



AUGUST 18<sup>th</sup> - 26<sup>th</sup>, 2017

# SUMMER SCHOOL PROGRAMME

## EUROPEAN BUSINESS CHALLENGES

The gateway from your classroom into the realities of European Business & Economics



**Solvay Brussels School**  
Economics & Management



UNIVERSITÉ  
LIBRE  
DE BRUXELLES



## ABOUT THE SUMMER SCHOOL

“ THE SOLVAY SUMMER SCHOOL IS AN AWESOME OPPORTUNITY TO MAKE NEW FRIENDS FROM ALL AROUND THE WORLD AND DECIDE IF STUDYING ABROAD IS REALLY FOR YOU! ”

“ FRUITFUL MOMENT CREATING NEW KNOWLEDGE, FRIENDS AND EXPERIENCES. GREAT SCHOOL AND LEADERS! ”

Participants from 2014 edition

The Solvay European Summer School intends to equip students with the state-of-the-art knowledge and tools of the general manager operating in a European context. The programme features classes, trips, and activities designed to give students the opportunity to learn about European business challenges.

Our Summer School is a unique experience for undergraduates. It will enable them to acquire vast amounts of information and know-how regarding the current economic situation in Europe in an interactive way as well as discover the wonderful city of Brussels, the capital of Europe. In addition, it is a wonderful opportunity to build up an international network and to become a Solvay Alumni.

During the Solvay Summer School you will be attending lectures given by internationally renowned professors and researchers from different backgrounds, while getting a taste of what Solvay Brussels School of Economics and Management is about.

Aside from the learning experience, it is important to mention that the Solvay Summer School is organised by students for students. It means that you will get the opportunity to experience real Belgian student life and culture. In addition to the lectures, visits and excursions are planned during the week.

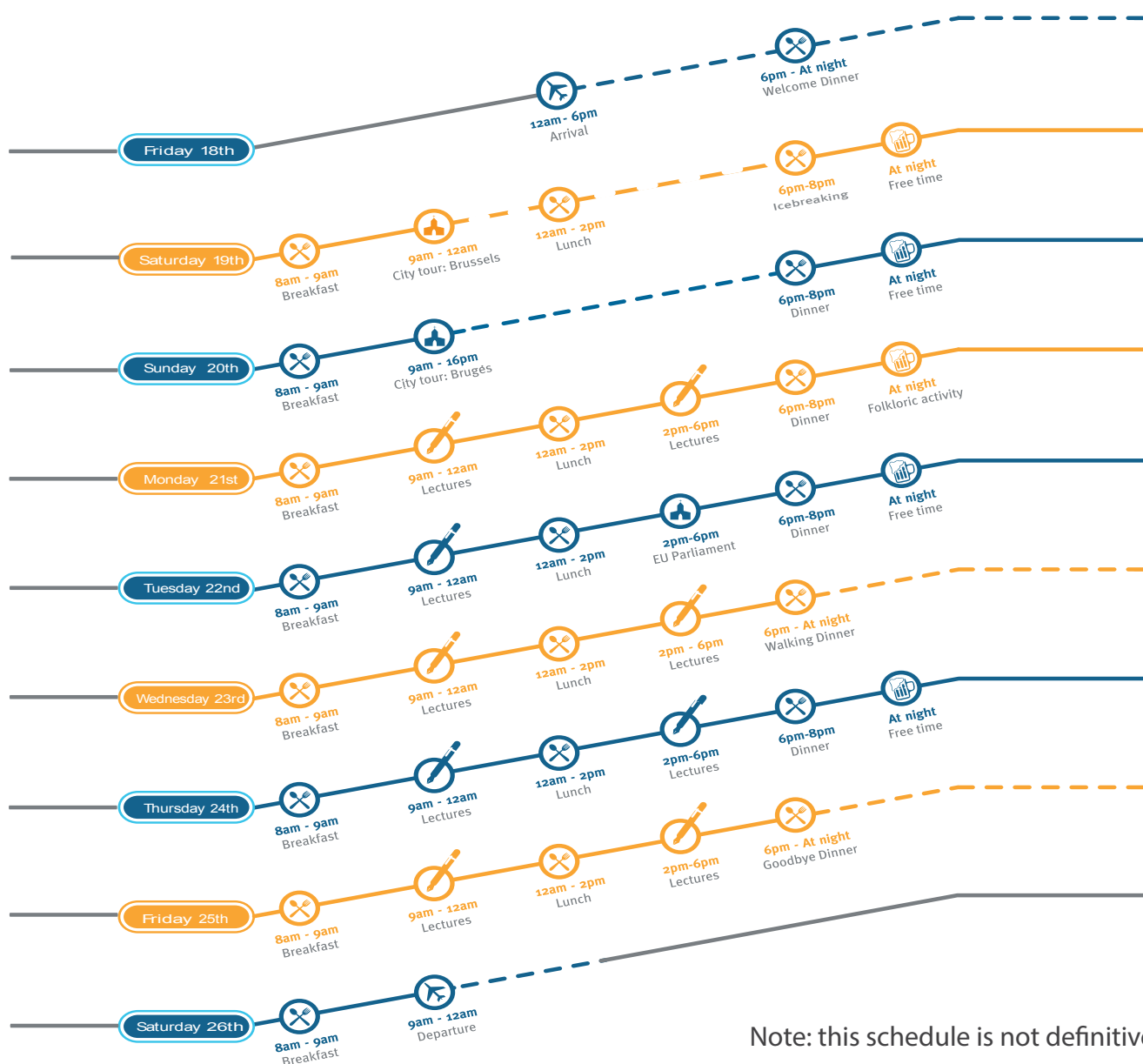
It is a great opportunity for all students to gain new insights and knowledge and to make friends from all over the world. You can attend courses relevant to your future studies and career whilst at the same time enjoying your summer break!



