



Summer Schools 2026

-

Programme guide

About Excelia

EXCELIA is ranked among the top 1% business schools in the world and is AACSB, EQUIS and AMBA accredited.

1 group

35 years + (founded in 1988)

3 schools

4 campuses

6800 students (+25% of the entire student body from abroad)



The Short Programmes Experience at Excelia

Join one of our short programmes!

Courses taught by specialists in the field

Professional experience with company visits

La Rochelle and Tours : a touristic and cultural cities committed to sustainable development

Social, cultural activities and networking with your peers



Summer Programmes

Fashion, Design & Luxury Industry Management

-  La Rochelle, Paris, Florence
-  14 June – 4 July 2026
-  60 hours of instruction
-  9 ECTS credits
-  Coursework in English

Corporate Social Responsibility & Event Management

-  La Rochelle
-  19 June – 17 July 2026
-  90 hours of instruction
-  12 ECTS credits
-  Coursework in English

French Language, Culture & Gastronomy

-  La Rochelle
-  21 June – 4 or 19 July 2026
-  40 or 80 hours of instruction
-  6 or 12 ECTS credits
-  Coursework in French
-  Minimum of A2 required*

**A recognized test certificate or a sworn statement from a professor must be provided as proof of this minimum requirement*

User Experience & Web Design

-  Online
-  29 June – 17 July 2026
-  60 hours of instruction
-  9 ECTS credits
-  Coursework in English

Family Business & Entrepreneurship

-  Tours
-  31 May – 13 June 2026
-  60 hours of instruction
-  7,5 ECTS credits
-  Coursework in English

Questions? Please contact
shortprogrammes@excelia-group.com

Example Schedule

***In-person
programmes
only***

*This is an example schedule to show the typical mix of class and activities / company visits.

Students can expect around 2 visits per week depending on the programme

Week 1

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING		WELCOME PRESENTATION	CLASS		COMPANY VISIT	COMPANY VISIT
			CLASS	CLASS	CLASS	CLASS
AFTERNOON		CULTURAL VISIT	CLASS	CLASS	CLASS	CLASS

