

# INTERNATIONAL SUMMER & WINTER SCHOOL

Enjoy a multicultural  
experience whilst developing  
your professional skills!

Face the  
future with  
confidence!

#exploreyourfuture

LA ROCHELLE



# EXPLORE AND INNOVATE TOGETHER

## AN ATTRACTIVE STUDENT CITY

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### 10 REASONS TO CHOOSE

#### OUR COURSES

Small and intimate class sizes

Teachers who are experts in their respective fields

High quality courses

Excellent facilities

Personalised support

A school with strong values

Exceptional learning environment

Cultural excursions and company visits

Multicultural environment

ECTS credits + end-of-course certificate

# STUDY IN LA ROCHELLE... A VIBRANT CITY

Come and study at Excelia to enjoy the benefits of an attractive campus in the heart of La Rochelle.

## La Rochelle

AN ATTRACTIVE AND DYNAMIC CITY ON THE COAST



2.5 hours from Paris



1.5 hours from Bordeaux and Nantes



1.5 hours from London, Dublin and Porto

**3<sup>rd</sup> PLACE**  
IN THE CATEGORY  
BEST SMALL  
STUDENT CITIES  
*(L'Étudiant, 2023)*



**SHARED VALUES**

La Rochelle is a great place to live, as evidenced by local residents who describe it as 'green and peaceful'.

Indeed, the city of La Rochelle and the wider region of Charente-Maritime are extremely environmentally conscious, as is Excelia.

**AN EXCEPTIONAL LOCATION**

Bordered by the Atlantic Ocean, close to the three islands of *Île de Ré*, *Île d'Oléron* and *Île d'Aix*, and at the crossroads of the three major French cities of Nantes, Paris and Bordeaux, La Rochelle is a city offering a range of tourist attractions and a strong local economy.

# FASHION, DESIGN & LUXURY INDUSTRY MANAGEMENT

Become a specialist in  
the luxury industry!

## 9 ECTS CREDITS

Awarding of an  
end-of course certificate

La Rochelle, Paris  
and Florence



I think that the classes given by Excelia are a great opportunity to learn different subjects and most of all, to have a more international perspective of the subjects discussed thanks to the multicultural background of the participants.

Delcas,  
étudiante 2020

Taught entirely in English, this course is designed to provide you with an international perspective and the skills needed to manage luxury and fashion brands. To fully understand the specificities of this industry, you will explore the main advances and developments in the different luxury sectors. You will learn how to improve both the social and environmental performance of major luxury groups in a world faced with growing inequalities and ethical concerns.

## REASONS TO CHOOSE THE COURSE

- Business and management modules taught at an accredited establishment
- French language lessons
- Cultural excursions with an English-speaking guide (2 days in Paris + 6 days in Florence, Italy)
- Accommodation: student residence + hotel in Italy

## FOR WHOM?

- Open to students with at least 1 year of higher education or international equivalent
- Minimum age: 18

## DURATION

- 3 weeks: 60 hours

## RECOGNITION

- 9 ECTS credits
- End-of-course certificate

## FEES

- No tuition fees: Exchange students pay accommodation and transport costs only

## PROVISIONAL TIMETABLE\* : JUNE-JULY

### WEEK 1

| Monday                                       | Tuesday   | Wednesday  | Thursday   | Friday   | Saturday  |
|--|---|--|--|--|-----------|
| <b>AFTERNOON</b><br>Arrival and registration | <b>MORNING</b><br>Welcome speech + La Rochelle City Visit<br><b>AFTERNOON</b><br>French lessons | <b>ALL DAY</b><br>Fundamentals of the Luxury Industry & Brand Management | <b>ALL DAY</b><br>Fundamentals of the Luxury Industry & Brand Management | <b>MORNING</b><br>Company visit<br><b>AFTERNOON</b><br>Free time | Free time |

### WEEK 2

| Monday  | Tuesday  | Wednesday  | Thursday  | Friday                                | Saturday  | Sunday    |
|---|--|--|---|---------------------------------------|---|-----------|
| <b>MORNING</b><br>French lessons<br><b>AFTERNOON</b><br>Company visit | <b>ALL DAY</b><br>Luxury Innovation & Sustainability | <b>ALL DAY</b><br>Luxury Innovation & Sustainability | <b>MORNING</b><br>Company visit<br><b>AFTERNOON</b><br>Visit to Île de Ré | <b>ALL DAY</b><br>Study trip to Paris | <b>MORNING</b><br>Visit Paris<br><b>AFTERNOON</b><br>Fly to Florence, Italy | Free time |

