



## PROGRAM AT A GLANCE

- **Duration:** 3 weeks
- **Language of teaching:** English
- **Course Load:** 90 contact hours
- **Credits awarded:** 2 (8 ECTS)
- **Schedule:**  
classes Monday to Friday  
9:30 to 12:30 / 1:30 to 4:30
- **Level:** MBA students and business professionals
- **Teaching methods:** case studies, lectures and group work with a high level of class interaction.
- **Location:** main ESSEC campus in Cergy-Pontoise (40 min from Paris)

## GROUP PROFILE (CLASS OF 2017)

- **29 participants**
- **Average age:** 30
- **Average work experience:** 7 years
- **14 nationalities from 5 continents:**  
American, Australian, British, Canadian, Chinese, Greek, Indian, Israeli, Italian, Japanese, Polish, Singaporean, South-African, Taiwanese.
- **13 partner institutions:** Brandeis International Business School (USA), Imperial College Business School (UK), Keio Business School (Japan), Luiss Guido Carli (Italy), Macquarie University (Australia), Nanyang Technological University (Singapore), National University of Singapore (Singapore), Northwestern University - Kellogg Graduate School Management (USA), Tel Aviv University (Israel), University of British Columbia - Sauder Business School (Canada), University of Chicago - Booth School of Business (USA), University of Edinburgh Business School (UK), University of Melbourne - Melbourne Business School (Australia).

## PRESENTATION OF THE MODULE

This 3-week intensive program is designed for MBA students interested in business in Europe, intercultural relations and management practices in Europe.

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 ON:

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



*"Unique and special experience. I am honored to have studied at ESSEC and grateful to the cohort chosen whom I got to meet".*

**2017 participant from the University of Edinburgh Business School (Scotland, UK).**



*"I truly enjoyed these 3 weeks filled with interesting lectures, top-notch professors and a variety of activities. I recommend the program without any hesitation !"*

**2017 participant from Booth School of Business, University of Chicago (USA).**



## CONTENT

### Overview of some courses taught in the program

<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.
<b>Managing Oneself &amp; Leading Others: 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>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>Luxury Brand Strategic Management &amp; International Distribution Strategies</b>	This course will focus on the business of luxury and the current state of the luxury industry. It will explore the opportunities and threats of Digital for luxury brands and the marketing partnership and co-branding in the luxury industry.

## SCHEDULE

<b>25</b>	<b>Monday, June</b>	<b>26</b>	<b>Tuesday, June</b>	<b>27</b>	<b>Wednesday, June</b>	<b>28</b>	<b>Thursday, June</b>	<b>29</b>	<b>Friday, June</b>
Team-Building & Leadership Junko Takagi		European Geopolitics Francesco Marchi		Europe and the Global Economy Estefania Santacreu-Vasut		Europe and the Global Economy Estefania Santacreu-Vasut		Day of visits	
<b>2</b>	<b>Monday, July</b>	<b>3</b>	<b>Tuesday, July</b>	<b>4</b>	<b>Wednesday, July</b>	<b>5</b>	<b>Thursday, July</b>	<b>6</b>	<b>Friday, July</b>
Intercultural Management Junko Takagi		Managing oneself and leading others: managing diversity and inclusion in Europe Stefan Groschl		Leading in a responsible and responsive way: toward greater sustainable business practices in Europe Stefan Groschl		European Negotiation Ayse Öncüler		Digital Marketing in a European Context Keith Feighery	
<b>9</b>	<b>Monday, July</b>	<b>10</b>	<b>Tuesday, July</b>	<b>11</b>	<b>Wednesday, July</b>	<b>12</b>	<b>Thursday, July</b>	<b>13</b>	<b>Friday, July</b>
Cultural Foundations of Luxury Brand Simon Nyeck		Cultural Foundations of Luxury Brand Simon Nyeck		Luxury Brand Strategic Management and Int'l Distribution Strategies Denis Morisset		Luxury Brand Strategic Management and Int'l Distribution Strategies Denis Morisset		Cultural visit and farewell lunch	

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





## ON-CAMPUS HOUSING

Students can rent furnished single or couple apartments in one of ESSEC residencies, the Port Residence. Located 10 minutes from campus (by foot) and close to the lively harbor area (pubs, restaurants, etc.), the residence is equipped with a multimedia room, a piano lounge area and a workout center.

**Cost:** 45€ (single studio)/55€ (couples studio) per night (including a linen and kitchen kit).

**Address:** 36, boulevard du Port 95031 Cergy-Pontoise.

**Website:** <http://www.essec.edu/student-life/housing/residence-du-port.html>

All the details will be provided to participants once selected.

## OFF-CAMPUS HOUSING

Students can also choose to live in Paris, about 35-40 min by train from ESSEC. We recommend participants to stay near RER A line stations (preferably "Charles de Gaulle-Étoile" or "Auber" in order to reduce the commuting time).

### Useful Websites:

[www.airbnb.com](http://www.airbnb.com)  
[www.paristay.com](http://www.paristay.com)  
[www.lodgis.com](http://www.lodgis.com)  
[www.fusac.fr](http://www.fusac.fr)  
[www.seloger.com](http://www.seloger.com)

[www.paris-be-a-part-of-it.com](http://www.paris-be-a-part-of-it.com)  
[www.paris-homestay.com](http://www.paris-homestay.com)  
[www.my-apartment-in-paris.com](http://www.my-apartment-in-paris.com)  
[www.parisattitude.com](http://www.parisattitude.com)  
[www.citea.com](http://www.citea.com)

## ELIGIBLE CANDIDATES

Top graduate and postgraduate students from ESSEC partner institutions.<sup>1</sup>

1 - According to the number of confirmed participants, ESSEC reserves the right to cancel or postpone the Summer Module.

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

## APPLICATION PROCESS

**1<sup>st</sup> step:** online nomination from partner school

**2<sup>nd</sup> step:** online application supported by the following documents: CV, cover letter, latest transcript and photo

**Deadline: March 5**

**Selection results:** mid-March<sup>2</sup>

## PROGRAM FEE

600€ registration fee (non-refundable).



### CONTACT

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