseille

- ✓ A completely flexible format: Select from just 1 course compressed into a week or mix & match courses from different packages to create a hybrid programme that meets your needs.
- ✓ Plan your classes in a hop-on/hop-off format between early-June and mid-July - numerous possibilities to build your own personalised Summer School programme!
- ✓ All courses delivered in English by world-class international professors.
- ✓ Business trips or conferences and cultural activities included each week in the programme at no additional cost.
- ✓ Study in Marseille and/or Paris, France - served by high-speed rail and local airports, these cities are ideal gateways to visit the region and the rest of Europe.
- ✓ Enjoy an intercultural experience and create an international network of friends.

## WHAT OUR PAST STUDENTS HAVE TO SAY

“Amazing experience **all in all**. The professors were amazing. I highly recommend KEDGE Business School.”

“I loved everything about it.”

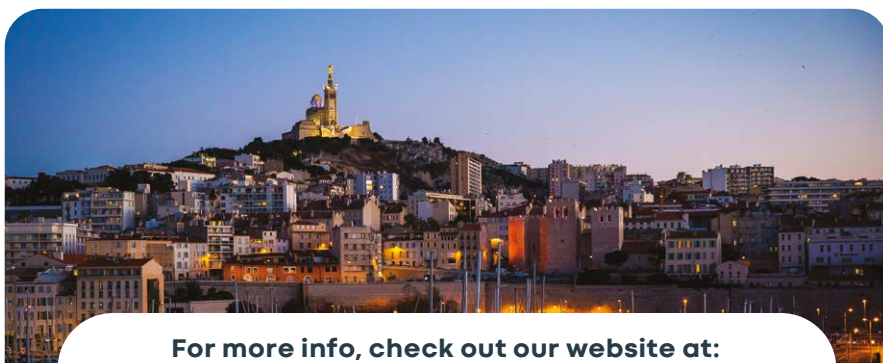
“Had a blast, exceeded **expectations**. Would like to take more classes at KEDGE, I made friends I hope to stay in touch with. Will always remember the experiences I had here, thanks.”

“I had an amazing **experience**, thank you a lot! Merciii!”

“I had an amazing **time. I would love to return**. I am even looking into the possibility of completing my master's course at the university. I have enjoyed the courses themselves, as well as the other activities. I have so many friends from around the world now. I should not have waited until my final year of studies to take this opportunity.”

“Overall, it was a **fantastic 2 weeks**. I learnt new things (which was my main aim), met very nice and polite people and had a great time. Thank you.”

“I have learnt new **practical knowledge and extended my network**. I would highly recommend the KEDGE summer programme.”



For more info, check out our website at:  
[student.kedge.edu/programmes/summer-schools](https://student.kedge.edu/programmes/summer-schools)

## Top quality business courses and amazing social & cultural activities

We organise a complete learning experience for our international students, designed to make the most of their time with us in France. Organised business visits & seminars complement the topics of each programme, while the cultural trips will give you the opportunity to visit our beautiful regions.

### 4 different packages, 8 courses (4 ECTS each)\*

*\*programmes and dates may be subject to modification*

1

#### SPORTS MARKETING, COMMUNICATION AND STRATEGIC MANAGEMENT

**KEDGE Marseille**

##### COURSE 1

**Strategic Management and Advanced Marketing for Sports Organisations**

June 17 - 28; 3 hrs per day, AM

##### COURSE 2

**Sports Marketing & Communication**

June 17 - 28; 3 hrs per day, PM

##### EXPERIENTIAL

- Visit of the Olympics facilities: a guided tour of the Orange Vélodrome, (home to the French League 1 football club "l'Olympique de Marseille" and Rugby World Cup), and a tour of the Marina facilities in the Marseille Bay area
- A guided trek through the Calanques National Park