# SUMMER SCHOOL PROGRAMME

## EUROPEAN BUSINESS CHALLENGES

## SOLVAY SUMMER SCHOOL, A MIX OF ACADEMIC CONTENT AND LEISURE



Note: this schedule is not definitive





# SUMMER SCHOOL PROGRAMME

## EUROPEAN BUSINESS CHALLENGES

### CITY OF LIGHTS



For the first time in our programme, we are giving you the opportunity to discover the famous City of Lights on a 2-day trip.

This is the perfect opportunity for you to take photos of the Eiffel Tour, visit the world's greatest museums and shop at the world's most beautiful avenue, the Champs-Élysées.

Don't miss this unique experience that will take place on the 17th & 18th august 2017.



Join us if you want to be a part of this adventure, more information coming soon!

LIMITED PLACES: 20 PARTICIPANTS





# SUMMER SCHOOL PROGRAMME

## EUROPEAN BUSINESS CHALLENGES

### EUROPEAN BUSINESS CHALLENGES

#### Main Course content

The course aims to provide a broad overview and analysis of the business environment in the European Union. The main emphasis is put on European entrepreneurship, geopolitical concerns and on understanding of European economic news. The institutional structure of the European Union will be slightly examined and students will have the opportunity to visit the European Parliament. Finally, the main issues of doing business in Europe will also be addressed.

#### Option Course content

The options aim to provide a tailored analysis of "Entrepreneurship and Technology", "Economics and Finance", "Business Law" or "International Business( Advanced)" with half of the courses being given on the specific topics. It develops students' grasp of business, economics and policy issues and especially their interactions.

#### Entry requirements

To qualify for the Solvay Summer School Programme participants must be officially enrolled in a School or a University of higher education. Students from other Master of Science programmes in other graduate school are also eligible for the course, as well as additional qualified students. Furthermore, if you are studying in the fields of Human Sciences or Natural Sciences, you also meet our need for our courses.

#### Learning outcomes

By participating in this programme students will be able to improve their professional skills, apply their academic knowledge to real situations and build their professional network.

#### Certificates

We offer a certificate to students who are accepted onto the course if the student attends 75% of the seminars and passes the final evaluation.

#### Early Admission fee

If you apply between the 7th of February and the 8th of May for Package 1 or 2, there will be an early bird discount – €75 for applications before May 8th and €150 for those before February 7th. As for Package 3, €60 will be discounted if you apply before the 8th of May and €120 before the 7th of February.

If your school is a partner institution of Solvay Brussels School of Economics & Management, €75 will be discounted if you choose package 1 or 2, and €60 if you choose package 3. Anew, this is only applicable if you apply between the 7th of February and the 8th of May.

#### Additional information

Language of instruction: English.



## IMPROVE YOUR SKILLS AND CHALLENGE YOURSELF

### Sports Challenge

“Winners are not people who never fail but people who never quit”. Athletic or not, you can join the Sports Challenge given by coaches and try to win rewards.

