

# SUMMER SESSIONS



**OPEN UP  
NEW HORIZONS**

# OPEN UP NEW HORIZONS

“  
**BEING AN EDC STUDENT  
MEANS DEVELOPING  
YOUR SKILLS  
TO OPEN UP  
NEW HORIZONS**

*William Hurst*

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## THE SCHOOL

- 3** Educating entrepreneurial leaders
- 4** The Grande Ecole for business creators and developers
- 5** Join one of the best schools
- 6** Why Study in Paris?
- 7** Our campus

## THE SUMMER PROGRAMS

- 8** The Summer Program at a glance
- 10** The Summer Programs: 6 modules

## YOUR ADMISSION TO THE SCHOOL

- 12** Join our Summer Program
- 13** Practical information

## AN INTERNATIONAL GROUP

- 14** The power of a group

# EDUCATING 3.0 HUMANISTIC LEADERS WITH AN ENTERPRISING SPIRIT

## VISION

To form enterprising leaders

### DEVELOP

We welcome **trailblazers** from all over the world who are eager to grow, progress and succeed in this highly demanding world so immensely in need of them.

We welcome **those who innovate** in the digital native generation who incessantly test the limits of possibility, plot their own paths and open up new horizons.

We welcome **those who create value** financially, socially and environmentally, are engaged, responsible and willing to push the boundaries within companies and society graciously as well as effectively.

We welcome **future entrepreneurs** who are capable of implementing innovative strategies, taking risks and questioning themselves without hindering their ambition.

## MISSION

EDC Paris Business School School is the Grande Ecole for enterprising mindsets which puts professional preparation at the heart of its work so as to guarantee its students' employability. The core of the school's strategy and programs is made up of innovation, business development, entrepreneurship, active learning and crossdisciplinarity. The goal is to train humanistic leaders for the digital era with enterprising mindsets who are capable of designing and deploying innovative strategies in order to increase any organization's social and economic performance.

## VALUES

AMBITION AND  
ENGAGEMENT

CREATIVITY

DIVERSITY AND  
AWARENESS

RESPONSIBILITY



# THE GRANDE ECOLE FOR BUSINESS CREATORS AND DEVELOPERS



**CUSTOMIZE**  
YOUR EXPERIENCE

**EXPERIMENT**  
WITH CHOICES

**ENGAGE**  
EVERY DAY

**EDC** PARIS  
BUSINESS  
SCHOOL

**LEAVE YOUR MARK**  
ON THE WORLD

DEVELOP  
**UNIQUE SKILLS**



# JOIN ONE OF THE BEST SCHOOLS



## NATIONAL & INTERNATIONAL SEALS OF APPROVAL AND ACCREDITATIONS

### ACCREDITATIONS



EFMD accredited / master: a quality accreditation by the European Foundation for Management Development (EFMD), certifying the quality of the Programme Grande Ecole, the quality of its faculty and its international dimension.



PRIME Label: a United National Global Compact initiative connected to environmental and social goals.



AACSB (Association to Advance Collegiate Schools of Business) accreditation currently being sought: The leading US accreditor is currently evaluating the school and its programs.

### INTERNATIONAL SEALS OF APPROVAL



Erasmus+: the European program for education, training, youth and sport.



Label Bienvenue en France (Campus France): it distinguishes French higher education institutions that develop and emphasize hosting services for international students.

### MEMBERSHIPS



Conference of Grandes Ecoles (CGE): this association brings together the best engineering and business schools which are accepted after a rigorous auditing process. Our school is the oldest 100% private institution in the management school Division.



Independent Grande Ecole Union (UGEI): the UGEI was created in 1993 to unite elite engineering and management schools recognized for their sense of independence.



The French Management School Directors Conference (CDEFM): the CDEFM represents the shared interests of institutions and schools awarding management degrees approved by the French Ministry of Higher Education, Research and Innovation.

### QUALITY CERTIFICATION



Qualiopi: This quality certification was issued for the following categories: Education module; VAE (the French recognition for prior learning system).



