

**Montpellier**  
**Business**  
**School**  
since 1897

INTERNATIONAL

*Summer*  
*School* 2019



[montpellier-bs.com](http://montpellier-bs.com)

MONTPELLIER BUSINESS SCHOOL IS ACCREDITED:



# INTERNATIONAL SUMMER SCHOOL - 2019

## EXPRESS YOUR ENTREPRENEURIAL SPIRIT

Entrepreneurship is not only about setting up a company. Whether in your academic or professional life, occasions are countless where you can invest your projects with passion, discover the power of positive thinking, show your leadership and fulfill your ambitions.

**JOIN THE MBS SUMMER SCHOOL TO ENHANCE YOUR SKILLS AND SPARK OFF CREATIVE IDEAS !**

### DESIGN THINKING CREATIVITY & ENTREPRENEURSHIP

(15 HOURS OF CLASS)

Design thinking is a methodology used by designers to solve complex design problems.

The approach has been used more broadly and has been applied in business and to social issues.

Design thinking relies on logic, imagination, intuition, and systemic reasoning, to explore possibilities and to create desired outcomes that benefit the end user (the customer). Design thinking is most of all human-centered.

The main objective of this course is to explore the different dimensions of the design thinking process and apply it to business and managerial issues.

The intent of the course is to provide students with the tools and techniques that will help them define and solve managerial issues in a creative fashion.

### DIGITAL BUSINESS MODEL

(15 HOURS OF CLASS)

Facebook, AirBnB, Tesla, Amazon, Uber, LinkedIn... In a few years, these companies have changed the face, the pace and the foundations of the global economy.

They were able to design or redesign their business model so as to embrace with success the new paradigms of the digital age. In the meantime, the digital revolution allowed for hundreds of thousands of start-ups to be created and to disrupt old business models, sometimes beating well-established companies on their own ground.

The intent of the course is to provide students with key concepts and a clear understanding of the forces driving the digital age and their influences on business models.

The approach will be derived from the business model canvas (Osterwalder, 2008) and the detailed analysis of some emblematic cases like Google, Amazon, Epost or Dawson.

### MANAGING DIVERSITY

(15 HOURS OF CLASS)

The aim of the course is to expose students to diversity and raise their awareness of the challenges, the issues and the opportunities associated with the sound and smart management of diversity.

The course emphasizes the definition of diversity and the identification of the main components of diversity challenges.

The ultimate goal is to ensure that students develop pertinent cross-cultural intellectual understanding as well as cross-cultural management skills.

Upon completion of this course, students will be able to:

- 1 | Understand their relation to diversity and the people around them
- 2 | Demonstrate an awareness of diversity and their understanding of practices, actions and routines that may trigger a feeling of respect or disrespect of diversity
- 3 | Understand the implications of diversity on the philosophy, the values and the routines of an organization
- 4 | Understand the importance of creating a work environment where each and every one is valued
- 5 | Understand how the management of diversity can be a source of better performance

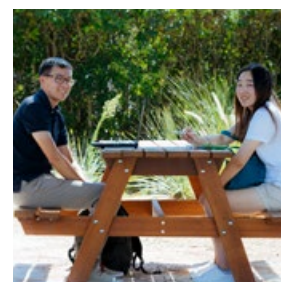
Throughout the program, participants will interact in group projects and study cases, where they will apply and experiment the concepts developed in the three modules.





# FIELD TRIPS AND EXTRA- CURRICULAR ACTIVITIES: **MAKE THE MOST OF THE SOUTH OF FRANCE!**

- › Discover the heart of Montpellier and its unique ambiance: a mix of bustling university town, medieval centre of learning, 19<sup>th</sup>-century flamboyance, and progressive contemporary city.
- › Learn to play « Pétanque », the sport that is closest to French hearts !
- › Relax at the terrasse of a wine bar, in the fading sun, refreshed by a cool breeze...
- › Field trips to local companies will allow participants to understand the economic strength of Montpellier and surroundings.



## PRACTICAL INFORMATION

- › **ENTRY REQUIREMENTS:**  
Good command of English at Bachelor or Master's level
  - › **CERTIFICATE & CREDIT:**  
2 ECTS per module  
School certificate
  - › **DURATION:**  
3 weeks from June 24<sup>th</sup> to July 12<sup>th</sup>, 2019
  - › **AIRPORT OR TRAIN PICK UP:**  
June 22<sup>nd</sup> and 23<sup>rd</sup>, 2019
- ACCOMMODATION AVAILABLE  
FROM JUNE 22<sup>ND</sup> TO JULY 13<sup>TH</sup>, 2019.**
- REGISTRATION DEADLINE:**
- › May 1<sup>st</sup>, 2019 for non-European participants
  - › May 31<sup>st</sup>, 2019 for European participants
- EARLY BIRD REGISTRATION DEADLINE:**
- › April 30<sup>th</sup>, 2019

## WHAT'S INCLUDED

### IN MY PROGRAMME FEE:

- › Courses
- › Official transcript of records based on the ECTS system.  
Transcripts will be mailed approximately one month after the end of the programme, to the address requested by the student.  
For additional transcripts, there will be a charge of 25 € for each; additional transcripts will be sent by express airmail
- › Cultural and Company visits
- › Accommodation in a student hall of residence
- › Lunches every working day of the programme
- › Airport or train station pick up on the indicated dates
- › Public transportation card for the duration of the programme (valid for public transports in Montpellier and its urban area)

## PROGRAMME FEES:

- › Registration fee: 50 €
- › Regular program fee: 2,300 €
- › Early bird fee: 2,000 €  
(register before April 30<sup>th</sup>, 2019)