Week 2

	MORNING	CLASS		CLASS	CLASS	CLASS
AFTERNOON		COMPANY VISIT	CLASS	COMPANY VISIT	CLASS	

Family Business & Entrepreneurship

From 31 May 2026 to 13 June 2026

ECTS: 7,5

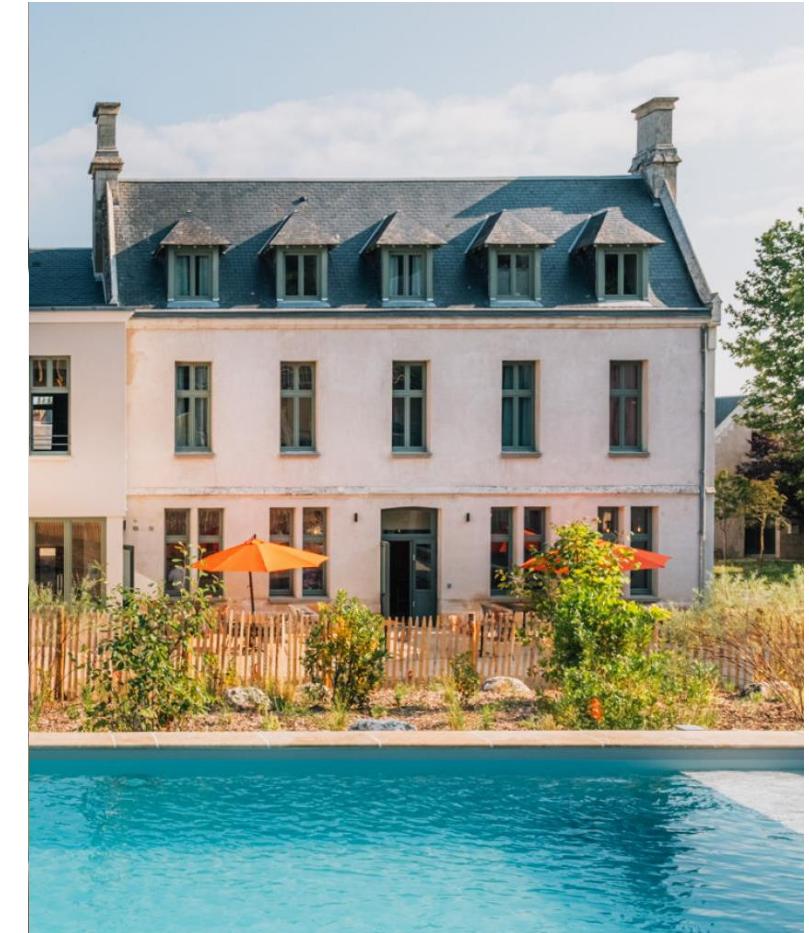
Total hours: 60

This intensive course will cover multiple aspects of family businesses and entrepreneurship, including governance, succession and innovation.

By the end of the programme, students will be able to:

- Diagnose growth, succession, digitalization, finance, and HR/retention challenges in family firms.
- Apply design thinking, lean startup, effectuation, and family business theory (SEW, stewardship, governance) to real companies.
- Propose actionable solutions tailored to local constraints.
- Build a basic feasibility & impact case and pitch to company leaders

A culminating case study will allow students to propose a solution to current challenges that family businesses are facing.



Family Business & Entrepreneurship Accommodation & Travel

31 May 2026 to 13 June 2026
Tours, France

Travel

31 May 2026

Arrival in
Tours

You must
make your
own
arrangements

Accommodation option 1

ApartCity

**Individual room with bathroom and toilets.
Wifi, bed linen and towels included
Small kitchenette, refrigerator**

Estimated cost per person for the entire stay : 750€

About 5 minute walk from Excelia ; 20 minutes from the city centre by tram



Accommodation option 2

Nexity

**Individual room with bathroom and toilets.
Wifi, bed linen and towels included
Small kitchenette, refrigerator**

Estimated cost per person for the entire stay : 650€

About 15 minutes from Excelia by tram ; 5 minutes to city centre by foot/tram



Your own option

You can also make your own accommodation arrangements

For example :

-Hôtel de l'Alternance

Travel

13 June 2026

Departure
from Tours

You must
make your
own
arrangements

Fashion, Design & Luxury Industry

From 14 June 2026 to 4 July 2026

ECTS: 9

Total hours: 60

This programme provides an in-depth overview of the fashion, design and luxury industry sectors in France and Italy, and the diverse management policies and practices associated to each of them.

Through in-class work and visits to brands and local entities, students will discover a very practical business perspective with a full immersion in both countries.

This programme brings students to discover this fascinating industry in 3 cities: La Rochelle, Paris and Florence, Italy.

- 14 June - 20 June 2026 in Florence (Italy)
- 20 June - 26 June 2026 in Paris (France)
- 26 June - 4 July 2026 in La Rochelle (France)



Please note that participation to this programme is capped at 20 students. Nominations past this number will be waitlisted. Nominations are done on a first-come, first-served basis. In case of doubt kindly contact shortprogrammes@excelia-group.com.

Fashion, Design & Luxury Industry Accommodation & Travel

Week 1 : 14 June – 20 June 2026

Florence, Italy

Travel

14 June 2026

Arrival in Florence



You must make your own arrangements



Accommodation

As a group, reserved by Excelia

Il Santo Stays
Shared room with bathroom and toilets.



Wifi, bed linen and towels included
Laundry room, fitness room on site

Shared kitchen available
Breakfast not included (10€ per day)

Cost : 600 € per person for the complete stay

Week 2 : 20 June – 26 June 2026

Paris, France

Travel

20 June 2026

Flight from Florence to Paris

You must make your own arrangements

Accommodation

As a group, reserved by Excelia

**Séjours & Affaires
aparthotel Paris
Bagnex**

Shared room with bathroom and toilets.

