



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



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:

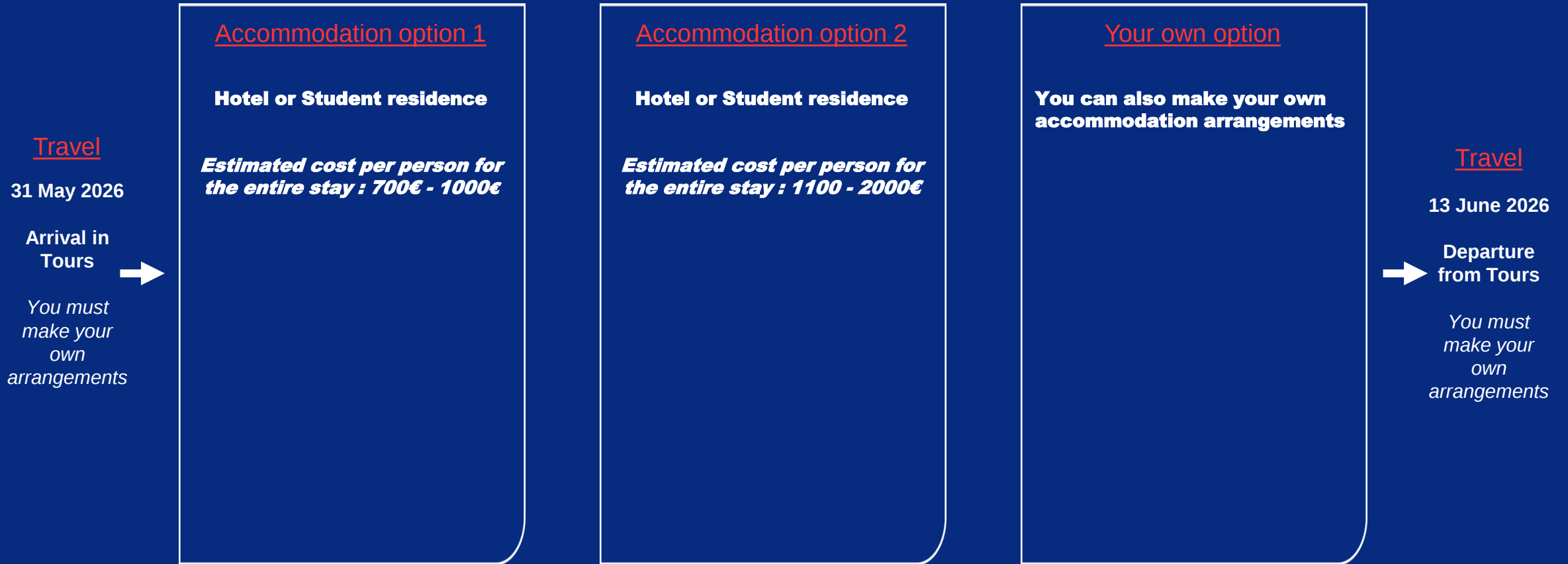
- Diagnose growth, succession, digitalization, finance, and HR/retention challenges in family firms.
- Apply design thinking, lean startup, effectuation, and family business theory (SEW, stewardship, governance) to real companies.
- Propose actionable solutions tailored to local constraints.
- Build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



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)



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*

Hotel in Florence Italy

***Shared room with
bathroom and toilets.***

***Wifi, bed linen and
towels included***

***Price : 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*

Hotel in Paris France

***Shared room with
bathroom and toilets.***

***Wifi, bed linen and
towels included***

***Price : 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*

Hotel or Student residence

***Estimated cost per person for the entire
stay : 400-700€***

Accommodation choice 2*

Hotel or Student residence

***Estimated cost per person for the entire
stay : 400-700€***

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*



*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. **9**

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 **estimation for summer 2026 (1200-2100 €)** per person

These fees include :	These fees <u>do not</u> include :
• Accommodation in Florence, Italy (~600 €) • Accommodation in Paris (~600 €) • Train from Paris to La Rochelle • <i>Accommodation in la Rochelle (~400-700 €) <u>if chosen</u></i> • Transportation costs for all activities • Activity costs	• Meal/food costs • Transportation to/from home country • <i>Flight from Florence, Italy to Paris, France</i>



Corporate Social Responsibility & Event Management

From 19 June 2026 to 17 July 2026

ECTS: 12

Total hours: 90

2 courses:

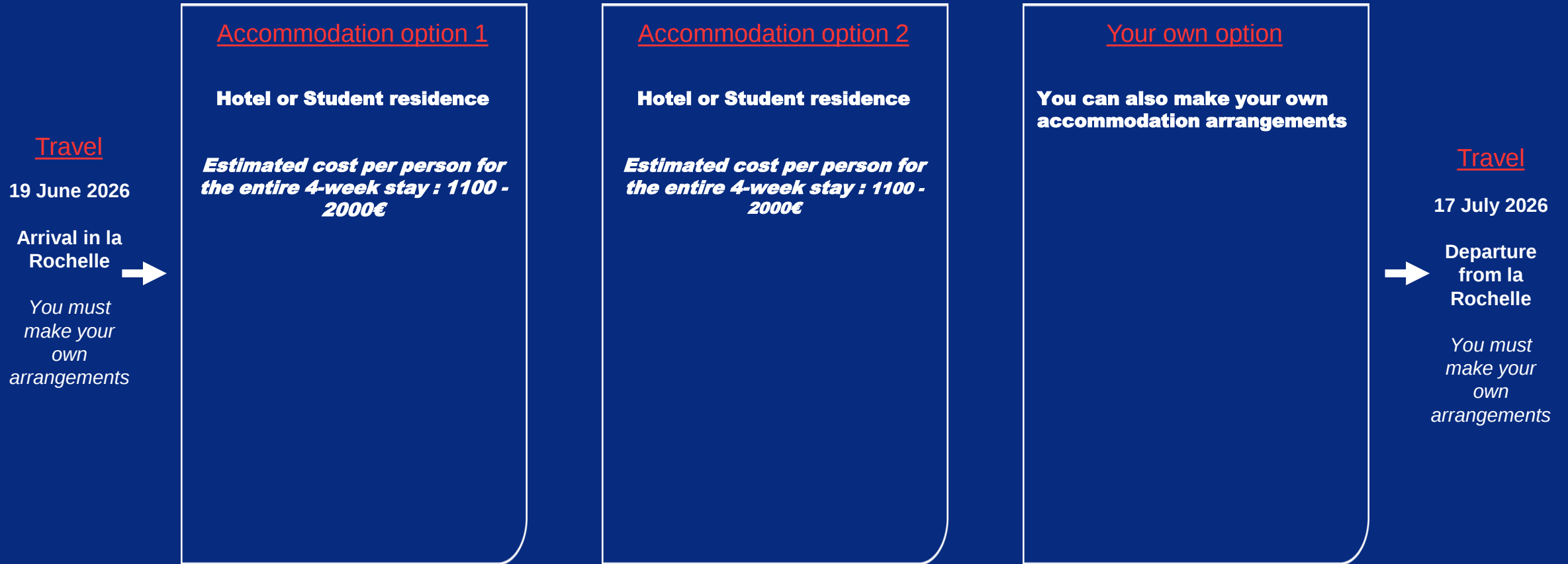
Corporate Social Responsibility course is designed to provide the specific business and management skills required to effectively understand the main characteristics and management context of CSR.

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



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.