- › No hidden fees



Montpellier Business School is an officially recognized non-profit organization

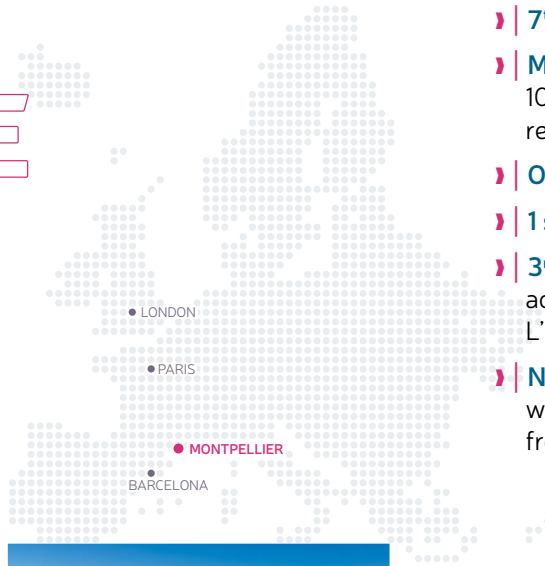
## CONTACT US:

- › +33 (0) 4 6710 2842
- › SummerSchool@montpellier-bs.com



# MONTPELLIER

## THE PLACE TO BE THE PLACE TO STUDY



- › **7<sup>th</sup> largest city in France**
- › **Montpellier is ideally located**  
10 km from the sea, just a few hours from ski resorts, 3 hours from Barcelona and Paris.
- › **Over 70,000 students**
- › **1 student out of 7** is an international student
- › **3<sup>rd</sup> best city to live in France in 2018**, according to the reference magazine L'Étudiant
- › **Numerous sport and cultural events** where you can discover the works by artists from France and abroad



## MONTPELLIER BUSINESS SCHOOL KEY FIGURES

**100+**

permanent faculty

**60%+**

international professors

**3,600+**

students

**1,000+**

foreign students  
on campus

**16,000**

graduates around  
the world in over

**90** countries

**120+**

start-ups  
incubated

**96%**

recent graduate  
employment  
rate

**52<sup>nd</sup>**

BEST MASTER  
IN MANAGEMENT  
IN THE WORLD

FINANCIAL TIMES  
/ 2018

Grande Ecole Programme

**10<sup>th</sup>**

BEST FRENCH  
MASTER  
IN MANAGEMENT

QS RANKING  
/ 2019

Grande Ecole Programme

**2<sup>nd</sup>**

BEST FRENCH  
BACHELOR  
IN INTERNATIONAL  
MANAGEMENT

SMBG - EDUNIVERSAL  
/ 2018

Bachelor Programme

**1<sup>st</sup>**

BEST FRENCH  
BACHELOR  
FOR ITS INTERNATIONAL  
OPENNESS

L'ÉTUDIANT  
/ 2018

Bachelor Programme

# MONTPELLIER BUSINESS SCHOOL

## MAKING A DIFFERENCE

Founded in 1897 and built on strong values, Montpellier Business School offers French and international students, who are unique in their diversity and their backgrounds, the excellency of an internationally recognised French Grande Ecole of Management.

By choosing MBS, you're choosing to become a responsible actor in a changing world.



## OUR Mission

« To train, through higher education programmes, managers that are strong in their diversity, aware of their global responsibility in carrying out their missions, and able to adapt to changes in local, national and international environments ».

## AN INTERNATIONALLY RECOGNISED ACADEMIC EXCELLENCE



5%  
of Business  
Schools  
worldwide



2%  
of Executive  
MBA  
programmes



Less than 2%  
of master's  
programmes  
worldwide

## OUR Values

- › Ethics
- › Openness and diversity
- › Global responsibility and performance



## A COMPLETE RANGE OF MANAGEMENT PROGRAMMES

Programmes that combine  
interactive courses,  
professional projects  
and experiences.

- › | Grande Ecole Programme (Master in Management)
- › | Bachelor of International Business Administration
- › | Masters of Science :
  - › | Marketing
  - › | Finance
  - › | International Business
  - › | Global Business
  - › | Digital Management
  - › | Lean Operations Management
- › | Executive MBA Programme
- › | Executive Education



## » | CAREER CENTER

Throughout the year, a team of recruitment professionals works full-time on student employability: MBS' career consultants support students at every stage of their professionalisation, from self-evaluation to the search for internships or employment. As a result, more than 70% of our students are hired before graduation.

## » | MBS ENTREPRENDRE THE START-UP SPIRIT

From information to professional development, the MBS Entreprendre Center helps students nurturing their entrepreneurial knowledge and supports project promoters from idea through to funding. Coaches and experts oversee tens of projects and start-up creations.

## » | A NETWORK OF 16,000 ALUMNI

The Alumni association gathers 16,000 graduates and 23 branches worldwide.

Students are free lifetime members of MBS Alumni. They benefit from all services allowing them to be involved in the network from the moment they arrive at school.

## » | FRENCH TECH MONTPELLIER

A French center of excellence recognised for its start-up ecosystem, Montpellier has more than 1,350 digital companies, 15,000 jobs, and over 500 events per year in entrepreneurship and digital.



## MAJOR PARTNERS COMPANIES

CONFERENCES  
JOBS  
INTERNSHIPS

Montpellier Business School has partnerships with thousands of companies, and its Advisory Board includes more than 45 corporations that share its values and are involved in the school's strategic orientation and activities.



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Making a  
Difference

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