



Entrepreneurship, Creativity and Innovation

Short Term Programme taught in English

January 7-18, 2013

About the Programme:

Within the framework of the school's Corporate Research Centre (CEREN), faculty members produce top rate research work in different areas of expertise. On the basis of one of these research areas, "innovation, clustering and entrepreneurship", Burgundy School of Business has launched a short-term programme in Entrepreneurship, Creativity and Innovation in which creativity, art and entrepreneurship are closely intertwined through various experiences and in different fields.



"I do not paint things the way I see them but the way I think them." Pablo Picasso



Academic Content

50 hours contact time: classes, workshops, company visits, cultural visits
10 hours personal/group work, programme journal-keeping

8 ECTS / 4 US credits



This innovative programme is three-fold:

Entrepreneurship and Creativity: 2 days of art-based creativity with a local artist in conjunction with the innovation class. Students will be asked to establish a link between art and entrepreneurship and develop a creative outlook on business practices.

Entrepreneurship and Innovation: 12 hours of seminars with constant immersion in the corporate world.

Entrepreneurial activities: through MIME ®: 2.5 days Problem Based Learning

Throughout the programme, students will be required to keep an entrepreneur journey diary where they will analyse their daily experiences. This diary will be the common thread of the course



Entrepreneur Journey Diary



Cultural Visits:

- 2-hour walking tour of Dijon
- Day trip to Beaune and the wine region including a wine tasting and visit to 2 historical sites

Accommodation:

13 nights on a single or double occupancy basis at a two-star hotel in the city centre. Includes WiFi and cooking facilities in the rooms, as well as breakfast.

About Dijon and Burgundy

- Dijon is the capital of Burgundy, in the heart of Europe.
- Burgundy is known as "the land of great art and good living" (rich in cultural heritage, gastronomy, wine and viniculture).



About BSB:

- Founded in 1900, Burgundy School of Business is a leading teaching and research business school of 1,700 students offering a range of undergraduate and graduate courses.
- It is located in the centre of town, just ten minutes' walk away from the train station.
- Access to the multimedia library with a wide range of learning materials in foreign languages and computer labs with free access to the Internet.

Costs:

- Programme fees: Euro 2,050 or Euro 1,550 for students registered in a partner university. This includes tuition fees, cultural visits, a welcome and a farewell dinner and the award of a completion certificate (accommodation not included)
- Accommodation fees: Euro 740 in a single room or Euro 480 in a double room. This includes room, breakfast and taxes.

Some student's testimonials:

"Thank for having me over!

I had an amazing time in Dijon and I thank you for your warm hospitality. Summer school at Groupe ESC Dijon Bourgogne has been mind-blowing and very enriching!" Shermaine

"Be creative in your ideas, no idea is too silly. Do your research pertaining to these ideas to see if there are viable solutions and if a market would exist for it." Joses

"This is the most insightful and enriching course I have ever attended." Nai Yu



For more information, please contact:

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