

# THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS  
JUNE 19 - JULY 07, 2023

## 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.
- **Location:** ESSEC Executive Education CNIT campus in La Défense Paris



## CONTENT

### Overview of some courses taught in the program

<b>CULTURAL FOUNDATIONS OF LUXURY BRAND MANAGEMENT</b>	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.
<b>DIVERSITY MANAGEMENT IN EUROPE</b>	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.
<b>MACROECONOMIC CHALLENGES IN EUROPE</b>	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.
<b>TEAM-BUILDING &amp; LEADERSHIP</b>	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.
<b>INTERCULTURAL MANAGEMENT</b>	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

<b>19</b> <b>Monday, June</b>	<b>20</b> <b>Tuesday, June</b>	<b>21</b> <b>Wednesday, June</b>	<b>22</b> <b>Thursday, June</b>	<b>23</b> <b>Friday, June</b>
<b>Team-Building &amp; Leadership</b> Junko Takagi	<b>Intercultural Management</b> Junko Takagi	<b>European Negotiation</b> Florent Blanc	<b>History of Europe / Geopolitics</b> Frédéric Charillon	<b>CULTURAL OUTING in Paris</b>
<b>26</b> <b>Monday, June</b>	<b>27</b> <b>Tuesday, June</b>	<b>28</b> <b>Wednesday, June</b>	<b>29</b> <b>Thursday, June</b>	<b>30</b> <b>Friday, June</b>
<b>Macroeconomic Challenges in Europe</b> Estefania Santacreu Vasut	<b>Macroeconomic Challenges in Europe</b> Estefania Santacreu Vasut	<b>Managing Diversity and Inclusion in Europe</b> Stefan Gröschl	<b>Cultural Foundations of Luxury Brand Management</b> Simon Nyeck	<b>Cultural Foundations of Luxury Brand Management</b> Simon Nyeck
<b>3</b> <b>Monday, July</b>	<b>4</b> <b>Tuesday, July</b>	<b>5</b> <b>Wednesday, July</b>	<b>6</b> <b>Thursday, July</b>	<b>7</b> <b>Friday, July</b>
<b>Luxury Codes</b> Véronique Drecq	<b>Luxury Codes</b> Véronique Drecq	<b>CULTURAL OUTING in Champagne</b>	<b>Crafting the Luxury Client Experience</b> Anne-Flore Maman	<b>Crafting the Luxury Client Experience</b> Anne-Flore Maman

*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/>



### Frédéric CHARILLON - French

Senior Adviser for defence and diplomatic issues, ESSEC Business School. Professor of Political Science, International Relations, Université Paris Cité. Scientific Coordinator for international issues, ENA National School of Administration, Strasbourg, Paris, France.

**Research areas:** Foreign policy, defence, international relations / Geopolitics, strategies of influence.

**Notable position:** Former director IRSEM, Ministry of Defence, Paris, France.

**Course theme:** History of Europe / Geopolitics.



### Véronique DRECQ - 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-drecq-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

**1<sup>st</sup> step:** Partner schools nominate students on the online platform

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

**Application deadline:**  
**March 03, 2023**

**Selection results:** mid-April

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-April.

## ACCOMMODATION

**Useful websites:**

[www.airbnb.com](http://www.airbnb.com)

[www.paristay.com](http://www.paristay.com)

[www.seloger.com](http://www.seloger.com)

[www.my-apartment-in-paris.com](http://www.my-apartment-in-paris.com)

[www.fac-paris.com](http://www.fac-paris.com)

[www.appartcity.com](http://www.appartcity.com)

"In a nutshell: lovely people with strong background; great administration and coordination; interesting lectures and also a lot of fun during the entire program!"

*Participant from LUISS Business School (Italy)*

## PROGRAM FEE

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

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"This was an amazing experience. I got the opportunity to interact and study with top professors. The group of participants added to this experience: I was very impressed with the initial bonding as we all gelled together from the start."

*Participant from Booth School of Business,  
University of Chicago, USA*



## CONTACT

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Summer Module Coordinator

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