### WEEK 3

| Monday   | Tuesday  | Wednesday  | Thursday  | Friday                                  |
|--|--|--|---|---|
| <b>MORNING</b><br>New trends in the Fashion, Design & Luxury Industry<br><b>AFTERNOON</b><br>Company visit | <b>MORNING</b><br>New trends in the Fashion, Design & Luxury Industry<br><b>AFTERNOON</b><br>Company visit | <b>MORNING</b><br>New trends in the Fashion, Design & Luxury Industry<br><b>AFTERNOON</b><br>Company visit | <b>MORNING</b><br>Project work<br><b>AFTERNOON</b><br>Company visit | Return flight to Paris<br>End of course |

\* This provisional timetable is provided for information purposes only and is subject to change from one year to the next.  
Contact us for more information: (+33) 516 196 288 / shortprogrammes@excelia-group.com



# CORPORATE SOCIAL RESPONSIBILITY & EVENT MANAGEMENT

Become a driver of corporate social responsibility!

## 12 ECTS CREDITS

Awarding of an end-of course certificate

📍 La Rochelle

Through this course, which is taught entirely in English, you will acquire the essential management skills to develop a solid understanding of Corporate Social Responsibility (CSR) and Event Management. CSR has become a major consideration for a company's development, profits and brand image. You will learn how CSR is applied in practice and review studies linked to sustainable development. You will understand how to analyse and appraise the various choices for event scheduling. Last but not least, company visits will give you the opportunity to meet with entrepreneurs and discover different business models.

### FOR WHOM?

- Open to students with at least 1 year of higher education or international equivalent
- Minimum age: 18

### DURATION

- 4 weeks: 90 hours

### RECONNAISSANCES

- 12 ECTS credits
- End-of-course certificate

### FEES

- No tuition fees: Exchange students pay accommodation and transport costs only



### REASONS TO CHOOSE THE COURSE

- Lessons in Corporate Social Responsibility and in Event Management taught by industry experts at an accredited establishment
- Cultural excursions with an English-speaking guide
- Company visits
- Accommodation: student residence or hotel

## PROVISIONAL TIMETABLE\*: JUNE-JULY

### WEEK 1

| Monday                                       | Tuesday  | Wednesday   | Thursday  | Friday                       |
|--|--|---|---|------------------------------|
| <b>AFTERNOON</b><br>Arrival and registration | <b>MORNING</b><br>Welcome speech + Campus tour | <b>MORNING</b><br>Corporate Social Responsibility   | <b>MORNING</b><br>Corporate Social Responsibility | <b>MORNING</b><br>Free time  |
|  | <b>AFTERNOON</b><br>Free time                  | <b>AFTERNOON</b><br>Event Management + Project work | <b>AFTERNOON</b><br>Company visit                 | <b>AFTERNOON</b><br>Workshop |

### WEEK 2

| Monday  | Tuesday   | Wednesday                         | Thursday                           | Friday  |
|---|---|-----------------------------------|------------------------------------|---|
| <b>MORNING</b><br>Corporate Social Responsibility | <b>ALL DAY</b><br>Corporate Social Responsibility | <b>ALL DAY</b><br>Visit to Cognac | <b>MORNING</b><br>Event Management | <b>ALL DAY</b><br>Corporate Social Responsibility |
| <b>AFTERNOON</b><br>Company visit                 |   |                                   | <b>AFTERNOON</b><br>Free time      |   |

### WEEK 3

| Monday  | Tuesday                            | Wednesday                          | Thursday                           | Friday                      |
|---|------------------------------------|------------------------------------|------------------------------------|-----------------------------|
| <b>ALL DAY</b><br>Corporate Social Responsibility | <b>MORNING</b><br>Event Management | <b>MORNING</b><br>Event Management | <b>ALL DAY</b><br>Event Management | <b>ALL DAY</b><br>Free time |
|   | <b>AFTERNOON</b><br>Company visit  | <b>AFTERNOON</b><br>Free time      |                                    |                             |

### WEEK 4

| Monday                              | Tuesday                            | Wednesday                          | Thursday                           | Friday        |
|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|---------------|
| <b>ALL DAY</b><br>Visit to Bordeaux | <b>ALL DAY</b><br>Event Management | <b>MORNING</b><br>Event Management | <b>MORNING</b><br>Event Management | End of course |
|                                     |                                    | <b>AFTERNOON</b><br>Free time      | <b>AFTERNOON</b><br>Company visit  |               |

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# FRENCH LANGUAGE, CULTURE & GASTRONOMY

Develop your cultural knowledge and language skills!