Wifi, bed linen and towels included
Laundry room, fitness room on site

Kitchenette
Breakfast included

Cost : 600 € per person for the complete stay



Week 3 : 26 June – 4 July 2026

La Rochelle France

Accommodation choice 1*

Ibis Budget Hotel

*Individual room with bathroom and toilets.
No refrigerator, no kitchen. A/C, Wifi, bed linen and towels included. Reception 24/7
Breakfast included*

Cost : 750€ per person for the entire stay



Travel

26 June 2026

Train from Paris to La Rochelle

As a group, reserved by Excelia

Accommodation choice 2*

Ibis Budget Hotel

*Shared room with bathroom and toilets.
No refrigerator, no kitchen. A/C, Wifi, bed linen and towels included. Reception 24/7
Breakfast included*

Cost : 450€ per person for the entire stay



Your own option

You can also make your own accommodation arrangements

Travel

4 July 2026

Departure from la Rochelle

You must make your own arrangements

Fashion, Design & Luxury Industry

Accommodation

- 14 June - 20 June 2026 in Florence (Italy) – Mandatory accommodation
- 20 June - 26 June 2026 in Paris (France) – Mandatory accommodation
- 26 June - 4 July 2026 in La Rochelle (France) – Accommodation optional*

Accommodation fees **for summer 2026** are **1200-1950 € per person**

These fees include :	These fees <u>do not</u> include :
<ul style="list-style-type: none">• Accommodation in Florence, Italy (600 €)• Accommodation in Paris (600 €)• Train from Paris to La Rochelle• <i>Accommodation in La Rochelle (450-750 €) if chosen</i>• Transportation costs for all activities• Activity costs	<ul style="list-style-type: none">• Meal/food costs• Transportation to/from home country• <i>Flight from Florence, Italy to Paris, France</i>



Please note that participation to this programme is capped at 20 students. Nominations past this number will be waitlisted. Nominations are done on a first-come, first-served basis. In case of doubt kindly contact shortprogrammes@excelia-group.com.

Corporate Social Responsibility & Event Management

From 19 June 2026 to 17 July 2026

ECTS: 12

Total hours: 90

2 courses:

Corporate Social Responsibility course is designed to provide the specific business and management skills required to effectively understand the main characteristics and management context of CSR.

Event Management course is designed to provide an introduction to the principles of event management, formal instructions and training to applicants. Management, animation of team, regulation, promotion and analysis quality are part of objectives and skills applicants will acquire at the end of the course.



Corporate Social Responsibility & Event Management Accommodation & Travel

19 June 2026 to 17 July 2026
La Rochelle, France

Accommodation option 1*

Les Estudines Séjours & Affaires

One individual bedroom with a small kitchen, a private bathroom and toilets.

No A/C

Wifi, Kitchenware, bed linen included

Cost per person for the entire 4-week stay : 1900€



Accommodation option 2*

Les Estudines Séjours & Affaires

One shared bedroom with 2 beds, a small kitchen, a private bathroom and toilets.

No A/C

Wifi, Kitchenware, bed linen included

Cost per person for the entire 4-week stay : 1000€



Accommodation option 3*

CROUS Student Residence

One individual studio with bathroom and toilets.

Wifi, Bed linen included

**Kitchenware provided
Fridge and hotplates, no A/C**

Cost per person for the entire 4-week stay : 800€



Your own option

You can also make your own accommodation arrangements

Travel

19 June 2026

Arrival in la Rochelle



You must make your own arrangements

Travel

17 July 2026

Departure from la Rochelle

You must make your own arrangements

French Language Culture & Gastronomy

From 21 June 2026 to 19 July 2026

Or from 21 June 2026 to 4 July 2026

ECTS: 12 or 6

Total hours: 80 or 40

The program will be run in French and will cover French culture, history, and traditions including practical workshops, cooking classes, cultural visits and conferences. Students will be invited to discover the local terroir, its typical gastronomy and history.

