



# SUMMER SCHOOL PROGRAMME

## European Business Challenges

**August 16th - 25th 2019**

Solvay Summer School is an awesome opportunity to make new friends from all around the world and decide if studying abroad is really for you!

**Fruitful moment creating new knowledge, friendships and experiences !**



The **Solvay Summer School** intends to equip students with the state-of-the-art knowledge and tools of the general management in a European context. The programme features classes, trips, and activities designed to give students the opportunity to learn about European business challenges.

Our Summer School is a unique experience for undergraduates. It will enable students to acquire vast amount of information and know-how regarding the current European economic situation in an interactive way, all while discovering **Brussels, the wonderful capital of Europe**. In addition, it is an excellent opportunity to build up an international network and to become a Solvay Alumni

During the **Solvay Summer School** you will be attending lectures given by internationally well-known professors and researchers from different backgrounds, while getting a taste of what Solvay Brussels School of Economics and Management is all about.

Solvay Summer School is not only a learning experience, it is also focused on students. Indeed, it is organized by students for students. This will give you the opportunity to experience a real Belgian student life and culture. In addition to the lectures, visits and excursions are planned during the week.

It is a great opportunity for all students to gain new insights, knowledge and to make friends from all over the world. You can attend courses relevant to your future specialities and career whilst enjoying your summer break!

Brussels, the capital of Belgium, is located in the middle of Europe and hosts a considerable number of international organizations, including **NATO** and the **EU Parliament**.

The city has two official languages: Flemish and French. Many speak English, as well.

Brussels is a real student city with more than 86,000 students.

Chocolate, beer and Belgian fries are among the many things that will make you fall in love with this city!

**Solvay Brussels School of Economics and Management (SBS-EM)** was founded by Ernest Solvay in 1903. It is ranked first, among all Belgian Business Schools, for its Master's programme in Management.

This result is mainly due to its demanding courses, its perfect location in Brussels and its education programme that successfully combines management and economics courses. SBS-EM is also part of a university, the Université Libre de Bruxelles (ULB).

## Main Course

The course provides a broad overview and analysis of the business environment in the European Union. The main emphasis is put on **European entrepreneurship, geopolitical concerns and on understanding of European economic news**. The institutional structure of the European Union will be slightly examined and students will have the opportunity to visit the European Parliament. Finally, the main issues of doing business in Europe will also be addressed.



Prof.dr. **Philip Vergauwen** is the Dean of the Solvay Brussels School of Economics and Management at the Université libre de Bruxelles. He studied Economics at the KU Leuven and at the London School of Economics and obtained his PhD at the KU Leuven.

## Option Courses

The participant will have the opportunity to choose a tailored option that aims to provide an analysis of "Entrepreneurship and Technology", "Economics and Finance", "Business Law" or "Advanced Business" with half of the courses being given on the **specific topics**. It develops students' grasp of business, economics and policy issues and especially their interactions.

Vergauwen held various positions at different universities (KU Leuven, UHasselt, University of Auckland and Universiteit Maastricht). He chaired the University Council in Maastricht and was previously the Dean of Hasselt and Maastricht University. He has a significant international experience in accreditation (EQUIS and AACSB), was AACSB Board member and continues to serve on international accreditation Peer Review Teams. He has a clear vision of internationalisation and a solid international network.



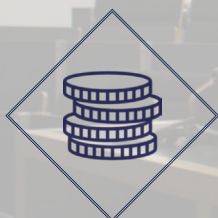
### Economics & Finance

Taught by renowned teachers with significant industry and research experience, our programme offers courses introducing students to cutting-edge economics and financial theories and their application to European issues including **anti-globalization, FTA, insurance regulation, banking risk and performance**. The aim is to build your analytical problem-solving proficiency as well as help you navigating through the European financial system.



### Entrepreneurship

The Entrepreneurship programme aims to equip students who **embrace the entrepreneurial mindset with perspectives on management practices and leadership**. With a focus on Business Models Canvas, innovation, relationship marketing and soft skills, this programme has been designed to foster your ability to think like an entrepreneur. Through interactive workshops led by marketing experts, ensure your future as the next generation of change-makers.



### Advanced business

Designed to cultivate a passion for the European Union's political events, our Advanced Business programme is tailored to ensure the acquisition of a strong body of knowledge in business management control systems. The programme allows you to dig deeply into current topics that are relevant to present-day business practices including **digital strategy and Fintech** in order to create opportunities for yourself and accelerate career development.