## UP TO 12 ECTS CREDITS

Awarding of an end-of course certificate

📍 La Rochelle

Taught entirely in French, this course has been designed to improve your understanding of the French language, with a focus on the 4 areas of communication: speaking, listening, reading and writing. The course includes immersive and intensive French language lessons to develop your language skills. Through cultural activities, you will have the opportunity to put these skills into practice and to discover more about the culture of France, particularly in terms of its gastronomy.

## FOR WHOM?

- Open to students with a High-School qualification or international equivalent
- Required level of French: A2, as defined by the CEFR

## DURATION

- 2 weeks: 40 hours
- 4 weeks: 80 hours

## RECOGNITION

- 2 weeks: 6 ECTS credits
- 4 weeks: 12 ECTS credits
- End-of-course certificate

## FEES

- No tuition fees: Exchange students pay accommodation and transport costs only

## REASONS TO CHOOSE THE COURSE

- French lessons taught by experienced and qualified French as a Foreign Language teachers, at an accredited establishment
- Cultural excursions with an English-speaking guide
- Visits and activities offering the possibility to practise your French
- Accommodation: host family or student residence





## PROVISIONAL TIMETABLE\*: JULY

### WEEK 1

| Monday                                       | Tuesday                           | Wednesday                         | Thursday                                   | Friday                           |
|--|-----------------------------------|-----------------------------------|--|----------------------------------|
| <b>MORNING</b><br>French language level test | <b>MORNING</b><br>Meet your class | <b>MORNING</b><br>French lessons  | <b>MORNING</b><br>French lessons           | <b>MORNING</b><br>French lessons |
| <b>AFTERNOON</b><br>Free time                | <b>AFTERNOON</b><br>Welcome       | <b>AFTERNOON</b><br>Company visit | <b>AFTERNOON</b><br>La Rochelle City Visit | <b>AFTERNOON</b><br>Free time    |

### WEEK 2

| Monday                           | Tuesday                                | Wednesday                        | Thursday                          | Friday  |
|----------------------------------|--|----------------------------------|-----------------------------------|---|
| <b>MORNING</b><br>French lessons | <b>AFTERNOON</b><br>French lessons     | <b>MORNING</b><br>French lessons | <b>MORNING</b><br>French lessons  | <b>MORNING</b><br>French lessons                      |
| <b>AFTERNOON</b><br>Free time    | <b>AFTERNOON</b><br>Visit to Île de Ré | <b>AFTERNOON</b><br>Free time    | <b>AFTERNOON</b><br>Company visit | <b>AFTERNOON</b><br>Free time or End of 2-week course |

### WEEK 3

| Monday                            | Tuesday                          | Wednesday                        | Thursday                         | Friday  |
|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|---|
| <b>MORNING</b><br>French courses  | <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses                |
| <b>AFTERNOON</b><br>Company visit | <b>AFTERNOON</b><br>Free time    | <b>AFTERNOON</b><br>Workshop     | <b>AFTERNOON</b><br>Free time    | <b>AFTERNOON</b><br>Visit of La Rochelle Towers |

### WEEK 4

| Monday                           | Tuesday                          | Wednesday                        | Thursday                         | Friday  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---|
| <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses | <b>MORNING</b><br>French courses                      |
| <b>AFTERNOON</b><br>Free time    | <b>AFTERNOON</b><br>Workshop     | <b>AFTERNOON</b><br>Free time    | <b>AFTERNOON</b><br>Workshop     | <b>AFTERNOON</b><br>Free time or End of 4-week course |

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# DIGITAL MARKETING

Learn about digital design in the digital age!

**9 ECTS CREDITS**  
Awarding of an end-of course certificate

 Online

This online course, taught entirely in English, has been developed to equip you with the fundamental knowledge and skills in Web Design, Design Thinking, Community Management, and Content Management. The course also covers other areas such as Digital Marketing Strategy, giving you a more in-depth understanding. To ensure that you have fully understood all the different aspects, you will tackle a case study so that you can put into practice what you have learned.