Students may decide to participate for all 4 weeks or the first 2 weeks.

**Participants must have a minimum of A2 level in French (CEFR scale). A recognized test certificate or a sworn statement from a professor must be provided as proof of this minimum requirement.*



French Language Culture & Gastronomy Accommodation & Travel – 4-weeks

21 June 2026 to 19 July 2026
La Rochelle, France

Accommodation option 1*

Host Family (Famille d'accueil)

One individual bedroom with shared bathroom and toilets. In a French family, selected by Excelia.

Wifi, bed linen and towels included

Half-board accommodation on weekdays and full-board on weekends.

No A/C

Family may have pets. Please let us know about potential allergies.

Cost per person for the entire 4-week stay : 1100€

Travel

21 June 2026

Arrival in la Rochelle



You must make your own arrangements



*If the student wishes to reserve one of the accommodation options for La Rochelle, they must inform Mr. Rose via email (shortprogrammes@excelia-group.com) or via the Microsoft forms provided before 15 March 2026. Further steps will be given. Accommodation is granted on a first-come, first-served basis. All accommodation fees include reservation fees. Students may also make their own arrangements.

Accommodation option 2*

Les Estudines Séjours & Affaires

One shared bedroom with 2 beds, a small kitchen, a private bathroom and toilets.

No A/C

Wifi, Kitchenware, bed linen and towels included

Cost per person for the entire 4-week stay : 950€



Accommodation option 3*

Les Estudines Séjours & Affaires

One individual bedroom with a small kitchen, a private bathroom and toilets.

