



# Summer Schools 2026

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## 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 touristy 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

## User Experience & Web Design

-  Online
-  29 June – 17 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

## Family Business & Entrepreneurship

-  Tours
-  31 May – 13 June 2026
-  60 hours of instruction
-  7,5 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*

**Questions? Please contact**  
[shortprogrammes@excelia-group.com](mailto: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	 COMPANY VISIT
AFTERNOON		 CULTURAL VISIT	CLASS	CLASS	CLASS	CLASS

## Week 2

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

# 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



\*If the student wishes to reserve one of the accommodation options for Tours, they must inform Mr. Rose via email ([shortprogrammes@excelia-group.com](mailto: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.

**These accommodation prices will be confirmed in the coming weeks.**

# 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](mailto:shortprogrammes@excelia-group.com).*



# Fashion, Design & Luxury Industry Accommodation & Travel

**Week 1 : 14 June – 20 June 2026**

**Florence, Italy**

**Week 2 : 20 June – 26 June 2026**

**Paris, France**

**Week 3 : 26 June – 4 July 2026**

**La Rochelle France**

## 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**



## 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  
Bagneux**

**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**



## Travel

26 June 2026

Train from  
Paris to La  
Rochelle

As a group,  
reserved by  
Excelia

## 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**



## 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**



## Travel

4 July 2026

Departure  
from la  
Rochelle

You must  
make your  
own  
arrangements

## Your own option

**You can also make your own  
accommodation 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](mailto: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. **11**  
Students may also make their own arrangements.

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).

# 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"><li>• <b>Accommodation in Florence, Italy (600 €)</b></li><li>• <b>Accommodation in Paris (600 €)</b></li><li>• Train from Paris to La Rochelle</li><li>• <i>Accommodation in la Rochelle (450-750 €) <u>if chosen</u></i></li><li>• Transportation costs for all activities</li><li>• Activity costs</li></ul>	<ul style="list-style-type: none"><li>• Meal/food costs</li><li>• Transportation to/from home country</li><li>• <i>Flight from Florence, Italy to Paris, France</i></li></ul>



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](mailto: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

## Travel

19 June 2026

Arrival in la  
Rochelle →

You must  
make your  
own  
arrangements

### 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

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

## Travel

21 June 2026

Arrival in la  
Rochelle



You must  
make your  
own  
arrangements

### 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€**

### 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



\*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](mailto: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.

# 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*



## 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  
2-week stay : 550€***

## 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*

# User Experience & Web Design

**From 29 June 2026 to 17 July 2026**

**ECTS: 9**

**Total hours: 60**

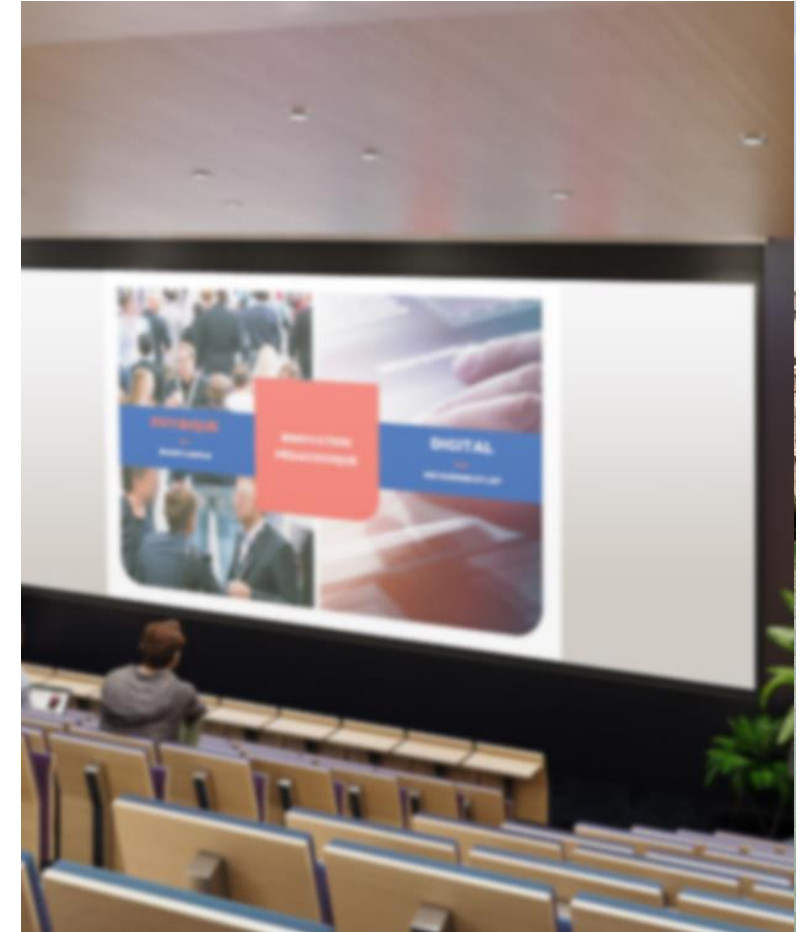
**\*100% Online**

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





# 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](mailto: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](mailto: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](mailto: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!”