## FOR WHOM?

- Open to students with at least 1 year of higher education or international equivalent
- Minimum age: 18

## DURATION

- 3 weeks: 60 hours

## RECOGNITION

- 9 ECTS credits
- End-of-course certificate

## FEES

- No tuition fee for exchange students

## REASONS TO CHOOSE THE COURSE

- Project work and case study with industry professionals
- Google tools certification
- 100% distance learning



## PROVISIONAL TIMETABLE\*: JULY

### WEEK 1

| Monday                                   | Tuesday                                  | Wednesday  | Thursday   | Friday   |
|--|--|--|--|--|
| <b>AFTERNOON</b><br>UX and<br>Web Design | <b>AFTERNOON</b><br>UX and<br>Web Design | <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>UX and<br>Web Design | <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>UX and<br>Web Design | <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>UX and<br>Web Design |

### WEEK 2

| Monday   | Tuesday  | Wednesday                      | Thursday   | Friday   |
|--|--|--------------------------------|--|--|
| <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>Community<br>Management<br>and Content<br>Management | <b>AFTERNOON</b><br>Community<br>Management<br>and Content<br>Management | <b>AFTERNOON</b><br>Case Study | <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>Community<br>Management<br>and Content<br>Management | <b>AFTERNOON</b><br>Community<br>Management<br>and Content<br>Management |

### WEEK 3

| Monday  | Tuesday   | Wednesday   | Thursday  | Friday   |
|---|---|---|---|--|
| <b>AFTERNOON</b><br>Google<br>MyBusiness<br>Certification | <b>AFTERNOON</b><br>Google<br>MyBusiness<br>Certification | <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>Google<br>MyBusiness<br>Certification | <b>AFTERNOON</b><br>Google<br>MyBusiness<br>Certification | <b>MORNING</b><br>Workshop<br><b>AFTERNOON</b><br>Google<br>MyBusiness<br>Certification<br>+ End of course |

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# CORPORATE SOCIAL RESPONSIBILITY & ENVIRONMENTAL ISSUES

Become an active player for a more responsible world!

## 7.5 ECTS CREDITS

Awarding of an end-of course certificate

📍 La Rochelle

Taught entirely in English, this course has been designed to provide you with the essential skills in management to gain a solid understanding of Corporate Social Responsibility (CSR). CSR has become an extremely important factor impacting company development, their profits and their brand image. You will learn about sustainable development and how to implement CSR initiatives on a practical level. Finally, visits to local, regional and national companies will enable you to discover different business models and network with business entrepreneurs.



## REASONS TO CHOOSE THE COURSE

- Lessons in Corporate Social Responsibility taught by industry experts at an accredited establishment
- Cultural excursions with an English-speaking guide
- Company visits
- Accommodation: student residence or hotel

## FOR WHOM?

- Open to students with at least 1 year of higher education or international equivalent
- Minimum age: 18

## DURATION

- 2 weeks: 60 hours

## RECOGNITION

- 7.5 ECTS credits
- End-of-course certificate

## FEES

- No tuition fees: Exchange students pay accommodation and transport costs only



My experience on the Winter School Corporate Social Responsibility course at Excelia was really enriching! Firstly, it gave me the opportunity to meet people from different parts of the world such as Indonesia, Mexico, Uzbekistan, and to understand more about their cultures, their thoughts and the realities of their countries. Secondly, I learned more about CSR and environmental concerns, a subject that is important for companies, governments and other organisations today.

Caceres,  
étudiante 2020

## PROVISIONAL TIMETABLE\*: JANUARY-FEBRUARY

### WEEK 1

| Sunday                                       | Monday  | Tuesday   | Wednesday   | Thursday   | Friday  | Saturday                             |
|--|---|---|---|--|---|--------------------------------------|
| <b>AFTERNOON</b><br>Arrival and registration | <b>MORNING</b><br>Welcome + Campus tour<br><br><b>AFTERNOON</b><br>Corporate Social Responsibility + La Rochelle City Visit | <b>ALL DAY</b><br>Corporate Social Responsibility | <b>MORNING</b><br>Corporate Social Responsibility<br><br><b>AFTERNOON</b><br>Project work | <b>MORNING</b><br>Corporate Social Responsibility<br><br><b>AFTERNOON</b><br>Corporate Social Responsibility + Cultural activities | <b>MORNING</b><br>Corporate Social Responsibility<br><br><b>AFTERNOON</b><br>Company visit + Project work | <b>ALL DAY</b><br>Visit to Île de Ré |