This challenge is organised in 4 sessions with 2 different groups according to their level of athletic competition. It mixes cardio training, endurance, abs session, squat challenge (girls' challenge) and pump challenge (boys' challenge)

We look forward to seeing who our future winner will be,

*Coaches*

### Marketing Challenge

Ready, set... Action! This next challenge will enable you to improve your skills in the realisation of a promotional video starring Brussels and the Solvay Brussels School.

This team project will allow you to improve your marketing and teamwork skills as well as discover the capital of Europe from a new perspective

This will allow you to improve your marketing skills and your ability to work as a team.

If you want to get an idea of the type of video you will be making, check our [Youtube Channel: https://www.youtube.com/watch?v=nEN2\\_6STLzU&list=PLs3TGxtghjoY8dkCk632HpYpRck9HtBBM](https://www.youtube.com/watch?v=nEN2_6STLzU&list=PLs3TGxtghjoY8dkCk632HpYpRck9HtBBM)

### Pitch Challenge

How to stand out from the crowd? How to be convincing?

To reach the top, elocution skills are a must, this is why we are organising this challenge!

By teams of two you will have 10 minutes of preparation to provide a solution in 5 minutes to a problem that will be given to your team beforehand. Your arguments and level of eloquence will be judged by a panel.

Both of the members must speak roughly the same amount of time.

If you win, you will advance to the next knockout round in order to become Pitch Master!



# SUMMER SCHOOL PROGRAMME

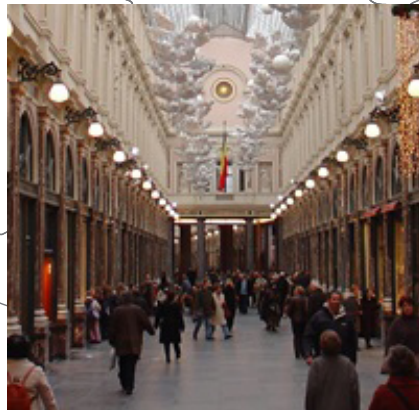
## EUROPEAN BUSINESS CHALLENGES



Brussels, the capital of Belgium, is located in the middle of Europe and hosts a considerable number of international organizations, including NATO and the EU Parliament.

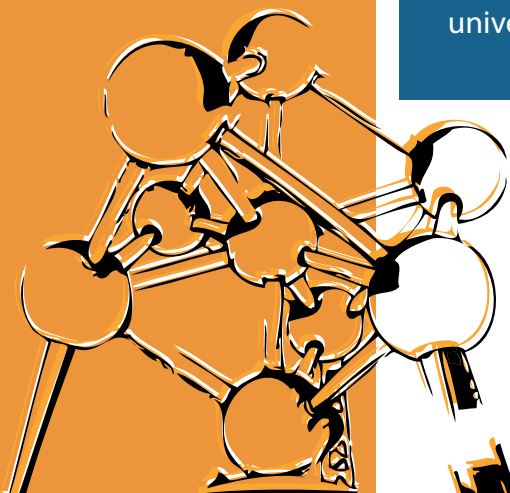
The city has two official languages: Dutch and French. Many people speak English, as well.

Brussels is a real student city with more than 30,500 students. Chocolate, beer and french fries are among the many things that will make you fall in love with this city, which is at the heart of Europe.



Solvay Brussels School of Economics and Management (SBS-EM) was founded by Ernest Solvay in 1903. It is ranked first, among all Belgian Business Schools, for its Masters in Management. This result is mainly due to its demanding courses, its perfect location in Brussels and its education programme that successfully combines management and economics courses. SBS-EM is also part of a university (ULB).

Our school has 8 competence centers and 4 renowned research centers. Solvay Brussels School of Economics & Management is also well known for the participation of their students through the stu-







## ABOUT THE TEACHERS

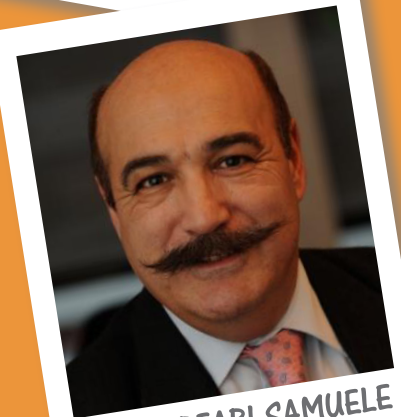
**Mr. Olivier Witmeur** has a Master's degree in Business Engineering and a PhD in Entrepreneurship. He is a professor at the Solvay Brussels School of Economics and Management, where he holds the Bernheim Chair in Entrepreneurship and manages the entrepreneurship center of the university. He mainly teaches Entrepreneurship, Entrepreneurial Finance and Business Planning. His research focuses on the growth of new ventures. He is also the Chairman of the Brussels Council for Research and Innovation Policy and an active member or strategic advisor to numerous growth oriented entrepreneurial ventures.