### Business Law

Business Law exists for students who aspire to become business savvy with both a solid knowledge of the legal system and an first-hand insight of the business environment. The programme focuses on gaining a global understanding of the challenges faced by the European Union in the 21st century with a legal perspective on **international taxation, geopolitical policies and innovation law** through the third industrial revolution.

## Improve your skills and challenge yourself



### Sport Challenge

**Starting your day with a great workout is surely the healthier way to begin your day!** Join our motivated sports coach and maximise your calories burn! The early workout is of course challenging but also really rewarding because you will be full of energy all the day long. **Surpass your own limits and join us** on weekdays for 30 minutes of running, squats and many more!



### Marketing Challenge

Before launching a new product, every company needs to make smart decisions in order to submit the right product to the targeted consumer.

Your team's job will be to strike the goals of the company by **giving the best management process from concept to customer!**

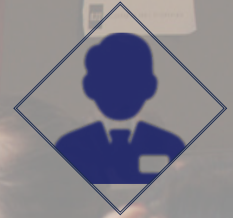
Exploit the differences of your mixed group and show that connecting to other's experiences can build stronger arguments!



### Strategy Challenge

Have you ever considered learning more about the **real challenges of a renowned company**? Improving your teamwork skills while working with people from different backgrounds?

This is what the Strategy Challenge is all about! The purpose is to be inventive and think outside the box in order to solve a real study case! With every information at your disposal, **find the most strategic way to satisfy the needs of a company.**



### Pitch Challenge

How about **convincing** a customer or a company to buy your upcoming product in 2 minutes?

As part of the business process, this is something occurring everyday as employers really appreciate you to be flexible and spontaneous! Show your **creativity, quick-thinking** and certainly your ability to bounce back on your partner's ideas!

## About the teachers...



Mr. **Bruno Wattenbergh** hosts a daily radio chronicle and teaches Strategy and Entrepreneurship at the Solvay Brussels School of Economics and Management. He taught strategy & entrepreneurship for about 11 years in different business schools in Brussels and abroad.

This professor is also an alumni of MIT Sloan School of Management and Harvard Business School. He is the Chief Operational Officer and Founder of the Brussels Enterprise Agency (ABE-BAO-BEA). Mr. Wattenbergh specializes in Strategy and Management. He enjoys teaching the needs of SME and new ventures, Public Institutions dealing with enterprises, and Strategy & Entrepreneurship.



Mr. **Benjamin Beeckmans** is a Commercial Engineer, graduated from ULB-Solvay and a Professor of Entrepreneurship since 2004. In fact, he is an entrepreneur who is passionate about innovation and Web's professions.

He held several finance and marketing positions at Procter & Gamble and Coca-Cola. He is also the creator of Bluecorp, an IT development company based in Sri Lanka, and an online tea sales company called Teatower.com.



Mr. **Michel Allé** is graduated in civil engineering and holds a degree in economics at the ULB. For 4 years, he was the chairman of the Solvay Business School. He is a Professor at Université Libre de Bruxelles for more than 30 years.

In the past Mr. Allé held various positions as Chief Financial Officer of the Brussels Airport Co. or Chief Financial Officer of NMBS Holding NV.

He is currently an independent director and chairman of the audit committee at Elia and Dim3 SA.

**... and many more !**

# The Packages



## The Explorer

990€\*

(50 places available)

## The Wanderer

750€\*

## The Essentialist

495€\*

Course Material	◆	◆	◆
Breakfast, lunch at the University & challenges	◆	◆	◆
EU Institutions	◆	◆	◆
Restaurants	◆	◆	◆
City visits	◆	◆	◆
Activities / Nightlife	◆	◆	◆
Individual student room on the campus	◆	◆	◆

\*The travel cost to Brussels is not included.

To guarantee a quality education and an appropriate follow-up, the number of participants in The Explorer package, and in The Wanderer package is limited to 52 people.

## The Planning

A mix of academic content and leisure

	Friday 16th	Saturday 17th	Sunday 18th	Monday 19th	Tuesday 20st	Wednesday 21nd	Thursday 22rd	Friday 23th	Saturday 24th	Sunday 25th
8am - 9am		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9am - 12am	Arrivals			Lectures	Lectures	Lectures	Lectures	Lectures	Examination	
12am - 2pm		City tour: Brussels	City tour: Bruges	Lunch	Lunch	Lunch	Lunch	Challenges presentation	Lunch	
2pm - 6pm	Campus Tour			Lectures	EU Parliament	Lectures	Lectures		Activities + Graduation ceremony	Departures
6pm - 8pm	Welcome Dinner	Icebreaking	Restaurant	Restaurant	Restaurant	Restaurant	Restaurant	Restaurant	Goodbye dinner	
At night		Nightlife	Nightlife	Nightlife	Nightlife	Nightlife	Nightlife	Free time	Nightlife	

Note : this shedule is not definitive.