### WEEK 2

| Monday  | Tuesday   | Wednesday   | Thursday   | Friday        |
|---|---|---|--|---------------|
| <b>ALL DAY</b><br>Corporate Social Responsibility | <b>MORNING</b><br>Corporate Social Responsibility<br><br><b>AFTERNOON</b><br>Corporate Social Responsibility + Project work + Cultural activities | <b>ALL DAY</b><br>Corporate Social Responsibility | <b>MORNING</b><br>Corporate Social Responsibility<br><br><b>AFTERNOON</b><br>Company visit | End of course |

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# AN EDUCATIONAL EXPERIENCE IN THE HEART OF AN ATTRACTIVE REGION

Discover the wealth of culture and tourist sites not only in La Rochelle but also in other regions thanks to the city's strategic location and excellent transport links. Situated at the heart of Europe, France also offers you the possibility of discovering other parts of the continent and experiencing different cultures.



## NANTES

Admire the fresco commemorating the arrival of the Acadians... the work of the famous American artist, Robert Dafford.



## LA ROCHELLE

La Rochelle is the starting point for many different destinations and, as a coastal town, it has a rich cultural and architectural heritage which includes its famous historic towers.



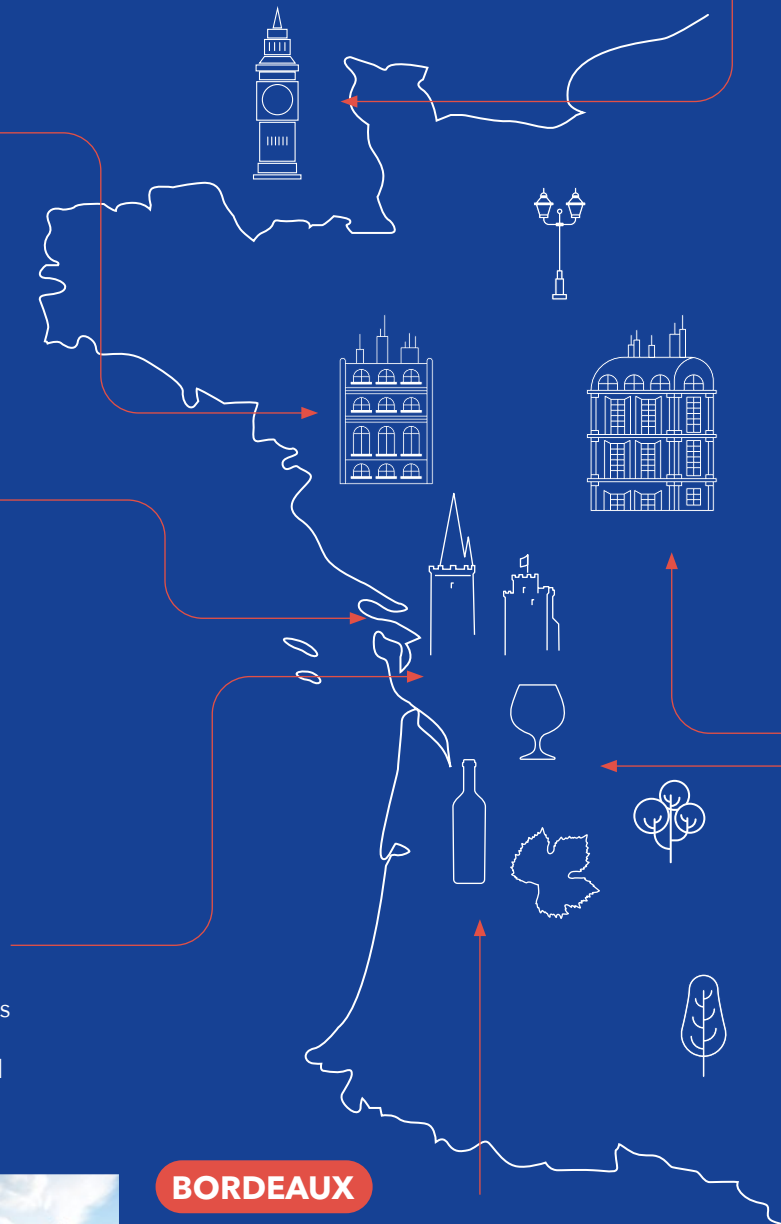
## ROCHEFORT

Conceived by French Statesman Colbert, this historic town boasts a precious and unique treasure... its Arsenal, home to the beautiful frigate the Hermione.