No A/C

Wifi, Kitchenware, bed linen included

Cost per person for the entire 4-week stay : 1850€



Your own option

You can also make your own accommodation arrangements

Travel

19 July 2026

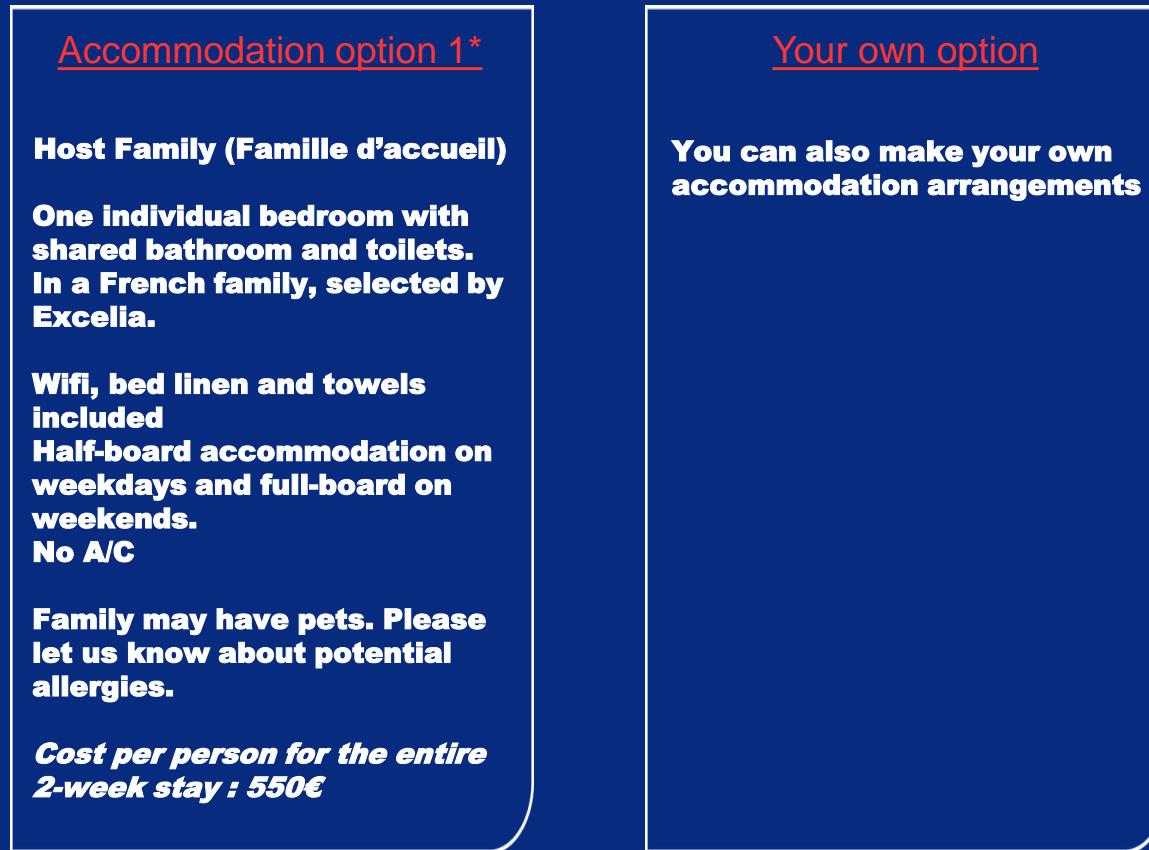
Departure from la Rochelle

You must make your own arrangements

French Language Culture & Gastronomy Accommodation & Travel – 2-weeks

21 June 2026 to 4 July 2026
La Rochelle, France

Travel
21 June 2026
Arrival in la
Rochelle
*You must
make your
own
arrangements*



Travel
4 July 2026
Departure
from la
Rochelle
*You must
make your
own
arrangements*

User Experience & Web Design

From 29 June 2026 to 17 July 2026

ECTS: 9

Total hours: 60

*100% Online

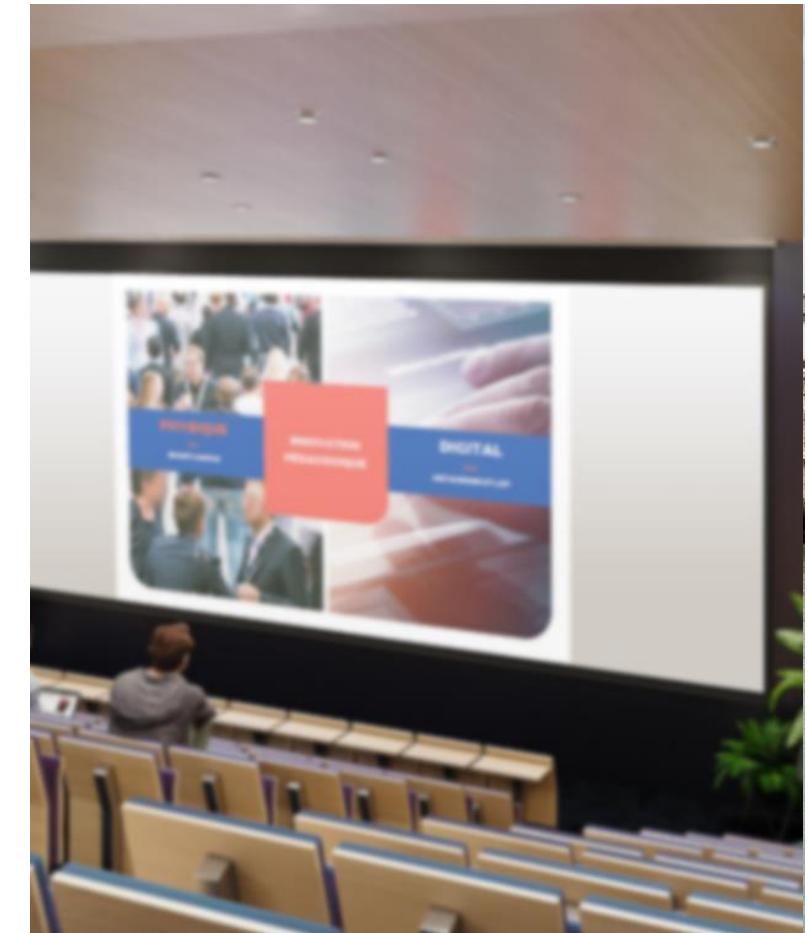
This intensive course will cover multiple aspects of web design, community management and digital marketing strategies that will allow students to acquire a deep understanding of these different subjects.