**Mr. Samuele Furfari** has an applied science doctorate in chemical engineering from the ULB. He has been working for more than 30 years at the European Commission where he has devoted his entire career to energy regulations. He has designed and implemented various energy policies and currently contributes to their coordination by advising the Director General. He teaches the Geopolitics of Energy at the ULB.

**Mr. Bruno Wattenbergh** hosts a daily radio chronicle and professor of Strategy and Entrepreneurship at the Solvay Brussels School of Economics and Management. He is an alumnus from MIT Sloan School of Management and Harvard Business School. He is the Chief Operational Officer and Founder of the Brussels Enterprise Agency (ABE-BAO-BEA). Mr. Wattenbergh specializes in Strategy and Management. He enjoys teaching the needs of SME and new ventures, Public Institutions dealing with enterprises, and Strategy & Entrepreneurship.



MR. WITMEUR OLIVIER



MR. FURFARI SAMUELE



MR. WATTENBERGH BRUNO

# SUMMER SCHOOL PROGRAMME

## EUROPEAN BUSINESS CHALLENGES

### CHOICES

#### Package 1

€ 950\*

(50 places available)



Course Material



Breakfast, Lunch  
and Restaurant



Bus tour, city visits  
and EU institutions



Student room  
on the campus



Activities/  
Night Life

#### Package 2

€ 620\*

(unlimited)



Course Material



Breakfast, Lunch  
and Restaurant



Bus tour, city visits  
and EU institutions



Activities/  
Night Life

#### Package 3

€ 450\*

(unlimited)



Course Material



Breakfast and Lunch

\* The tuition fees and the offers above do not take into account the travel costs to reach Brussels.

When applying for Package 3, you are excluded from different activities, city visits and restaurant outings due to reservation purposes.

# SUMMER SCHOOL PROGRAMME

## EUROPEAN BUSINESS CHALLENGES

## HOW TO APPLY

### Course: European Business Challenges

Credits: 2 ECTS, undergraduates or graduates

Period: August 18<sup>th</sup>-26<sup>th</sup>, 2017

First application deadline: 6<sup>th</sup> February 2017

Second application deadline: 7<sup>th</sup> May 2017

Third application deadline: 30<sup>th</sup> June 2017

### Requirements

Current Bachelor's students preferably in a faculty of Economics and Business

Minimum age: 18

Language: English. For the proper conduct of the sessions, we may ask you an English certificate

### Selection Process

1. Registration of the students **by email at [info.summerschool@solway.edu](mailto:info.summerschool@solway.edu)**  
(please inclose your resume)
2. Confirmation of your application request and fill in the application form
3. Verification of the required criteria
4. Acceptance of roughly 80 applicants
5. A second round of application starts after 7<sup>th</sup> February and the third after the 8<sup>th</sup> of May

### Mail of acceptance

In mid-May, every applicant will be informed of their application status.

An invoice will be sent by mail and your electronic payment should be received within 20 days.



# SUMMER SCHOOL PROGRAMME

## AMBASSADOR PROGRAM

### An engagement for fun

Do you want to take part in the venture and promote the SSS 2017 abroad? What would you get from such an experience? What would be expected from you exactly?

Being an ambassador, this is about meeting a heap of new people and sell them your university, this is about leading conferences and taking a strong stand as to the quality of the program, this is about having great fun while inspiring people abroad! How so?

This year, the ambassador program is driven by Loïk-Maël Nys. It aims at helping ambassadors to go beyond their limits, in any fashion.

The first campaign is about delivering tailored presentations abroad thanks to the great support of the SSS team. From written mails to speech draft along with power-point support, everything is supplied by the team to make you focus on what you are good at: dazzling the audience, leave them mesmerized by your outstanding performance and make foreign students participate in the next edition.

This does not quench your thirst yet? You want to shine brighter? That's what we want as well and this is why we kicked-off a second video-based marketing campaign: a video clip in which you star before an astonishing foreign landscape. Be cool, be proud, be an SSS ambassador basically.

You may be the person we want to work with. Let's get to better know each other. Join us.