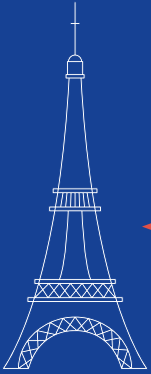
## BORDEAUX

Less than 2 hours away, Bordeaux is famous for its world class wines and, as a UNESCO World Heritage site, it's a fascinating destination full of history.



## LONDON

A 1.5-hour flight from La Rochelle will take you to London for a memorable journey through history, discovering the British monarchy and the city's famous landmarks such as Big Ben.



## PARIS

A 2.5-hour train journey from La Rochelle will take you to Paris, where you will be captivated by the charm of the City of Lights, with its chic districts and its world famous monuments!



## ORLEANS

Nestled on the banks of the Loire and at the gateway to Paris, Orleans is one of the oldest cities in France and offers authentic tourism, where history, Joan of Arc and the river Loire occupy a central role.



## TOURS

Discover the Loire Valley Châteaux... located in a region designated a UNESCO World Heritage Site.



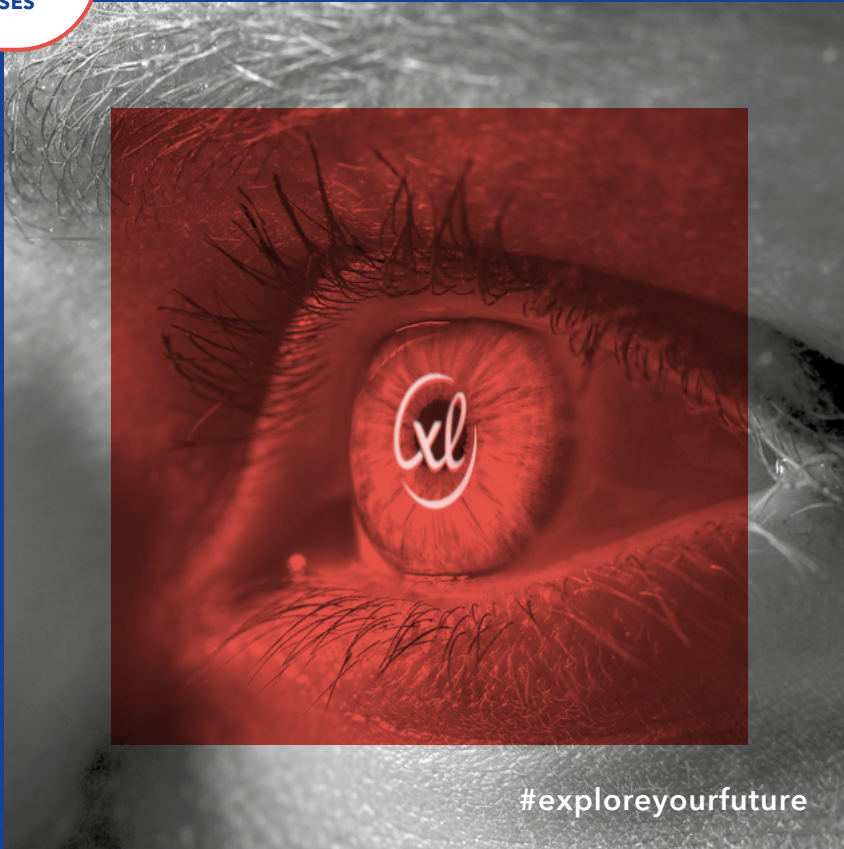
## COGNAC

Discover the town of Cognac, in the heart of an extensive wine-growing region, whose namesake spirit is renowned throughout the world.





**MORE ABOUT  
OUR SUMMER & WINTER  
SCHOOL COURSES**



#exploreyourfuture

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### NEW AQUITAINE REGION

**La Rochelle Campus** (Main Office):  
102 rue de Coureilles  
Les Minimes  
17000 La Rochelle

### CENTRE-VAL DE LOIRE REGION

**Tours Campus:**  
8 rue Léo Delibes  
37200 Tours

**Orleans Campus:**  
17 boulevard de Châteaudun  
45000 Orleans

### PARIS REGION

**Paris Campus:**  
57 avenue du Président Wilson  
94230 Cachan

WhatsApp & Viber: (+33) 516 196 288 - Email: [shortprogrammes@excelia-group.com](mailto:shortprogrammes@excelia-group.com)

[excelia-group.com](http://excelia-group.com)



**Excelia is committed  
to a responsible approach**

