

THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS
June 24 - July 12, 2024



PARTNER INSTITUTIONS

- 40 participants approx.
 - Average age: 32
 - Average work experience: 8 years
 - Some of our prestigious partners:
- Universidad Del Cema (Argentina), Macquarie (Australia), Solvay (Belgium), PUC Rio de Janeiro (Brazil), Concordia (Canada), McGill (Canada), Queen's (Canada), University of British Columbia (Canada), Universidad de Chile (Chile), Fudan (China), Universidad de los Andes (Colombia), Aalto (Finland), HKUST (Hong-Kong), IIM Ahmedabad (India), Tel Aviv University (Israel), Luiss Guido Carli (Italia), Keio (Japan), Waseda (Japan), EGADE Tec de Monterrey (Mexico), CENTRUM Catolica (Peru), Nanyang Technological University (Singapore), National University of Singapore (Singapore), University of Stellenbosch (South Africa), Seoul National University (South of Korea), IE Business School (Spain), Universitat St. Gallen (Switzerland), National Taiwan University (Taiwan), Chulalongkorn (Thailand), Imperial College (United Kingdom), UCL (United Kingdom), UC Berkeley (USA), Cornell (USA), Duke (USA), Indiana University (USA), Northwestern (USA), University of Chicago (USA).

PRESENTATION OF THE MODULE

This 3-week intensive program is designed for MBA students interested in learning about business and management practices in Europe and willing to enhance their intercultural skills.

The main objective of the program is to put together a select group of highly motivated international students and allow them to learn not only about current management issues in Europe from an academic and professional point of view, but also about some of the expertise of France and ESSEC.

3 ONE-WEEK THEMATIC MODULES

- European Geopolitics and Economics
- Management skills in Europe
- Luxury Brand Management

PROGRAM AT A GLANCE

- **Duration:** 3 weeks
- **Language of teaching:** English
- **Course Load:** 90 contact hours
- **Credits awarded:** 2 UV (8 ECTS)
- **Schedule:** classes Monday to Friday - 9:30 to 12:30 / 1:30 to 4:30
- **Level:** MBA students
- **Teaching methods:** case studies, lectures and group work with a high level of class interaction.
- **Assessment:** Pass / Fail with mandatory attendance and participation in class.
No exams or grades.
- **Location:** ESSEC Executive Education CNIT campus in La Défense Paris



CONTENT

Overview of some courses taught in the program

CULTURAL FOUNDATIONS OF LUXURY BRAND MANAGEMENT	The objective of this course is to discuss the key success factors of luxury brand management and the best practices in terms of experiential branding, allowing consumers to dream.
RESPONSIBLE LEADERSHIP & SUSTAINABLE BUSINESS PRACTICES	The course aims at understanding the complexity and different meanings of the term Diversity while taking a closer look at the key arguments for Diversity Management. The course will focus on examples of demographic changes as one of the key causes of increased workforce diversity in Europe and will explore the key challenges affecting Europe's workforce diversity.
MACROECONOMIC CHALLENGES IN EUROPE	This course will present current and future challenges of the European Economy, including those related to fiscal and monetary policies. We will also discuss structural changes in the labor market, and the consequences of digitalization and climate change.
TEAM-BUILDING & LEADERSHIP	During this workshop, participants will experiment and discuss their natural tendencies in a team, their strengths, and the aspects of teamwork that pose challenges for them.
INTERCULTURAL MANAGEMENT	The course will help students identify situations in which culture needs to be considered in a European context. Various theoretical frameworks will be used to understand current European trends in cultural issues.