2

#### SPORT OLYMPICS SKILLS MANAGEMENT AND PURPOSE STRATEGY

**KEDGE Marseille**

##### COURSE 1

**From Olympics to citizenship marketing management in sport**

July 1 - 5; 6 hrs per day, AM & PM

##### COURSE 2

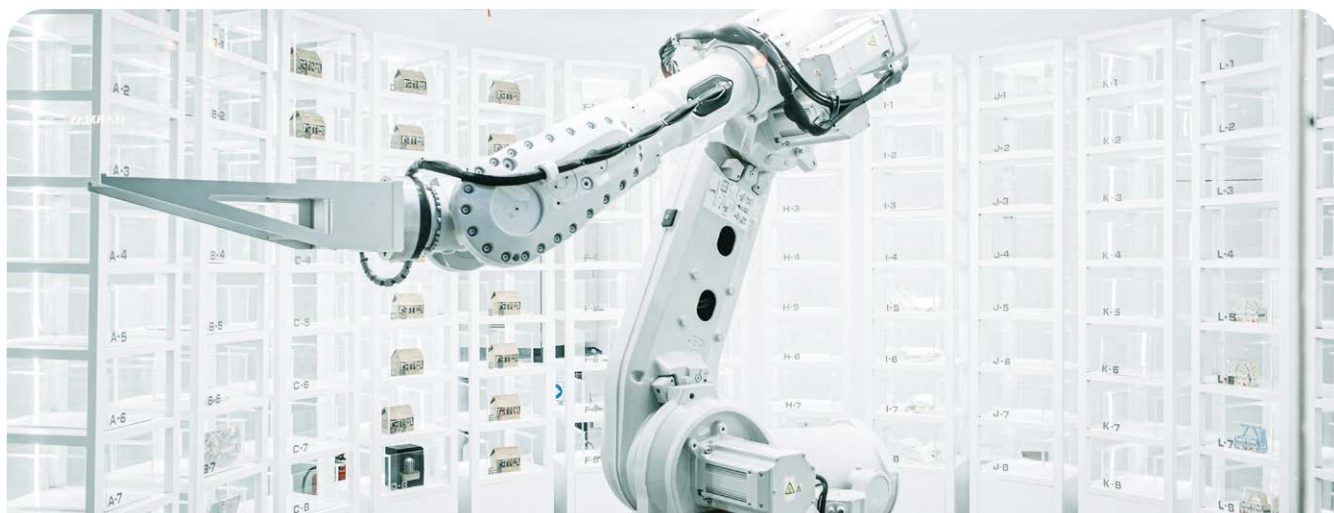
**From Olympics to Oneself Management, Soft Skills and Sport Live Experience**

July 8 - 12; 6 hrs per day, AM & PM

##### EXPERIENTIAL

- Visit of the Oreca Group's Technocentre (Ferrari sport cars)
- Live Case studies and outdoor sport activities
- An organised boat tour in the crystal waters of the Mediterranean





3

## DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT

**KEDGE Paris**

### COURSE 1

**Business Intelligence & Analytics**  
June 24 - 28; 6 hrs per day, AM & PM

### COURSE 2

**Creating customer value with disruptive technologies**  
July 1 - 5; 6 hrs per day, AM & PM

### EXPERIENTIAL

- Get to know more about Big Data and Blockchains with a visit of a Parisian based company or a business talk
- Enjoy the beautiful gardens of Versailles

4

## SUSTAINABLE MARKETING & DIGITAL MARKETING

**KEDGE Paris**

### COURSE 1

**Sustainable Marketing**  
June 10 - 14; 6 hrs per day, AM & PM

### COURSE 2

**Digital Marketing for entrepreneurs**  
June 17 - 21; 6 hrs per day, AM & PM

### EXPERIENTIAL

- A guest lecture and tour given by an international firm using innovative marketing techniques
- Take in the sights of Paris with a boat tour on the Seine

## Students' associations in Marseille & Paris

Students from KEDGE associations Interact & PRO ACT welcome our international students and accompany them during their stay, offering a very rich intercultural experience.

**ORGANISED ACTIVITIES ARE SET UP TO BE FUN AND AFFORDABLE. EXAMPLES OF PAST ACTIVITIES:**

- Beach parties and picnics
- Extreme tubing
- Evening hikes followed by a swim in the sea
- Nights on the town, touring the best clubs and places to be
- Trips to nearby towns and monuments
- Tours of the best student eateries
- Team sports (football, rugby, volleyball...)