All modules end with a case study which allows students to put into practice what they learn.

The programme consists of 3 modules:

- Web Design
- Community & Content Management
- Google MyBusiness Certification

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Nomination & Registration Information

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What is new for our summer programmes in 2026?

1. Participants will have a short programmes charter to sign as part of their registration. This document outlines the expectations of the programme.
2. Taking up accommodation organized by Excelia is no longer mandatory in la Rochelle and Tours*. Participants will have the option to choose an option organized by Excelia (by sending an email before 15 March 2026) or make their own arrangements in la Rochelle or Tours.

*Students participating in the *Fashion, Design & Luxury Industry* programme *only*, accommodation is organized by Excelia for Florence, Italy and Paris, France. Students can choose to book accommodation in la Rochelle on their own or with Excelia (before 15 March 2026).

Nomination and Registration (information for international coordinators)

1. The **partner university nominates** the student to Excelia via the online platform (WebGaïa)

Please select “short programmes” as the period and “2025-2026” as the academic year

2. The **student receives an email about the 2 main registration steps (Charter to sign & WebGaïa instructions)**. The student will also receive an informational guide to la Rochelle or Tours.*
3. Once the charter is sent back signed and the WebGaïa **registration completed**, the **student will receive an acceptance letter**.

*If the student wishes to reserve one of the accommodation options shown in this booklet, they must inform Mr. Rose via email (shortprogrammes@excelia-group.com) or via the Microsoft forms provided before 15 March 2026. Further steps will be given.

Note : for students participating in the *Fashion, Design & Luxury Industry* programme **only**, accommodation is mandatory for Florence, Italy and Paris, France. Students can book accommodation in la Rochelle on their own or with Excelia (before 15 March 2026).

Nomination opens:
15 January 2026

Nomination deadline :
15 March 2026

Deadline to book accommodation proposed by Excelia :
15 March 2026

Registration deadline :
1 April 2026

What to expect for registration and accommodation (information for nominated students)

**Registration = completed online via
WebGaïa**

1. Documents to upload:*

- Academic transcript (official or unofficial)
- Passport
- CV/resume
- EHIC/ proof of health insurance coverage (for in-person programmes)

**Email proof of minimum French level (for the French programme only)*

2. Additional information to complete

- Photo, emergency contact, profile (address), etcetera.

3. Short Programmes Charter

- To sign and send back to shortprogrammes@excelia-group.com

5. Once these steps are complete, Excelia will issue your Acceptance Letter

- Participation is confirmed when the student receives the Acceptance Letter.

Reminder : An Acceptance Letter is given once a student completes their registration (on WebGaïa).



Accommodation = communication via email

1. Contact Mr. Rose via email

(shortprogrammes@excelia-group.com) or via the Microsoft forms provided **and indicate which accommodation option you wish to have** (as detailed in the booklet) before the deadline.

2. Mr. Rose confirms the option (if still available) and sends further payment instructions.

3. Student completes accommodation payment.

4. Payment is received by Excelia. Accommodation Letter is sent to student.

- Accommodation is confirmed when the student receives the Accommodation Letter.
- **Note :** for students participating in the *Fashion, Design & Luxury Industry* programme *only*, accommodation is mandatory for Florence, Italy & Paris, France. For La Rochelle/Tours, students may book accommodation on their own or with Excelia (before the deadline).

Reminder : An Accommodation Letter is given once a student requests and pays for the accommodation option.

Testimonies from our past students:

“Great experience during the summer vacation!”

