

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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Fashion, Design & Luxury Industry Management 4
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A RICH CULTURAL ENVIRONMENT

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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

3rd PLACE
IN THE CATEGORY
BEST SMALL
STUDENT CITIES
(L'Étudiant, 2022)

-  2.5 hours from Paris
-  1.5 hours from Bordeaux and Nantes
-  1.5 hours from London, Dublin and Porto

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*

WEEK 1

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

WEEK 2

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

WEEK 3

Monday	Tuesday	Wednesday	Thursday	Friday
MORNING New trends in the Fashion, Design & Luxury Industry AFTERNOON Company visit	MORNING New trends in the Fashion, Design & Luxury Industry AFTERNOON Company visit	MORNING New trends in the Fashion, Design & Luxury Industry AFTERNOON Company visit	MORNING Project work AFTERNOON Company visit	Return flight to Paris 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!

9 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*

WEEK 1

Monday	Tuesday	Wednesday	Thursday	Friday
AFTERNOON Arrival and registration	MORNING Welcome speech + Campus tour	MORNING Corporate Social Responsibility	MORNING Corporate Social Responsibility	MORNING Free time
	AFTERNOON Free time	AFTERNOON Event Management + Project work	AFTERNOON Company visit	AFTERNOON Workshop

WEEK 2

Monday	Tuesday	Wednesday	Thursday	Friday
MORNING Corporate Social Responsibility	ALL DAY Corporate Social Responsibility	ALL DAY Visit to Cognac	MORNING Event Management	ALL DAY Corporate Social Responsibility
AFTERNOON Company visit			AFTERNOON Free time	

WEEK 3

Monday	Tuesday	Wednesday	Thursday	Friday
ALL DAY Corporate Social Responsibility	MORNING Event Management	MORNING Event Management	ALL DAY Event Management	ALL DAY Free time
	AFTERNOON Company visit	AFTERNOON Free time		

WEEK 4

Monday	Tuesday	Wednesday	Thursday	Friday
ALL DAY Visit to Bordeaux	ALL DAY Event Management	MORNING Event Management	MORNING Event Management	End of course
		AFTERNOON Free time	AFTERNOON 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*

WEEK 1

Monday	Tuesday	Wednesday	Thursday	Friday
MORNING French language level test	MORNING Meet your class	MORNING French lessons	MORNING French lessons	MORNING French lessons
AFTERNOON Free time	AFTERNOON Welcome	AFTERNOON Company visit	AFTERNOON La Rochelle City Visit	AFTERNOON Free time

WEEK 2

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

WEEK 3

Monday	Tuesday	Wednesday	Thursday	Friday
MORNING French courses	MORNING French courses	MORNING French courses	MORNING French courses	MORNING French courses
AFTERNOON Company visit	AFTERNOON Free time	AFTERNOON Workshop	AFTERNOON Free time	AFTERNOON Visit of La Rochelle Towers

WEEK 4

Monday	Tuesday	Wednesday	Thursday	Friday
MORNING French courses	MORNING French courses	MORNING French courses	MORNING French courses	MORNING French courses
AFTERNOON Free time	AFTERNOON Workshop	AFTERNOON Free time	AFTERNOON Workshop	AFTERNOON 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*

WEEK 1

Monday	Tuesday	Wednesday	Thursday	Friday
AFTERNOON UX and Web Design	AFTERNOON UX and Web Design	MORNING Workshop	MORNING Workshop	MORNING Workshop
		AFTERNOON UX and Web Design	AFTERNOON UX and Web Design	AFTERNOON UX and Web Design

WEEK 2

Monday	Tuesday	Wednesday	Thursday	Friday
MORNING Workshop	AFTERNOON Community Management and Content Management	AFTERNOON Case Study	MORNING Workshop	AFTERNOON Community Management and Content Management
AFTERNOON Community Management and Content Management			AFTERNOON Community Management and Content Management	

WEEK 3

Monday	Tuesday	Wednesday	Thursday	Friday
AFTERNOON Google Tools Certification	AFTERNOON Google Tools Certification	MORNING Workshop	AFTERNOON Google Tools Certification	MORNING Workshop
		AFTERNOON Google Tools Certification		AFTERNOON Google Tools Certification + 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: 40 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*

WEEK 1

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

WEEK 2

Monday	Tuesday	Wednesday	Thursday	Friday
ALL DAY Corporate Social Responsibility	MORNING Corporate Social Responsibility AFTERNOON Corporate Social Responsibility + Project work + Cultural activities	ALL DAY Corporate Social Responsibility	MORNING Corporate Social Responsibility AFTERNOON 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.



