



SHORT-TERM PROGRAMMES

WINTER SCHOOL 2022





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BSB

WINTER SCHOOL 2022

Founded in 1899, BSB is an internationally renowned Business School with study programmes delivered in the cities of Dijon, Lyon and Paris. Since its beginnings over 120 years ago, the international spirit has been integral to BSB's work, with 75 nationalities currently represented by its student body, 25% of its faculty members with an international background and over 200 partner institutions around the globe.

BSB: INSPIRING CHANGE

In today's fast-paced world business professionals need to adapt quickly, and companies look to the next generation to enhance innovation and sustainability while making a positive impact.

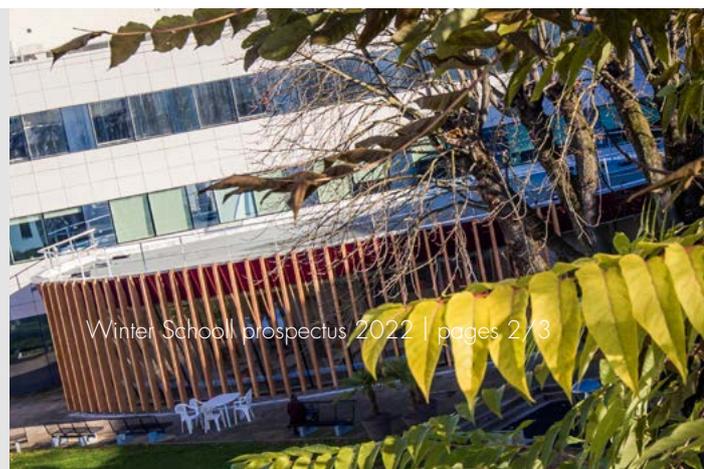
At BSB, we help shaping agile managers and leaders, able to create new ways of thinking and doing business, evolving quickly in a global environment.

Dedicated to a truly student-focused pedagogy, BSB put its students first.

At a time when many of the French Grandes Ecoles have embarked on a race to expansion, BSB stands for an alternative model: a close-knit community in a school with a human touch.

Claudia Sampel, Associate Dean
International Relations

Burgundy School of Business (BSB) holds an innovative workshop programme that welcomes open-minded international students. Following the success of our first online Winter and Summer Schools in 2021, we are excited to offer the programme 100% online in January 2022.



THE PROGRAMME

The 2022 Winter School module:

CREATIVE MINDSET AND AUTHENTIC LEADERSHIP



PROGRAMME CONTENT

The Winter school is delivered as workshops. The workshop concept combines modern learning methods such as experimental learning, problem-based learning, elements of personal development and a number of creativity techniques. It is built on three learning pillars, which are stimulated every day: Authenticity, Leadership, and Creativity.

The programme allows students to develop their personal leadership potential and better access their creative potential in their professional and personal life.

The programme has a strong focus on personal development and soft skills. It aims to stimulate people-centred leadership based on students' awareness of their personal strengths, morals and unique qualities. We will also build on the group dynamic to create an environment where students can learn from each other through in-depth interactions and discussions.

LEARNING OBJECTIVES OF THE PROGRAMME

- Being aware of personal leadership qualities
- Learning to be both an authentic and people-centred leader
- Understanding and acting on psychological needs in communication using preferred communication channels and perceptions
- Understanding the true nature of a problem and its context
- Knowing how to select and apply several creativity techniques
- Learning to think visually and seek feedback for ideas





PROGRAMME DATES

Online Winter School 2022:
from January 10 to January 14, 2022

PROGRAMME ACADEMIC LEADERS

The Programme is taught by Sabine Mueller PhD, a lecturer specialised in education and research on entrepreneurship, leadership and creativity for over 15 years. Sabine also works as a Gestalt-therapist and personal development trainer and thus effectively combines theory and practice in her teaching.



THE PROGRAMME

Day 1

Introduction &
The Process Communication Model

Day 2

Authentic Leadership:
The King's and Queen's Play
(Leadership development tool)

Day 3

No online teaching
self-organised preparatory work (optional)

Day 4

Creative Mindset I:
Problem recognition & Problem solving

Day 5

Creative Mindset II:
Rapid Prototyping
& Final Presentation & Introspection



SCHEDULE CLASS TIME

9am - 12pm / 2pm-4pm (CET):
Virtual Classroom Teaching
& Self-organised teamwork with tutoring



PROGRAMME ASSESSMENT

50% individual learning diary:

Students document throughout the week their personal learning from the programme. The objective is not to reproduce knowledge from the workshop, but to stimulate critical observation and reflection of their personal progress and how their experience has impacted them.