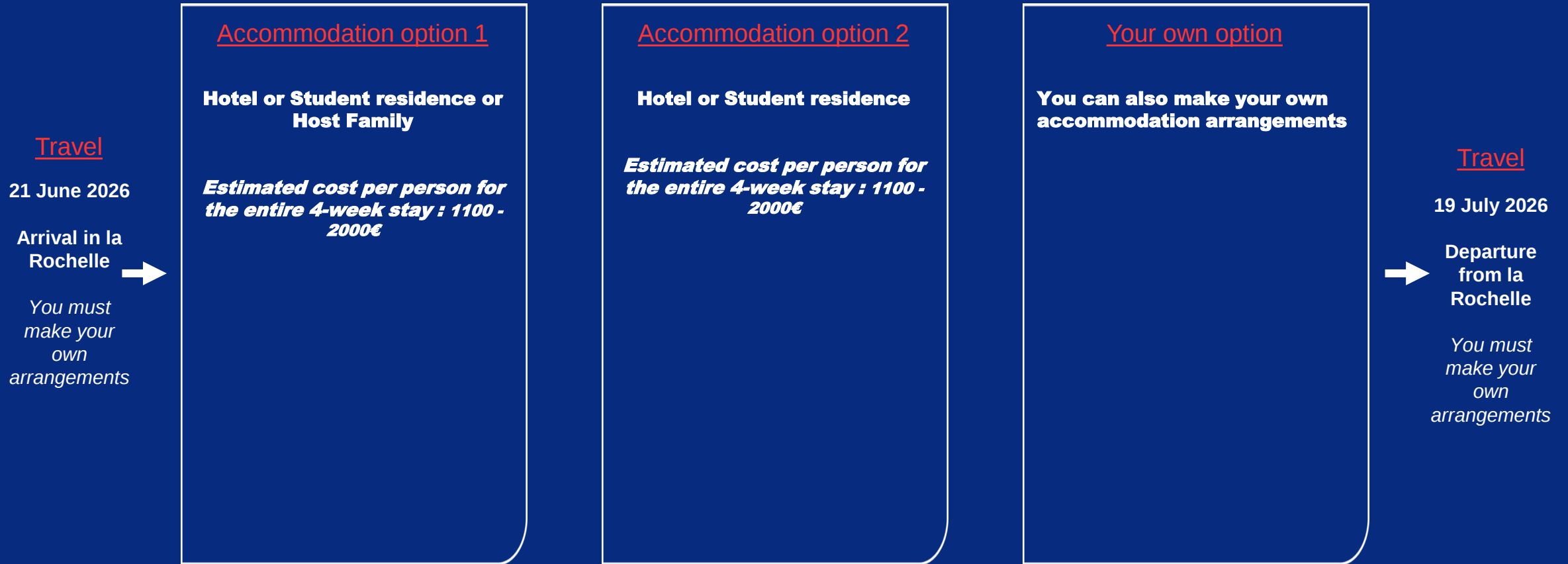
Students may decide to participate for all 4 weeks or the first 2 weeks.

**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

21 June 2026 to 19 July 2026
La Rochelle, France



User Experience & Web Design

From 29 June 2026 to 17 July 2026

ECTS: 9

Total hours: 60

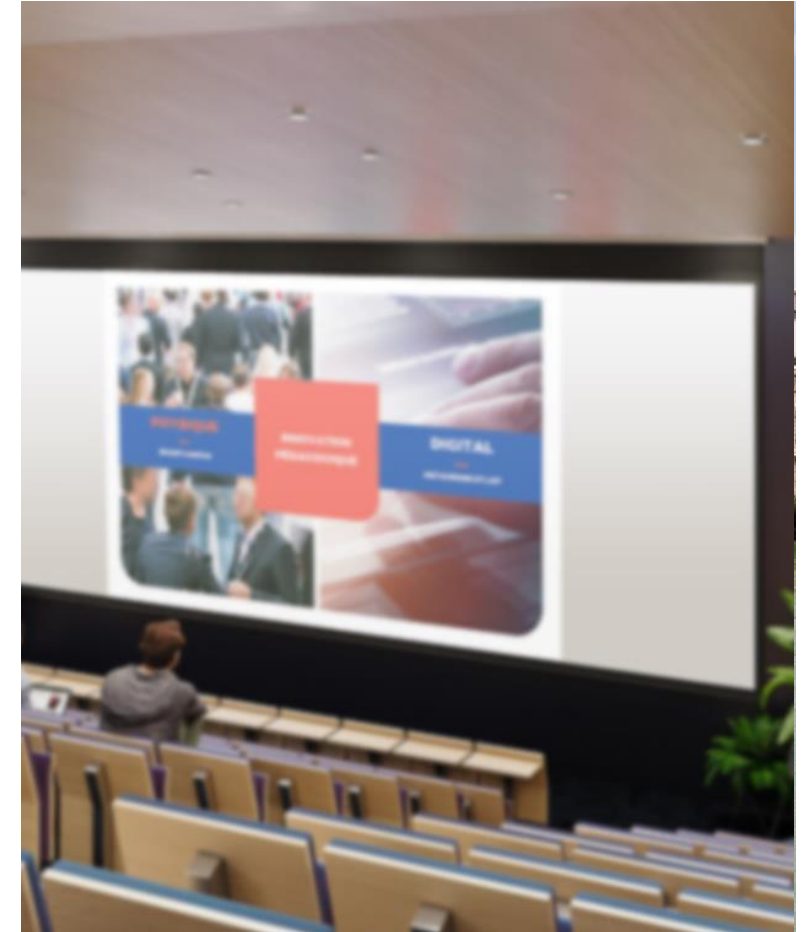
***100% Online**

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 (for partners)

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
with Excelia :**

15 March 2026

**Registration
deadline :**

1 April 2026



What to expect for registration and accommodation

(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!”

“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