SCHEDULE

24 Monday, June	25 Tuesday, June	26 Wednesday, June	27 Thursday, June	28 Friday, June
Team-Building & Leadership Junko Takagi	Intercultural Management Junko Takagi	Responsible Leadership & Sustainable Business Practices Stefan Gröschl	History of Europe / Geopolitics Florent Blanc	CULTURAL OUTING in Paris
01 Monday, July	02 Tuesday, July	03 Wednesday, July	04 Thursday, July	05 Friday, July
European Negotiation Florent Blanc	Macroeconomic Challenges in Europe Estefania Santacreu Vasut	Macroeconomic Challenges in Europe Estefania Santacreu Vasut	Cultural Foundations of Luxury Brand Management Simon Nyeck	Cultural Foundations of Luxury Brand Management Simon Nyeck
08 Monday, July	09 Tuesday, July	10 Wednesday, July	11 Thursday, July	12 Friday, July
Crafting the Luxury Client Experience Anne-Flore Maman	Crafting the Luxury Client Experience Anne-Flore Maman	Luxury Codes Véronique Drecq	Luxury Codes Véronique Drecq	CULTURAL OUTING in Champagne

This is a tentative program schedule. ESSEC reserves the right to make changes to the program.

OUR PROFESSORS



Florent BLANC - French

Affiliate Professor, Public & Private Policy Department. Ph.D. international relations, Sciences Po Paris, France. Ph.D. political sciences, Northwestern University, United States of America. MA international relations, Sciences Po Paris, France.

Research areas: Negotiation and mediation

Course theme: European Negotiation.

CV: <https://faculty.essec.edu/en/cv/en-blanc-florent/>



Véronique DRECO - French

Affiliate Professor, Marketing. Diplôme de l'EDHEC, Option Affaires Internationales, EDHEC Business School, France.

Research areas: Luxury brand development, beauty brands.

Notable position: Executive Director Leading a beauty brand Chair.

Course theme: Luxury Codes.

CV: <https://faculty.essec.edu/en/cv/en-dreco-veronique/>



Stefan GRÖSCHL - German

Professor, Management Department. Ph.D., Oxford Brookes University, UK. Postgraduate Certificate in Teaching in Higher Education, Oxford Brookes University, UK. MSc in International Hotel and Tourism Management, Oxford Brookes University, UK.

Research areas: Integration of organizational processes in hospitality industry (especially for disabled people).

Course theme: Diversity Management in Europe.

CV: <https://faculty.essec.edu/en/cv/en-groschl-stefan/>



Anne-Flore MAMAN - French

Academic Director and external lecturer, ESSEC. Ph.D. in Business Administration & Doctorat en Sciences de Gestion, ESSEC Business School. Advanced Master's in Business Administration Research, ESSEC Business School. Advanced Master's in Strategy and Management of International Business, ESSEC Business School.

General Engineering Degree, École Spéciale Militaire de Saint-Cyr.

Research areas: Branding, Consumer Behaviour/Client-experience Design & Semiotics

Notable position: Academic Director, Master in Strategy & Management of International Business at ESSEC Business School

Course theme: Crafting the Luxury Client Experience



Simon NYECK - French

Teaching Professor, Marketing Department. Ph.D., ESSEC Business School. Doctorate in Management, University of Paris IX – Dauphine. Postgraduate Degree in Management, University of Paris IX – Dauphine – ESSEC – HEC. ITP, IMD Lausanne.

Research areas: Luxury brand management, consumption and shopping attitudes towards luxury products. Male consumption and fashion. Leisure and cultural activities.

Notable position: Director, Center of Excellence in Luxury, Arts and Culture. Chair Professor of Exceptional Savoir-faire Management

Course theme: Cultural Foundations of Luxury Brand Management: Identity, Consumer Experiences and Brand Value.

CV: <https://faculty.essec.edu/en/cv/en-nyeck-simon/>



Estefania SANTACREU-VASUT - Spanish/French

Associate Professor, Economics Department. Ph.D., Economics, UC Berkeley, USA. M.Sc., Economics, Universitat Pompeu Fabra, Spain.

Research areas: Interaction between language, culture and economics and implications for business, multinational companies and the labor market. Institutional determinants of multinational organizations and technology transfers from a contemporaneous and historical perspective.