# Discover our brand new programme in partnership with QTEM !



## Business focus

Digitalization has proved to have a profound impact on fashion industry. It moved retailers from a brand loyal customer base market to a strongly competitive landscape on which educated customers are comparing assortments to get the most value in their purchase.

On the other hand, Big Data techniques are enabling fashion retailers to make smarter data-driven decisions on their assortments, pricing and discount to react quickly and stay competitive in this new environment.

In this summer school, active entrepreneurs from the Big Data and Analytics industry will introduce you to the business challenges raised by this data analytics (r)evolution. But also, how to tackle them through practical case studies.

## QTEM Summer School

Data Science in the Fashion Industry

August 16 th -25 th 2019

SBS - Brussels

## Develop your Data Science skills

This summer school is a unique opportunity to develop or improve your practical data science skills heavily demanded by most industries today.

**This course will walk you through the latest developments in Artificial Intelligence, Data Science and their impact on the fashion industry. It will be articulated in five full-day courses: 2 hours theory and 5 hours practice on average per day.**

We will introduce basics of web scraping, NoSQL databases, Data Mining, Machine Learning and Text Mining. All concepts will be developed through guided and practical sessions where you will get familiar with Python, one of the most intuitive, versatile and popular programming languages for Data Scientist, but also one of the most prized by employers.

A certificate will be provided to the participants at the end of the summer school. This certificate should allow them to obtain 3 ECTS in their respective institutions

## In collaboration with the Solvay Summer School\*

- o Welcome Dinner on Friday 16th
- o City Tour of Brussels on Saturday 17 th
- o Ice Breaking on Saturday 17 th
- o City Tour of Bruges on Sunday 18 th
- o Goodbye Dinner on Saturday 24 th
- o Goodbye Party on Saturday 24 th

\*This schedule is subject to change

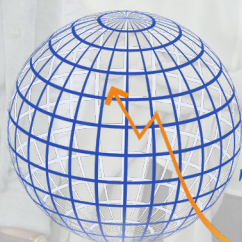
Pricing :1100€\*

\* Price including accommodation

\* 10% Discount for QTEM Students

\*This edition is limited to 40 participants

\* Does not include travel costs from and to Brussels



QTEM

# How to apply

## Selection Process

### 1. Application

To apply for Solvay Summer school Edition 2019 on August 16th-25th, candidates have to send their CV to [info.summerschool@solvay.edu](mailto:info.summerschool@solvay.edu). The final application deadline is June 30th 2019.

### 2. Selection

After a thorough selection, all candidates will receive an e-mail to confirm their status. The selected student will have 5 days to fill in a special form.

### 3. Invoice

It will be sent to the candidates who will, in return, have 10 working days to pay for the Solvay Summer School programme. Beyond that deadline, their application will be denied.

### 4. Finalization

After receiving the payment, enrolled candidates will receive an official invitation letter from the President of the Solvay Summer School 2019 and the Dean of Solvay Brussels School of Economics and Management.

## Entry Requirements

To be qualified for the Solvay Summer School Programme participants must be officially enrolled in a School or a University of higher education ; in other words, being a current bachelor is required preferably in a faculty of Economics and Business, Master of science, Human Sciences, Natural Sciences or in a Master of Science programme in an other graduate school.

Minimum age: 18

English is the official language of the Solvay Summer School (an english certificate may be required).

## Certificates

The Solvay Summer School provides a certificate to those who will attend 75% of the seminars and pass the final examination. The Solvay Summer School Programme counts for 2 ECTS, undergraduates or graduates.

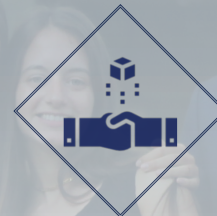
## Learning outcomes

All attendees will have the opportunity to improve their professional skills, apply their academic knowledge to real situations and build their professional network.

## Discounts



**Early Bird:** Book before February 1st, 2019 and get a discount of €90 on packs Explorer and Wanderer or a reduction of €50 on Essentialist.



Member of a **partner university** ? Benefit from a €65 discount on packs Explorer and Wanderer or a €50 discount on pack Essentialist. This promotion is valid for the duration of the registration period and can be combined with the Early Bird offer.

Contact : [info.summerschool@solvay.edu](mailto:info.summerschool@solvay.edu)

## Useful links



[Website](#)



[Facebook](#)



[Instagram](#)



[LinkedIn](#)