



THE ENTREPRENEURIAL
GARDEN

THE ENTREPRENEURSHIP CENTER OF BSB



BURGUNDY
SCHOOL OF
BUSINESS

DIJON - LYON - PARIS - BEAUNE

LEARN TO CULTIVATE
YOUR ENTREPRENEURIAL TALENTS !

The Entrepreneurial Garden

The Entrepreneurial Garden is a Centre for Entrepreneurship and Small Business Management, which combines our facilities and academic resources.

It is a place that brings people and ideas together at the heart of an ecosystem: entrepreneurs, businesses, students, lecturers, academics, researchers, coaches, experts, and institutions respectively contribute to the promotion and development of an entrepreneurial mindset.

Our actions are driven by three core principles:

- Individual skills have to be promoted
- Entrepreneurship is based on the diversity of individuals who are constantly reacting to their surroundings. They are thus both the producers and the products of their constantly evolving ecosystem;
- Entrepreneurial behaviour produces economic and social value.

Entrepreneurship is first and foremost a state of being and acting to transform the world. Our responsibility is to learn to create it.

What We Stand for at The Entrepreneurial Garden

The **ideas** behind TEG courses stem from the following principles:

- **Collective learning** and effectual teaching are the basis of our teaching methods
- **Academic professionals and practitioners** are part of our educational and pedagogical teams
- Each participant learns entrepreneurship by **experiencing real life** situations
- Daily **individual and collective feedback** is given on their findings



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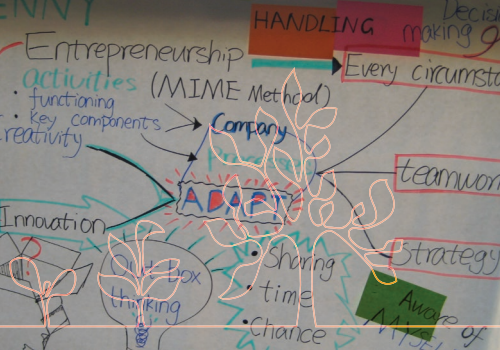
About BSB - Burgundy School of Business

Founded in 1900, BSB - Burgundy School of Business is a leading teaching and research Business School. It belongs to the network of top French academic institutions in business and management. BSB - Burgundy School of Business is located in Dijon, the capital of Burgundy, in the heart of Europe. BSB - Burgundy School of Business is a private, non-profit institution. It offers a large range of degree programmes where students experience high quality education, personalised approach within an international environment.

A faculty of 65 professors and researchers

- 36% international professors
- 350 experts (professors, consultants and company executives)
- 1 Corporate Research **Center (CEREN)**
- 9 degree programmes in business and management taught in English and/or in French
- 2,400 students - 1/4 international students, 66 nationalities
- An international network of 11,000 alumni
- 60 visiting professors from partner universities
- 160 international academic partners supporting student and faculty mobility
- 70 "Double Degree" programmes at Bachelor and Master levels in 17 countries





Our international GinkGo Programme

- Combines different modules from ideation to business creation.
- Takes place in January and June/July.
- Each module is a full time course delivered over 5 days:
35-hours of courses per week combining theory, experiential learning and team work coaching, which takes place both at the school and off campus.
- Our courses are open to undergraduate students, postgraduate students, and professionals wishing to develop an entrepreneurial mindset, and to extend their entrepreneurial skills.

