

# INTERNATIONAL SUMMER BUSINESS UNIVERSITIES

# 2025

Québec, Canada

[www.fsa.ulaval.ca/ISBU](http://www.fsa.ulaval.ca/ISBU)

Faculty of Business  
Administration



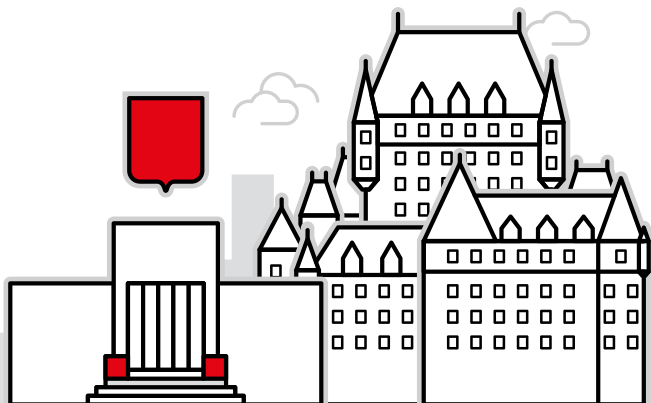
UNIVERSITÉ  
**LAVAL**

## WHY CHOOSE FSA ULAVAL INTERNATIONAL SUMMER BUSINESS UNIVERSITIES IN QUÉBEC?

- **Advance your expertise:** Gain in-depth knowledge in business administration through high-quality courses led by experienced professors.
- **Enrich your perspective:** Engage in a dynamic blend of academic learning, corporate visits, cultural discoveries and social activities.
- **Build global connections:** Network with peers from around the world, creating lasting friendships and professional relationships.
- **Enhance your resume:** Gain international academic experience for that extra edge in the competitive job market.
- **Discover a world heritage treasure:** Explore Old Québec, a UNESCO World Heritage Site, and immerse yourself in its rich history and charming atmosphere.
- **Experience Québec City life:** Enjoy the culture, local cuisine and bilingual environment of one of Canada's most beautiful cities.
- **Broaden your horizons:** Take advantage of Québec City's proximity to iconic Canadian landmarks and visit nearby American destinations for a true North American experience.

### [Prepare yourself to be dazzled](#)

We've taken care of everything to ensure you have an unforgettable summer! Stay at our campus residences, located in the heart of Université Laval, just steps away from the largest university sports complex in Eastern Canada. After your classes, explore the region with a variety of organized social and cultural activities—and so much more!





JUNE 30 TO JULY 11, 2025

## **APPLIED OPERATIONS AND LOGISTICS**

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Unlock the secrets of operational efficiency and logistics with this intensive and dynamic two-week summer school. Explore Québec's industrial landscape through dynamic lectures, hands-on case studies, and visits to leading industrial sites. Discover how companies balance supply and demand, build efficient networks and tackle modern logistics challenges. Focused on efficiency, sustainability and global logistics impacts, our program sharpens critical thinking and problem solving with real-world examples.

Target audience: undergraduate and graduate students from our partner universities

Formula: equivalent to 3 US credits (6 ECTS)

Language: English

[Find out more](#)



JULY 7 TO JULY 25, 2025

## **START-UP MARKETING AND SALES**

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This 3-week course explores start-up marketing strategies and challenges through real-world scenarios emphasizing goals, methods, and interactions with key entrepreneurial players such as incubators and industry clusters. Through interactive workshops, case studies and corporate visits, you will gain hands-on experience in designing, testing and scaling marketing strategies. The curriculum focuses on innovation, competitive analysis, digital tools such as crowdfunding and digital marketing, and essential skills such as targeted marketing, effective pitching and collaborating with accelerators.

Target audience: undergraduate and graduate students from our partner universities

Formula: equivalent to 3 US credits (6 ECTS)

Language: English

[Find out more](#)