

# THE ENTREPRENEURIAL GARDEN

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

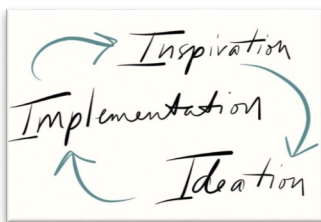
### **Summer 2017 GinkGo Undergraduate Programme**

***June 19<sup>th</sup> - July 15<sup>th</sup>***

#### **Course structure and academic content:**

##### ***1) Creative Mindset and Entrepreneurial Leadership 19/06-23/06***

Come and explore concepts of Entrepreneurship, Creativity and Leadership through seminars, creativity workshops and horse coaching.



##### ***2) Design Thinking and Entrepreneurs 26/06-30/06***

Here you will learn to understand the needs of individuals and companies. This module will give you the opportunity to work with external user groups outside the classroom and to design a prototype.



##### ***3) Opportunity Creation and Business Model 03/07-07/07***

You will learn to design and develop a viable and sustainable business idea experimenting with the entrepreneurial process from resources to business creation.



##### ***4) Strategic Management and Applied Innovation in Entrepreneurship 10/07-15/07***

In this module you will develop an understanding of strategic innovative processes and will be asked to assess innovative projects. You will learn to manage innovation in the firm.



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

- Each module consists of 35 hours of work per week and incorporates a diverse range of active learning techniques.
- 4 ECTS / 2 US credits per module will be transferred at the end of the programme.

## Cultural Visits:

Three optional cultural visits take place as follows which will each cost €75:

### 24<sup>th</sup> June—Jura Mountains

Our first day trip will focus on the gastronomy and the natural beauty of the area. The day will be spent in the nearby Jura Mountains. This will include a walk to see the 31 waterfalls and torrents of the Hérisson waterfalls, a visit to a comté cheese dairy farm with a cheese tasting and lunch in a local restaurant.



### 1<sup>st</sup> July —Grands Crus Wine Road

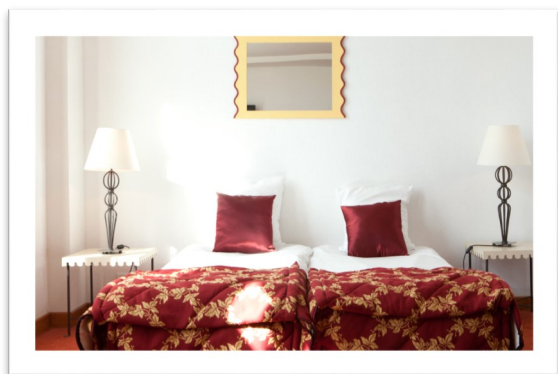
A trip through the Grands Crus Wine Road, a UNESCO World Heritage Site which is part of the 'Climates of Burgundy's Vineyards'. This includes a wine tasting session, a visit to two famous castles, including Le Clos de Vougeot, and lunch at a typical restaurant in Beaune.



### 8<sup>th</sup> July —Northern Burgundy

We will take you to Flavigny, one of the most beautiful villages in France founded in the 8<sup>th</sup> century, to Semur en Auxois, a typical medieval French town, and to the 12<sup>th</sup> century Fontenay Abbey, a breathtaking UNESCO World Heritage Site.

## Accommodation:



A 3-star residence right in the heart of the historic centre of Dijon, close to shops, bars & restaurants. About a 10 minute walk from BSB.

### Cost (including breakfast and visitor tax):

- Single room: €417 per week per person
- Shared twin room: €263 per week per person

## For more information please contact:

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