We support any creative and free format for the learning diary and do not set a minimum or maximum length.

The major evaluation criteria are authenticity and depth of their reflection.

50% final team presentation:

Throughout days 3 and 4 of the programme, students work on a real-life challenge and use their empathy, critical thinking and creative resources to develop an innovative solution. On day 5, each team gives a 10-minute presentation of their project, using any form of visual aid available to them (movies, posters, pictures, prototypes).

The focus of the evaluation is not only on the end result, but on the process of how students explored, analysed and handled a real-life challenge.

PROGRAMME CREDITS

The online programme is credited with **4 ECTS**. It contains 20 contact hours with a lecturer during one week. The third day of the week (Wednesday) will not include any contact hours, as this will be an opportunity for students to conduct individual research.

A certificate of completion, along with an official transcript of results, will be provided to your home university after the end of the programme.



ONLINE SESSION

ONLINE PLATFORM

Classes will be delivered via online meeting platform Zoom. Instructors will utilise the Breakout Rooms function to facilitate group work during the programme.

Please note:

In order to create a genuine classroom feel and facilitate group participation, students will be expected to have their cameras and microphones switched on throughout the seminar.



EXTRACURRICULAR ACTIVITIES

In order to foster a close community for students participating we will be offering an exciting range of activities outside of official class times. These activities are optional but students are encouraged to join. Cultural activities will aim to provide students with an insight into French culture, and games and quizzes will allow students to bond in a more informal and relaxed environment.

Some proposed activities may include:

- Cultural quiz
- Intercultural breakfast
- Virtual Tour of Dijon and BSB
- Teambuilding games

STUDENT FEEDBACK

Our former students would recommend this programme.
Here's what some of them said:

ELIZABETH
UK

I was able to connect with other international students, worked collaboratively and learned from other cultures.”

HERMAN
Norway

I recommend this programme for anyone looking to expand their knowledge within the field of entrepreneurial thinking and to practise their teamwork skills with a diverse group of people and characters.”

PETER
BULGARIA

It is a very fun programme which gives you the chance to solve a real problem and allows you to meet people from a lot of different countries.”

MARKAS
Lithuania

This programme was an extremely interactive and multicultural experience that promoted fun teamwork activities and lessons about starting your own business!”



JOIN OUR WINTER SCHOOL

WHO CAN APPLY?

The programme is suitable for both postgraduate and undergraduate students.

The programme has both a strong practical and personal development orientation. We are thus looking for students with a certain degree of personal maturity. Some professional experience is required (internships are sufficient) in order to benefit from introspection exercises and to work on business challenges.

An excellent level of English is also required, since the programme is taught exclusively in English and is highly interactive. (Please note: evidence of sufficient English level may be required.)

We would normally expect to have around 20 students taking part in each session, to allow sufficient group interaction as well as individual attention.





ADMISSION PROCESS

- 1 Create your online account [\(CLICK HERE\)](#)
- 2 Complete the registration questionnaire (providing all information and documents required)
- 3 Submit your application

Once your application has been reviewed and approved, you will receive confirmation of the amount to pay and the School's bank details and instructions on how to transfer payment.

- 4 Complete the payment before December 12, 2021

You will receive a confirmation once we have verified the success of your payment and reception of all required documents.

Tip! Check whether you are a student from one of our partner universities, as this will reduce the fees you pay.

PROGRAMME FEES

Due to the current unprecedented and unique global situation, the team at BSB are working even harder to find the best solution for everyone. For this reason, we have decided to offer a more flexible policy this year.

Withdrawals due to Covid-19 pandemic will be given special attention.



TUITION FEES

- Students from partner universities:
€250
- Students with tuition waiver:
€0
- Other students:
€400

ADMINISTRATION FEES

€80



PAYMENT

In the registration form, you will be required to identify your home institution; we will then use this to calculate the exact cost of the programme for you.

After submitting your application, you will receive an email containing the bank details for the School and instructions on how to transfer the money, as well as confirmation of the amount to pay.

Once the transfer is successful and received by the School, your registration will be complete and you will receive a confirmation from the International Office to this effect.



INCLUDED IN PRICING

- 20 hours tuition with a qualified and experienced lecturer
- Personal feedback on your work
- Enriching extracurricular and cultural activities
- Certificate of completion of the programme
- Official transcript of results entitling you to 4 ECTS points



For more information, please see our website available here:

[BSB SHORT TERM PROGRAMMES](#)

CONTACT

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