

In France, creations of start-up companies by people aged less than 30 has skyrocketed by 208% between 2002 and 2014. Nowadays, this increase in numbers of young entrepreneurs is a worldwide trend.

BSB gives you the opportunity to discover Entrepreneurship through active methods focusing on Leadership, Creativity and Innovation.

The whole programme is taught in our incubator for start-up companies: **The Entrepreneurial Garden (TEG)**.

## **CREATIVE MINDSET & ENTREPRENEURIAL LEADERSHIP**

**Undergraduate: June, 11<sup>th</sup> to June, 15<sup>th</sup>**

**Postgraduate: June, 25<sup>th</sup> to June 29<sup>th</sup>**

Develop your creativity and learn to position yourself as a leader. In this module 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

## **OPPORTUNITY CREATION & BUSINESS MODEL**

**Undergraduate: June, 18<sup>th</sup> to June 22<sup>nd</sup>**

Learn here to take opportunities and to transform an idea into a viable and sustainable business model. This will include practice of pitch and formal presentations, in front of real professors from the entrepreneurship Ecosystem. This will also be carried out through business games and problem solving techniques.

## **DESIGN THINKING & ENTREPRENEURS**

**Undergraduate: June, 25<sup>th</sup> to June, 29<sup>th</sup>**

**Postgraduate: June, 18<sup>th</sup> to June, 22<sup>nd</sup>**

The course provides a fundamental understanding of the innovation method of Design Thinking in the field of Entrepreneurship. Design a prototype of your dream start-up firm and develop your creative mindset through the innovative method of Design Thinking.

## **STRATEGIC MANAGEMENT & APPLIED INNOVATION**

**Undergraduate: July, 2<sup>nd</sup> to July 6<sup>th</sup>**

In this module you will discover innovation. Analysing different technologies, you will explore the competitiveness of its evolution and diffusion. This includes company visits and meetings with innovative entrepreneurs.



**TEG** is a collaborative space described as a real «ecosystem dedicated to Entrepreneurship». More than 40 student projects are supported every year within a structure based on education, research and an incubator.



Our Summer School is open to both undergraduate and postgraduate students and has been divided as week-long independent modules each worth 6 ECTS or 3 US credits.

Each module consists of 25 hours contact time and 10 hours of personal and group work.

2 modules are offered for postgraduate students and 4 for undergraduate students.

You may choose as many modules as you like within your education level.

All modules are taught through the Action Learning Pedagogy. Our lecturers are certified from the International Horse&Coaching Method™ and ISIS Creativity Techniques™, as well as from the HPI/D.School™ (Stanford University).