Course theme: European Business Economics.

CV: <https://faculty.essec.edu/en/cv/en-santacreu-vasut-estefania/>



Junko TAKAGI - Japanese

Teaching Professor, Management Department. Ph.D., Stanford University. AM, Stanford University. MA, University of British Columbia. BA, Tokyo University of Foreign Studies.

Research areas: Social psychology; decision making and evaluation processes in small groups, gender and ethnicity, issues of legitimacy, methodology.

Notable position: Chair Professor of Leadership & Diversity.

Course theme: Intercultural Management – European Focus.

CV: <https://faculty.essec.edu/en/cv/en-takagi-junko/>



ELIGIBLE CANDIDATES

Top graduate and postgraduate students from ESSEC partner institutions. According to the number of confirmed participants, ESSEC reserves the right to cancel or postpone the Summer Module.

APPLICATION PROCESS

1st step: Partner schools nominate students on the online platform

2nd step: Students connect online to upload the following documents: CV, cover letter, latest transcript and photo

Application deadline:
March 04, 2024

Selection results: mid-March

The selection is made by ESSEC. Students should not make any arrangement (flight ticket, accommodation, etc.) before they receive the final confirmation of their admission in mid-March.

ACCOMMODATION

Useful websites:

www.airbnb.com

www.paristay.com

www.seloger.com

www.my-apartment-in-paris.com

www.fac-paris.com

www.appartcity.com



“The ESSEC Summer exchange program was excellently planned and executed, resulting in numerous benefits such as global exposure, expanded networks, cultural awareness, and personal growth. It was a highly enriching experience.”

Participant from NUS Singapore

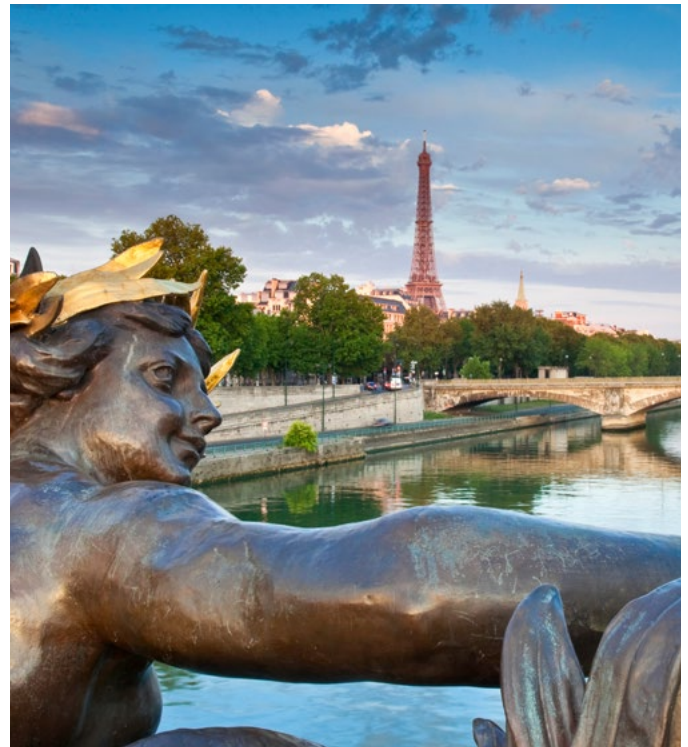
PROGRAM FEE

800€ registration and administrative fee which will cover the class materials, activities and visits. Please note that this fee is non-refundable.



“This program was an incredible way to expand my international business knowledge. I was surrounded by high-caliber peers, who came to class with unique perspectives on business and management. I really enjoyed the verticalized, luxury focus and feel like I learned a lot more than I planned. I loved the variety of in class and out of class learning. The program was an incredible experience.”

Participant from Berkeley USA



CONTACT

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Summer Module Coordinator

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