# WHY STUDY IN PARIS?

## AN ENRICHING STUDENT LIFE

Studying in France has many advantages: with a rich cultural heritage, France is ideally located in Europe and stands out in various economic sectors such as the manufacturing of luxury goods, nuclear, aerospace and automobile industries as well as agribusiness.

During your stay in France, you will be able to enjoy a thrilling cultural experience while studying at the heart of the largest European business district - La Défense - which is home to 2,950 companies and welcomes about 2,000,000 business tourists every year.

- 1 La Défense - Campus EDC
- 2 Tour Eiffel - Trocadéro
- 3 Etoile - Champs Elysées
- 4 Montparnasse - Gaîté
- 5 Louvre
- 6 Opéra Garnier
- 7 Sacré Cœur
- 8 Notre-Dame
- 9 Saint Michel - Quartier Latin
- 10 Bastille - République



# OUR CAMPUS



## A DEDICATED CAMPUS AT PARIS LA DÉFENSE

- Designed for successful learning, the all-new La Défense campus is focused on creative areas that are adapted to today's new learning approaches. This state-of-the-art campus boasts very modern digital equipment and comfortable classrooms. In addition, several learning hubs are available for project-based learning and a very active pedagogy.
- Finally, EDC Campus is just a 10-minute metro ride from the historic Paris center. Parisian life and business life are at your finger tips!



### CLASSROOMS

adapted to small group classes equipped with high-tech video resources.

### LEARNING HUB

for events, workshops and conferences.



### THE ALL-ESSENTIAL CAFÉ

to have lunch and meet in a really lively place.

# THE SUMMER PROGRAMS AT A GLANCE



## SUMMER PROGRAMS

- Students have the possibility to choose **2 modules of 15 hours/week**. Each module is worth 2.5 ECTS.

PERIODS	WEEK I 30 JUNE-4 JULY 2025	WEEK II 7-11 JULY 2025	WEEK III 14-18 JULY 2025
Morning	<b>Module I</b> New venture creation	<b>Module III</b> Intercultural communication	<b>Module V</b> Managing collective performance
Afternoon	<b>Module II</b> Sustainable development	<b>Module IV</b> Digital transformation	<b>Module VI</b> Change management

- Courses are taught by affiliate professors: adjunct faculty, visiting professors, professionals. In addition to classes, the course combines field trips to facilitate the students' connection to industry and development of their career network.



## LEARNING OUTCOMES

- These summer sessions have been designed to allow each participant, whether a student or a professional, to broaden one or more aspects of management and to gain expertise in areas as varied as business creation, digital transformation or change management. Taught by professors who are specialists in their field or professionals firmly established in their sector, the courses have all been designed and organized to enhance the participants' skills by stimulating their creativity and curiosity.



## PROJECTS DELIVERABLES

- Each team of students will prepare a presentation of their projects detailing their research and analysis in the form of a business pitch.



## GRADING AND ASSESSMENT

- Students will be assessed for each module on the basis of continuous assessment: quality and timely completion of the project as well as attendance and active participation in class.





## FRENCH GRADING SYSTEM

In the French grading system grades are given based on 20 points. The minimum passing grade is 10/20, the maximum grade is 20/20. When the student's performance is considered outstanding, laude can be added.

FRENCH GRADE	PERCENTAGE OF STUDENTS	CUMULATED PERCENTAGE	ECTS GRADE	DEFINITION
20	2%	2%	A	Outstanding performance with only minor errors
19	2%	4%	A	
18	4%	8%	A	
17	6%	14%	A	
16	11%	28%	B	Above the average standard but with some errors
15	15%	39%	B	
14	17%	5%	C	Generally sound work with a number of notable errors
13	15%	71%	C	
12	13%	84%	D	Fair but with significant shortcomings
11	10%	93%	D	
10	7%	100%	E	Performance meets the minimum criteria
09			Fx	Fail – some more work required before the credit can be awarded
08			Fx	
< 08			F	Fail – considerable further work is required

