



CORPORATE SOCIAL RESPONSIBILITY & EVENT MANAGEMENT

2020 Business Summer School

CSR has become an extremely important factor influencing the development of companies, their profits and brand image. Taught entirely in English, this course is designed to provide participants with the essential management competencies, in order to acquire an expert understanding of corporate social responsibility and event management.

In addition to the academic course, Excelia group organizes visits to local, regional or national companies, where participants will discover different business models and meet entrepreneurs. The course will be awarded 12 ECTS.

4 WEEKS

JUNE, 23RD TO JULY 16TH 2020

90 HOURS

12 ECTS

FEES

2 950€

TUITION, SOCIAL ACTIVITIES &
ACCOMMODATION IN STUDENT
RESIDENCE INCLUDED

DAY EXPEDITION, SIGHTSEEING &
COMPANY VISITS INCLUDED

NO PREREQUISITES

MINIMUM AGE : 18

LA ROCHELLE ACADEMY
EXCELIA GROUP

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AN EXCEPTIONAL LOCATION

La Rochelle, famous for its history and architecture, offers a friendly and supportive environment. The city is a leader with its sunshine, seaside tourism and nautical sports activities. The city is also renowned for its local gastronomy and its proximity to famous destinations such as the Île de Ré, the Île d'Oléron, Loire castles, and Cognac vineyard.

COURSE OBJECTIVE:

The Corporate Social Responsibility course focuses on the integration of CSR by different standards including the international standard ISO 26000. The course provides an opportunity to approach the operationalization of CSR components from a practical perspective and will be tackled in a concrete and pragmatic dimension, introducing innovation, case studies related to sustainable development. Participants will be therefore provided with the main keys to building a "sustainable" and "ethical" business project in a defined business sector.

The *Event Management* course provides an introduction to the principles of event management, formal instructions and training to applicants. It will focus on the specific knowledge of the organization of events and will emphasize on applicant's ability of identifying, analyzing and measuring choices as part of the programming of events.

WHAT IS INCLUDED IN OUR SUMMER SCHOOL

- ✓ **Accommodation:** single room in a student residence
- ✓ **45 hours** of CSR + **45 hours** of Event management in an international accredited institution
- ✓ **Cultural excursions** with an English-speaking guide
- ✓ **Company visits**
- ✓ **Trip to Ré Island**
- ✓ **Attendance certificate**
- ✓ **Transcript**
- ✓ **12 ECTS**



TENTATIVE SCHEDULE FOR WEEKS 1 & 2

Week 1						
June 21 st	Monday, June 22nd	Tuesday, June 23 rd	Wednesday, July 24th	Thursday, July 25th	Friday, July 26th	Saturday, July 27th
		10:00 - 12:00 am Welcome speech & campus visit	9:00 - 12:30 am Corporate Social Responsibility	9:00 - 12:30 am Corporate Social Responsibility	9:00 - 12:30 am Corporate Social Responsibility	Free Time
		Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	
	Arrival and check-in	2:00 - 5:30 pm Event Management	2:00 - 5:30 pm Event Management & project work	2:00 - 5:30 pm Event Management	2:00 - 5:00 pm Company visit	Free Time
		La Rochelle Tour		Cultural Activities after 5:00 pm		
Week 2						
June 28th	Monday, June 29th	Tuesday, June 30th	Wednesday, July 1st	Thursday, July 2nd	Friday, July 3rd	Saturday, July 4th
Free Time	10:00 am - 6:00 pm Visit of Ré Island	9:00 - 12:30 am Corporate Social Responsibility	9:00 - 12:30 am Corporate Social Responsibility	9:00 - 12:30 am Corporate Social Responsibility	9:00 - 12:30 am Corporate Social Responsibility	
	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	
Free Time	Visit of Ré Island	2:00 - 5:30 pm Event Management	2:00 - 5:30 pm Event Management & project work	2:00 - 5:30 pm Event Management	2:00 - 5:00 pm Company visit	
		Cultural Activities after 5:00 pm		Cultural Activities after 5:00 pm		