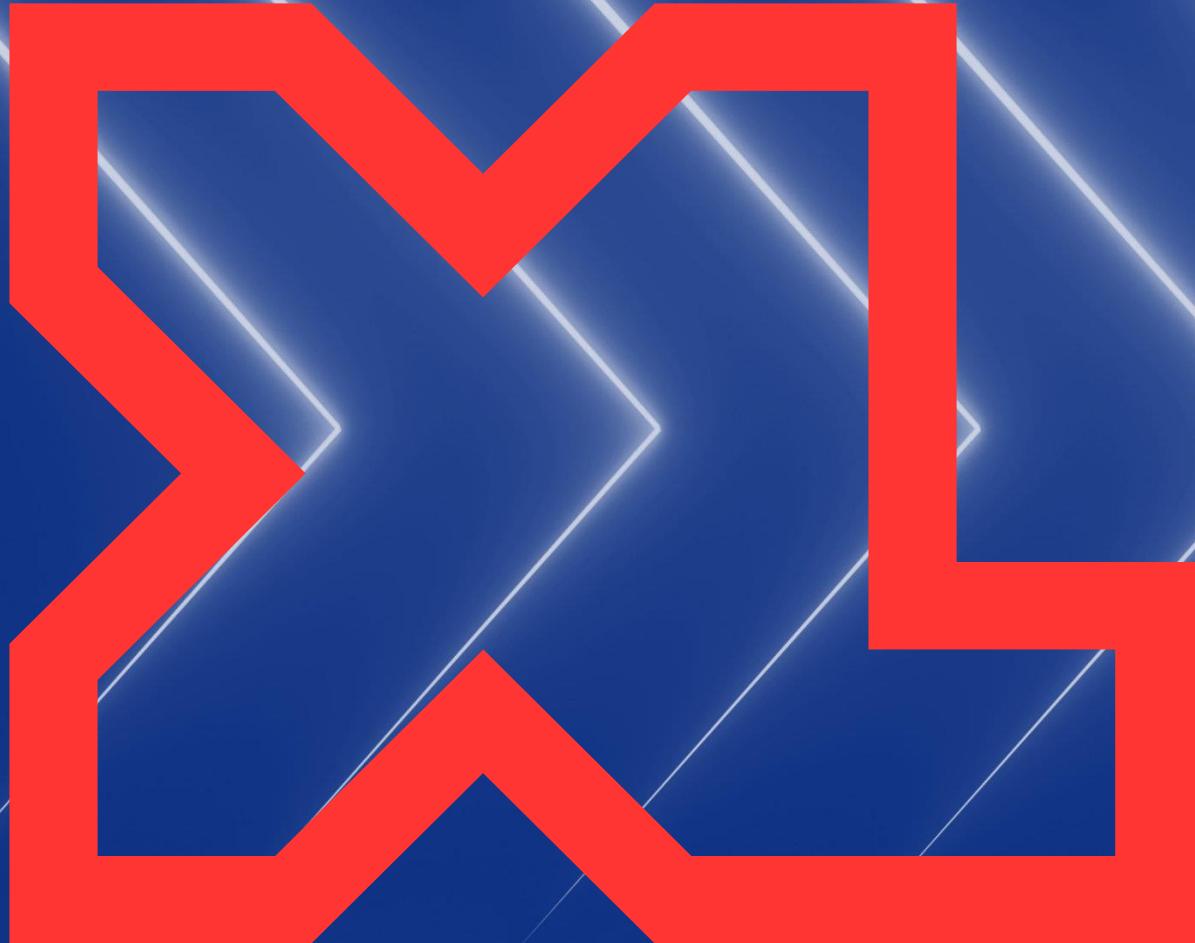
“It was the best summer in my whole life.”

“I found it really informative, all the professors were excellent, and the opportunity to create both international connections and life-long friendships was invaluable.”

“It was a great course and very practical.”

“It was so helpful for private life, it was modern, I would do it again!”

“Would do it again if I could!”



For all your questions on our short programs, please contact:

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Ryan ROSE DAUGROIS
Short Programmes Coordinator
shortprogrammes@excelia-group.com