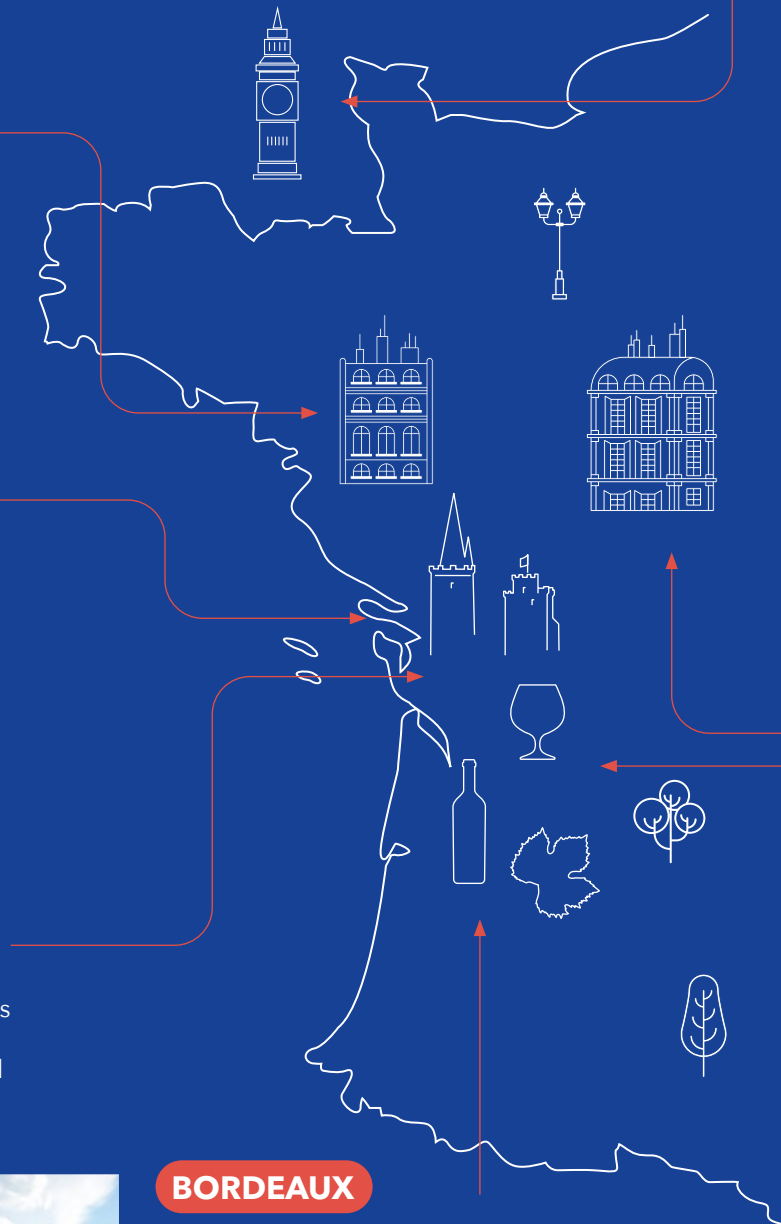
ROCHEFORT

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



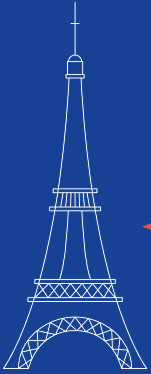
BORDEAUX

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.



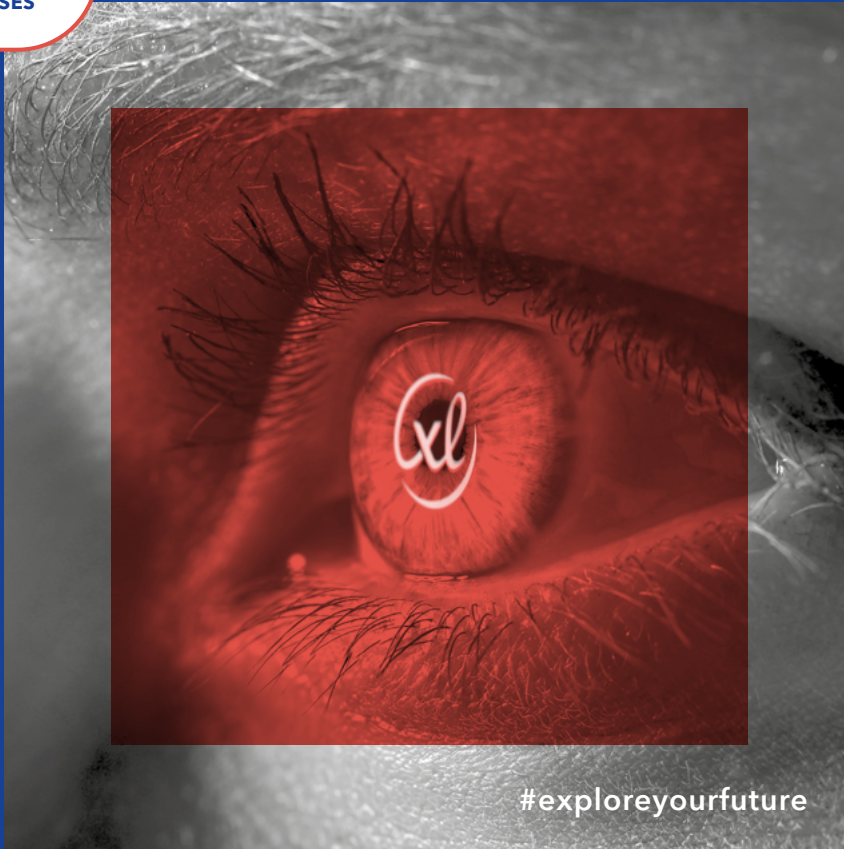
COGNAC

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

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**Excelia is committed
to a responsible approach**