# THE SUMMER PROGRAMS

## MODULES

### M1

## NEW VENTURE CREATION

### COURSE PRESENTATION

- The nuts and bolts of preparing a New Venture Plan and launching the venture will be explored in this course offering.
- The module is open to those interested in entrepreneurship. Entrepreneurs are not risk takers; they are risk managers.
- Fea Feasibility is a two-fold act. First, the entrepreneur takes an idea and shapes it within the industry's background and turns it into a concept.
- That concept is then tested to assess market risks, distribution risks, the value of the benefits and, finally, the financial risks.

### LEARNING GOALS

At the end of this module, the student will be able to:

- Be equipped with tools and insights to start their business.
- Be able to assess and manage risk.
- Understand business climate and human resources in any new venture analysis.

## MODULES

### M2

## SUSTAINABLE DEVELOPMENT

### COURSE PRESENTATION

- Drawing on sustainability, corporate social responsibility and business ethics, this course focuses on the key issues of sustainable management and provides a springboard for further specializations in this field.
- The course emphasizes sustainability in all its dimensions, including all "three P's" of Planet, People, and profit.
- It presents practical skills for students in the area of integrating sustainability into business practices, operations, policies.

### LEARNING GOALS

At the end of this module, the student will be able to:

- Understand the concept of sustainable management and think critically.
- Describe and explain the broader environmental and social repercussions of business decisions.
- Analytically appraise the ways in which sustainability is applied, assessed and measured.

## MODULES

### M3

## INTERCULTURAL COMMUNICATION

### COURSE PRESENTATION

- Cross-Cultural course introduces students to cross-cultural communication theories and practices.
- Students will work towards achieving this objective through varied class activities including oral presentations, case study analysis, debates, and opinion essays.
- How can we become adaptable in intercultural interactions and know acculturation processes and models?

### LEARNING GOALS

At the end of this module, the student will be able to:

- Develop an awareness of cultural identities and an appreciation for others.
- Recognize cultural variations in communication styles.
- Understand how categories of cultural values might underlie different behaviors.

## MODULES

# M4

## DIGITAL TRANSFORMATION

### COURSE PRESENTATION

- Large companies, whatever their sector of activity (BtoC or BtoB, industry or service), have to face new customer behaviors, new modes of relationship with customers, multi and mobile channels.
- The revolution of the media landscape as well as the growing influence of social media, the new competition of pure players with demanding business models, the question mark of big data, the issue of the integration of digital natives.

### LEARNING GOALS

At the end of this module, the student will be able to:

- Navigate the world of digital ecosystems.
- Understand the collision between traditional and digital business models and how to reinvent your business for future success.
- Discover ways of competing and collaborating with other companies to create and capture value.

## MODULES

# M5

## MANAGING COLLECTIVE PERFORMANCE

### COURSE PRESENTATION

- This course helps people strengthen their conflict-management skills and learn how to become more effective at influencing others, by learning proven techniques and developing more flexible leadership styles.
- It will enable participants to better understand the needs and motivations of others and use a range of practical tools and techniques to work with them to deliver great results.

### LEARNING GOALS

At the end of this module, the student will be able to:

- Strengthen the conflict-management skills.
- Learn how to become more effective at influencing other.
- Use practical tools and techniques to deliver results.

## MODULES

# M6

## CHANGE MANAGEMENT

### COURSE PRESENTATION

- The module provides an understanding of the different theories of change and how to apply them in business: Understand and master the techniques proposed by the theories;
- To sensitize the students on the role that the theories could play in the resolution of the problems within the company, to understand how to be based on these theories, having already studied these problems, to solve and find solutions.

### LEARNING GOALS

At the end of this module, the student will be able to:

- Understand the different theories of change.
- Learn how to apply theories of change in business.
- Master the techniques proposed by the theories.