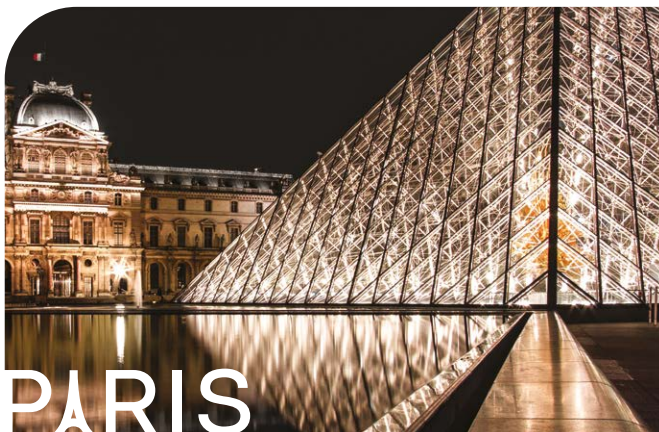


**A summer on the Mediterranean coast of Southern France!**

Situated at the gateway to the Calanques National Park, the Luminy Campus has been completely renovated in line with the sustainable Mediterranean buildings



approach within a beautiful natural environment. It is around 30 minutes away from the town centre by bus and a few kilometres away from Cassis. The new state-of-the-art facilities are focused on the students' needs and expectations.



**A summer in the undisputed world capital of fashion, art and good taste.**

Located in the heart of the city in the exceptional Lumière Building, one of Paris's largest



business centres (and business ecosystems), KEDGE Paris is a place of versatility, designed as a bridge between innovation and people, placing entrepreneurship at the centre of the school's philosophy.

## Funding

### TUITION FEES

€1000 per course on campus or 1800€ for 2 courses\*

It is also possible for students to "Mix & Match" courses and create a hybrid programme to meet their needs. Students also have the opportunity to enrol at one or the 2 KEDGE campuses.

### INCLUDES

Programme organisation and logistics, courses and support materials, certificate of completion, academic transcripts, welcome breakfast, 1 lunch and 1 group dinner, access and transportation to all social and/or business trips.

### DOES NOT INCLUDE

Travel, visa (if required), insurance, accommodation, meals not expressly mentioned, optional extra-curricular activities, personal expenses.

*\*100€ registration fee apply.*

*Enrolment to 2 courses entitles participants to a 10% discount.*

### HANDIKAP



Through its commitment in favour of inclusiveness, KEDGE has mobilised resources and a network of volunteers to support the students with a disability. By doing so, the School facilitates public access to information, as well as the integration, pedagogical monitoring and employability of its learners. KEDGE is strongly committed to inclusiveness and diversity. The HANDIKAP dispositive was established to ensure that KEDGE students with special needs have access to the resources they need to fully enjoy and succeed in their studies at KEDGE and beyond in order to boost their employability.

## Admission

To submit your application, please visit

[shortterms.kedge.edu](https://shortterms.kedge.edu)

### ACCOMMODATION

To take full advantage of the city life, KEDGE BS encourages you to stay in an 'Apart-Hotel' in the city centre.

While KEDGE does not manage the residences, our staff is available to help organise student reservations as a courtesy service in Marseille and/or Paris at no extra charge.

Approximate rates for Marseille and Paris excluding breakfast (\*rates vary according to location and standard of accommodation selected):

#### MARSEILLE

##### Shared Room

44 - 56€ pp/night

##### Single

88 - 112€ pp/night

#### APPROXIMATE RATES FOR PARIS

##### Shared Room

75 - 85€ pp/night

##### Single

150 - 170€ pp/night

For more information, please feel free to contact us.





NATIONAL CAMPUSES

BORDEAUX  
MARSEILLE  
PARIS  
TOULON

INTERNATIONAL CAMPUSES

ABIJAN  
DAKAR  
SHANGHAI  
SUZAOU

ASSOCIATED CAMPUSES

AVIGNON  
BASTIA  
BAYONNE

**CONTACT**

**Marseille & Paris**

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