In France, creations of start-up companies by people aged less than 30 has skyrocketed by 208% between 2002 and 2014. Nowadays, this increase in numbers of young entrepreneurs is a worldwide trend.

BSB gives you the opportunity to discover Entrepreneurship through active methods focusing on Leadership, Creativity and Innovation.

The whole programme is taught in our incubator for start-up companies: The Entrepreneurial Garden (TEG).

---

**CREATIVE MINDSET & ENTREPRENEURIAL LEADERSHIP**

**Undegraduate:** June, 11th to June, 15th  
**Postgraduate:** June, 25th to June 29th  
Develop your creativity and learn to position yourself as a leader. In this module you will engage with concepts of Entrepreneurship, Creativity and Leadership through seminars, creativity workshops and horse coaching, to experiment with decision making and entrepreneurial team management.

---

**OPPORTUNITY CREATION & BUSINESS MODEL**

**Undergraduate:** June, 18th to June 22nd  
Learn here to take opportunities and to transform an idea into a viable and sustainable business model. This will include practice of pitch and formal presentations, in front of real professors from the entrepreneurship Ecosystem. This will also be carried out through business games and problem solving techniques.

---

**DESIGN THINKING & ENTREPRENEURS**

**Undergraduate:** June, 25th to June, 29th  
**Postgraduate:** June, 18th to June 22nd  
The course provides a fundamental understanding of the innovation method of Design Thinking in the field of Entrepreneurship. Design a prototype of your dream start-up firm and develop your creative mindset through the innovative method of Design Thinking.

---

**STRATEGIC MANAGEMENT & APPLIED INNOVATION**

**Undergraduate:** July, 2nd to July 6th  
In this module you will discover innovation. Analysing different technologies, you will explore the competitiveness of its evolution and diffusion. This includes company visits and meetings with innovative entrepreneurs.