# HOW TO JOIN THE SUMMER SESSIONS?



## WHO IS THE SUMMER SESSIONS FOR?

- Higher education students, graduates and professionals from around the world.



## ADMISSION CRITERIA

- Candidates are selected according to their academic and professional background, language requirements and their motivation for the chosen module(s).
- Prerequisite: minimum level B2 in English.

## TUITION FEES

Summer Sessions 2025 start:  
**June 30 to July 18**

**€1,000/module**  
all taxes included



## MYEDC ONLINE PLATFORM

- **MyEDC** is an online platform for students, which helps them create and manage their personal information, timetable, educational activities and to receive notices from the academic department.
- Use of the **MyEDC** online platform is an important resource for the students to check their profile, grades, academic calendar and schedule, which should be checked daily for updates before coming to class. Students should always keep their contacts updated in the **MyEDC** profile section to facilitate internal communication and communication during the field trips. Username and password to log in to **MyEDC** and to other EDC's facilities are communicated by the school via email, alternatively students can refer to Academic Affairs.



## TECHNICAL SUPPORT

- **Wifi:** the Wifi login credentials can be asked at the front desk preferably prior to the first class.



## MATERIALS AND SUPPLIES

- Laptop required.
- Basic stationery.







## PRACTICAL INFORMATION

- EDC PARIS has an agreement with Housing platform called **Studapart**. On this platform, you'll find many apartments in Paris and Paris region. Click on the link to access the offer and create your own account.
- You may also consult EDC PARIS accommodation internet page **Accommodations** where you are provided with very precise and useful information to make your choice.
- In addition, you are given tips on how to proceed to select your new home, to avoid fraudulent ads, the internet links to specialized social networks where you can find the ideal tenant and obtain precious feedback on the various accommodations offered.
- In addition, EDC PARIS has signed **1 partnership agreement with 2 student Residences:**
  - **CAMPUS LA DÉFENSE GRANDE ARCHE**  
1 Terrasse Valmy 92800 PUTEAUX  
Tel: **+331 40 40 64 10**  
[www.campusea.fr/en/residence/153161](http://www.campusea.fr/en/residence/153161)
  - **THE SOCIAL HUB**  
56, rue Roque de Fillol 92800 PUTEAUX  
Tel: **+331 49 03 51 00**  
[www.thestudenthotel.com](http://www.thestudenthotel.com)
- **Rental fees:** the range of monthly rents is rather large. On average they amount to approximately 700€/month minimum and up to 1000€.
- **ALJT:** This association offers a large number of flats and studios at very competitive rates. Students are also supported in their various administrative procedures. Please visit the website to check your eligibility and the availability of the apartments.
- My maison in Paris Luxury share flats: [www.mymaisoninparis.com](http://www.mymaisoninparis.com)

## FOR MORE INFORMATION

Please contact our competitive entrance exam admissions service:  
[cchiaramonti@edcparis.edu](mailto:cchiaramonti@edcparis.edu)



# THE POWER OF A GROUP



## EDC PARIS BUSINESS SCHOOL IS A PART OF PLANETA LEARNING AND UNIVERSITIES

Planeta is a Spanish international publishing, media and higher education group. The group became a multinational company in 1949, combining a solid business tradition and strong capacity for innovation.

Planeta Learning and Universities serves 100 000 learners from all countries through its higher education institutions in France, Spain, Italy, Morocco, Colombia, Egypt and the United States.





## THE EDC GROUP



EDC Paris Business School is the management grande école that puts entrepreneurship and business development at the heart of its outstanding programs.



A pioneering and reference institute created 30 years ago which specializes in luxury management through EDC Paris Business School, it has three chairs: Cartier and Vranken Pommery Monopole.



The business school specializing in sports business with campuses in Paris, Lausanne, Barcelona, Rabat and Cairo.





COME SEE US



**WEBINARS AND LIVES**

Find EDC Paris Business School on our social networks and in lives where you can get information and chat with our teams.



De:  
 Planeta Formation et Universités

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