

# THE ENTREPRENEURIAL GARDEN

## **BSB - Burgundy School of Business**

### **Summer 2017 GinkGo Postgraduate Programme**

**June 25<sup>th</sup> - July 8<sup>th</sup>**

#### **Course structure:**

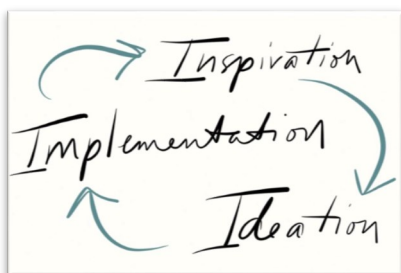
We are offering the following two modules for the Summer 2017 GinkGo Postgraduate Programme:

- *Creative Mindset and Entrepreneurial Leadership*  
26/06-29/06
- *Design Thinking and Entrepreneurs*  
03/07-07/07



#### **Academic content:**

In the first week you will engage with concepts of Entrepreneurship, Creativity and Leadership through seminars, creativity workshops and horse coaching, to experiment with decision making and entrepreneurial team management.



In the second you will be given the opportunity to work with user groups and to design a prototype. The course provides a fundamental understanding of the innovation method of Design Thinking in the field of entrepreneurship.

#### **Student Workload and Credits:**

- Each module consists of 35 hours of work per week (70 hours across the two modules) and incorporates a diverse range of active learning techniques.
- 8 ECTS/4 US are transferred at the end of the programme.



## The Cultural Trip:

An optional cultural trip will take place on Saturday 1<sup>st</sup> July 2017 through the Grands Crus Wine Road, a UNESCO World Heritage Site which is part of the 'Climates of Burgundy's Vineyards'.



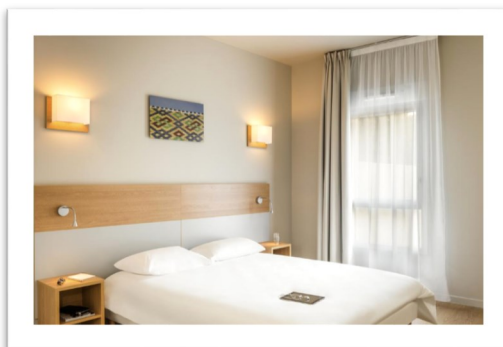
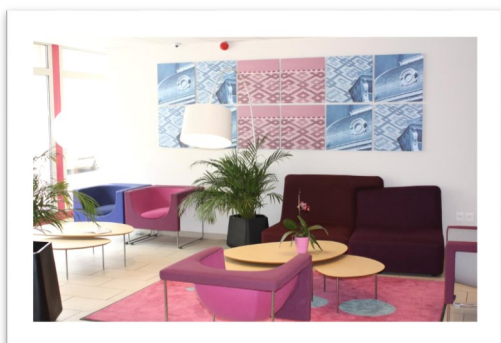
The trip costs €75 and includes:

- A wine tasting session.
- Visits to two famous castles, including Le Clos de Vougeot.
- Lunch at a typical restaurant in Beaune.



## Accommodation:

A modern 3-star apartment hotel, located on a quiet street just off a lively area with a variety of bars and restaurants. It is only a 10 minute walk from BSB.



The cost for two weeks (including breakfast and visitor tax):

- Single room: €820 per person
- Shared twin room: €475 per person

## For more information please contact:

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