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Programme for Undergraduates

4 WEEK Programme

2 WEEK
Programme

Week 1
2 US/4 ECTS credits

Creative Mindset
and Entrepreneurial
Leadership

Week 2
2 US/4 ECTS credits

Design Thinking and
Entrepreneurs

Week 3
2 US/4 ECTS credits

Strategic
Management and
Applied Innovation in
Entrepreneurship

Week 4
2 US/4 ECTS credits

Opportunity Creation
and Business Model

Programme for Postgraduates

Week 1
2 US/4 ECTS credits

Creative Mindset
and Entrepreneurial
Leadership

Week 2
2 US/4 ECTS credits

Design Thinking and
Entrepreneurs

Week 3
2 US/4 ECTS credits

Strategic
Management and
Applied Innovation in
Entrepreneurship

Week 4
2 US/4 ECTS credits

Opportunity Creation
and Business Model

Programme
A

OR

Programme
B



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Creative Mindset and Entrepreneurial Leadership

Learning objectives

- Discover, test and practise creative processes
- Develop Self-awareness and perception of :
 - highly subjective ideas
 - my personality
 - my knowledge, skills and own experience
- Practise Self-awareness and perception of :
 - Social actors interacting with me and my colleagues
 - a complex and unsure environment

Pedagogy

- Art practices to discover 15 different creative methods
- Horse coaching to experiment:
 - Decision making in unknown and unsure situations
 - Management of individual and collective resources
 - Entrepreneurial team management

Assessment

- Entrepreneurship Awareness : Individual diary - 50%
- Teamwork : collective feedback & oral presentations - 50%

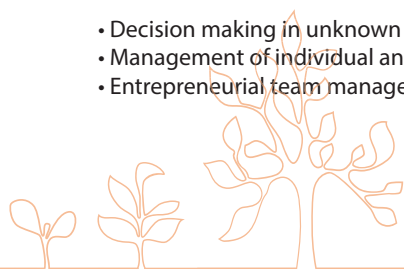
Working hours and ECTS

- 25 hours of contact time: classes, workshops,
10 hours of personal/group work

4 ECTS/ 2 US



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Design Thinking and Entrepreneurs

Learning objectives

- To solve problems through an empathetic understanding of the needs of user groups
- To provide a fundamental understanding of the innovation method of Design Thinking in the field of entrepreneurship
- To practise the Design Thinking process

Pedagogy

- Coaching
- Team Work
- Input on creative method & innovation
- Explore the needs of user groups outside the classroom (observation, interviews, prototype testing, etc.)

Assessment

- Oral presentation of prototype - 50%
- Teamwork : collective feedback & individual analysis - 50%

Working hours and ECTS

25 hours of contact time : classes, workshops,
10 hours of personal/group work

4 ECTS/ 2 US



Strategic Management and Applied Innovation in Entrepreneurship

Learning objectives

- Provide the main elements on Innovation and technology dynamics, strategic innovative process, implementation of innovation strategy in order to:
 - understand what innovation is, its evolution and diffusion patterns
 - be able to analyse technologies as part of a competitive process
 - know how to select and assess innovative projects
 - know how to manage innovation in the firm

Pedagogy

- Case studies on real companies
- Team work
- Meetings with innovative entrepreneurs
- Company visits

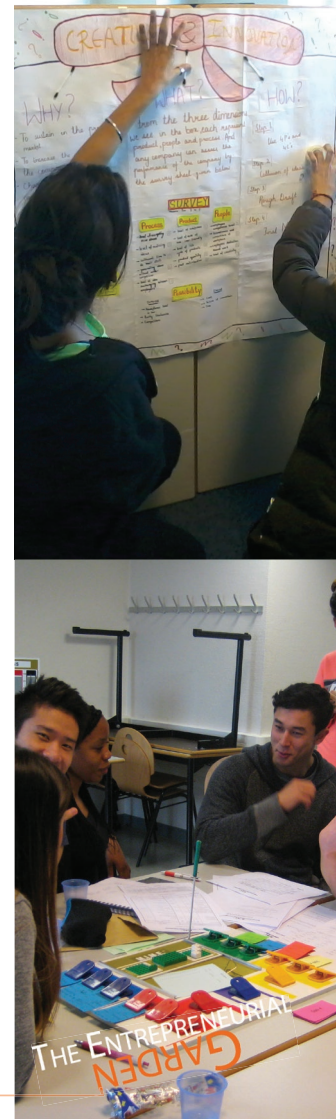
Assessment

- Case studies and sector analysis – Individual assessment 50%
- Final exercise combining group work and individual analysis – 50%