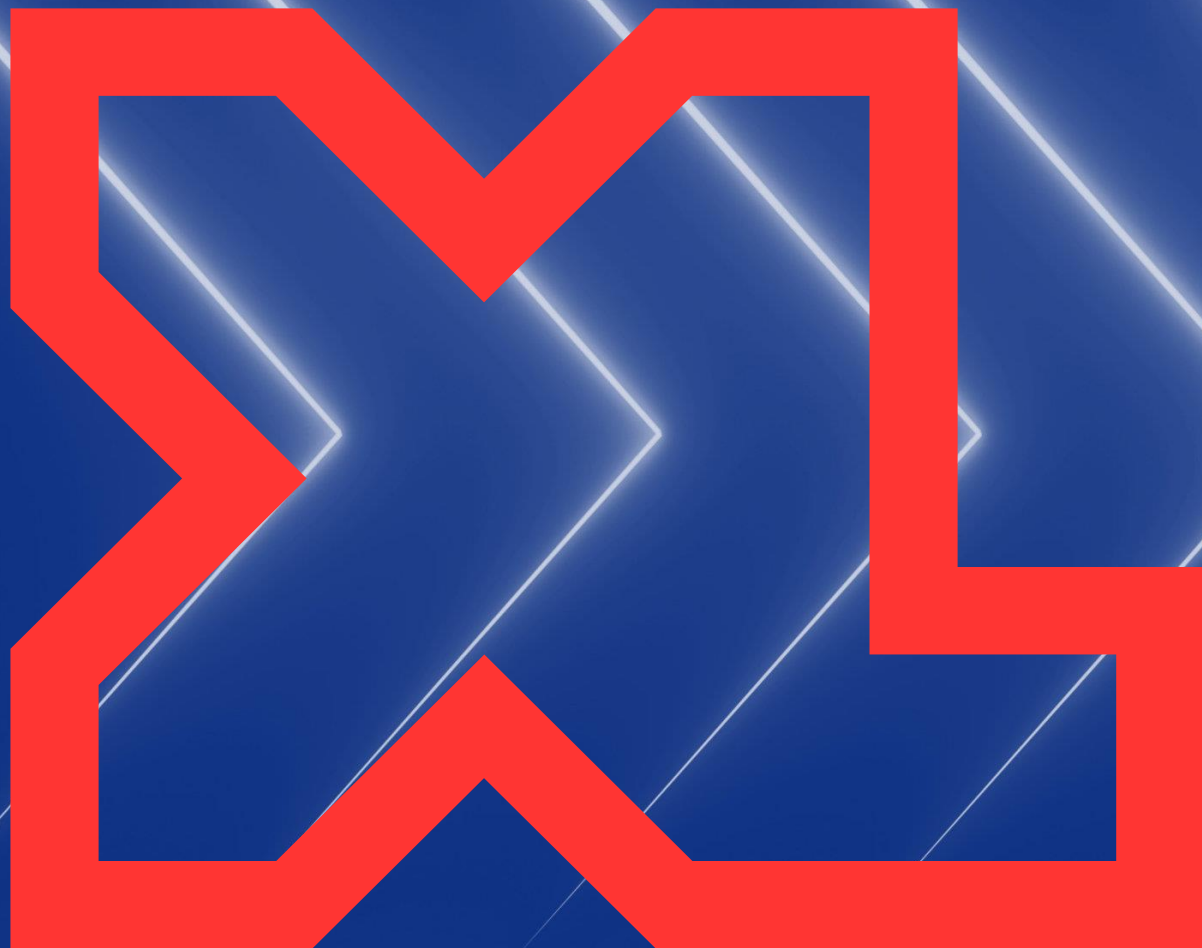
“I found it really informative, all the professors were excellent, and the opportunity to create both international connections and life-long friendships was invaluable.”

“Would do it again if I could!”

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

“It was a great course and very practical.”

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



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

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**Ryan ROSE DAUGROIS**  
**Short Programmes Coordinator**  
**[shortprogrammes@excelia-group.com](mailto:shortprogrammes@excelia-group.com)**