Working hours and ECTS

25 hours of contact time : classes, workshops,
10 hours of personal/group work

4 ECTS/ 2 US



Opportunity Creation and Business Model

Learning objectives

- Design and develop a business idea/opportunity
- Transform it into a viable and sustainable business model
- Experiment with the entrepreneurial process from resources to business creation
- Practise pitch and formal presentations
- Present business projects in front of professionals

Pedagogy

- Team work
- Problem solving
- Video business cases based on real companies
- Serious games
- Individual / collective business project

Assessment

- Collective assessment of serious games presentation : 30%
- Individual evaluation of Business Models oral presentation : 70%

Working hours and ECTS

25 hours of contact time : classes, workshops,
10 hours of personal/group work

4 ECTS/ 2 US

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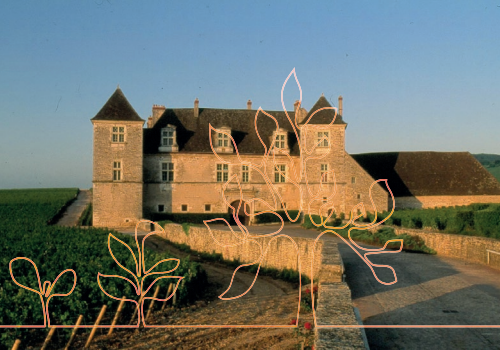




«Burgundy, a Gateway to Europe»

Welcome to Burgundy

- Burgundy is known in France as «the land of great art and good living». It is rich in cultural heritage and famous for its historical architecture, gastronomy, wine and viniculture.
- Optional cultural visits will be organised at weekends to give students a chance to discover various aspects of this heritage.
- For students joining us for the winter programme, there will be a day trip through the Grands Crus Wine Road. This internationally known road is part of the «Climates of Burgundy's Vineyards», which is on UNESCO's World Heritage list. This will include a wine tasting and the visit of the famous castle, Le Clos de Vougeot.
- For students joining us in the summer, a day trip will be on offer each Saturday:
 - The Grands Crus Wine Road as detailed above.
 - The Jura Mountains. This will include a walk to the Hérison waterfalls, a visit of a cheese dairy farm and a cheese tasting.
 - Northern Burgundy. This will include the visit of the 12-century Fontenay Abbey, a UNESCO World Heritage site, a walk in Flavigny (one of the most beautiful villages in France) and a tour of Semur en Auxois, a typical medieval city.



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«Burgundy, a Gateway to Europe»

Choose Dijon

- Easy to travel
- Dijon is very well connected and is linked to all major cities by TGV. There are transport links to the major European cities. It only takes 1 ½ hour to get to Paris, 1 ½ hour to get to Lyon and 5 hours to get to London from Dijon.
- Enjoy the French way of life in a beautiful location.
- Dijon, capital of Burgundy, is a dynamic student city and business centre, a city of art and history, with concert halls, an Opera House and museums. It is lively by day and by night. Dijon also has a packed cultural calendar of events: numerous exhibitions, festivals, concerts and shows. You will also be able to make the most of the gastronomic delights that Dijon has to offer. No matter what you are interested in, classical music, sport, music, culture, gastronomy you have only one option: to enjoy it! (<http://vimeo.com/99931399>)



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Our Main «Pedagogical Seeds»

We offer four different teaching modules at TEG

Creative Mindset
and Entrepreneur
Leadership

Design Thinking
& Entrepreneur

Strategic
Management &
Applied Innovation

Opportunity
Creation &
Business Model



Member of the highly selective French «Conférence des Grandes Ecoles»*, BSB - Burgundy School of Business is AACSB and EQUIS accredited and recognized by thousands of companies in France and around the world for its high-quality education.

The Master in Management program is ranked in the Financial Times amongst the Top 80.



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