

# THE GLOBAL MANAGER IN EUROPE

**A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS**  
**JUNE 20 - JULY 8, 2016**



## Program at a glance

- Duration: 3 weeks
- Language of teaching: English
- Course Load: 90 contact hours (6 hours a day)
- Monday through 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 with professors and other participants.

## Group profile (Class of 2015)

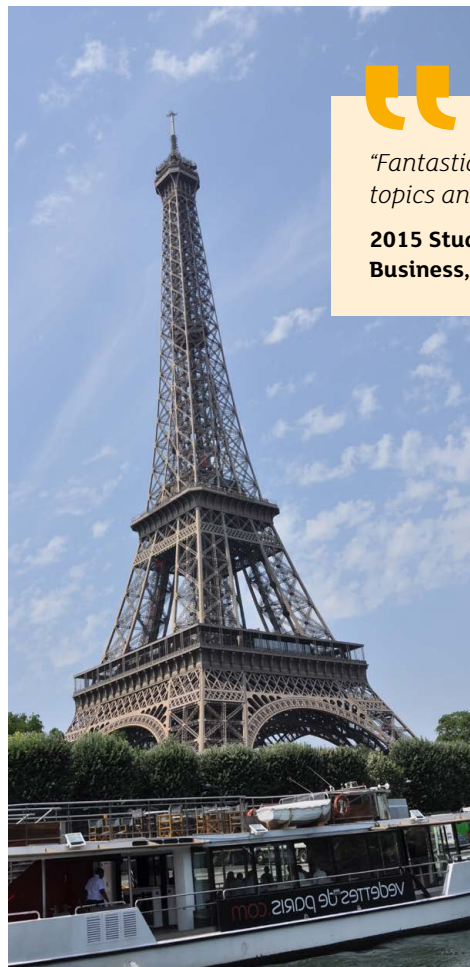
- 40 participants
- Average age: 32
- Average work experience: 7 years
- 17 nationalities from the 6 continents: American, Armenian, Australian, Brazilian, Cameroonian, Canadian, Chinese, Finnish, German, Indian, Indonesian, Japanese, Mexican, Nigerian, Palestinian, Singaporean, South Korean.
- 20 partner institutions: Aalto University, Helsinki School of Economics and Business Administration, Booth School of Business, University of Chicago, ESSEC Business School, FGV EBAPE, Graduate School of Business, Seoul National University, Haskayne School of Business, University of Calgary, I.T.A.M, Keio Business School, Kellogg Graduate School of Management, Northwestern University, Leon Recanati Graduate School of Business Administration, Luiss Business School, Melbourne Business School, Nanyang Business School, Nanyang Technological University, National University of Singapore Business School, Owen Graduate School of Management, Vanderbilt University, Sauder School of Business, University of British Columbia, The George Washington University School of Business, UNC Kenan Flagler, University of Edinburgh Business School, University of New South Wales.

## Presentation of the module

This 3-week intensive program is designed for MBA students or young professionals 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.

The module will start with interactive sessions on specific management skills and their application in different cultural environments. It will then focus on Europe's geopolitical and economic dimensions. Finally, the program will concentrate on one of the main fields of expertise of ESSEC: Luxury Brand Management.



*"Fantastic program with a variety of topics and a diverse group of students."*

**2015 Student from Booth School of Business, University of Chicago (USA).**

## Location

Classes will take place on the main campus of ESSEC in Cergy-Pontoise, a student town located at a 35-minute train ride from Paris. The location gives students the opportunity to enjoy the dynamic and exciting Parisian life but also the more peaceful French countryside (Vexin region), home to many impressionist painters including Van Gogh.



## 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>Advanced Negotiation in Europe</b>	This workshop will help participants to understand negotiators' behavior and central concepts in negotiation as they apply in the European Union context. They will also improve their ability to analyse the negotiation situation and learn how to develop a toolkit of negotiation skills, strategies and approaches.
<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 state of the luxury industry in 2015. It will explore the opportunities and threats of Digital for luxury brands and the marketing partnership and co-branding in the luxury industry.

## Schedule

Monday, June 20	Tuesday, June 21	Wednesday, June 22	Thursday, June 23	Friday, June 24
<b>Team-Building &amp; Leadership</b> Junko Takagi	<b>Intercultural Management</b> Junko Takagi	<b>Managing Oneself and Leading Others: Diversity Management in Europe</b> Stefan Groschl	<b>Conference on Europe</b> EU Former Deputy	<b>Conference on Europe</b> EU Former Deputy
Monday, June 27	Tuesday, June 28	Wednesday, June 29	Thursday, June 30	Friday, July 1
<b>EU Negotiation Lab: Methods &amp; Practice</b> Francesco Marchi	<b>EU Negotiation Lab: Methods &amp; Practice</b> Francesco Marchi	<b>Europe and the Global Economy</b> Estefania Santacreu-Vasut	<b>Europe and the Global Economy</b> Estefania Santacreu-Vasut	<b>Day of visits</b>
Monday, July 4	Tuesday, July 5	Wednesday, July 6	Thursday, July 7	Friday, July 8
<b>Cultural Foundations of Luxury Brand Management</b> Simon Nyeck	<b>Cultural Foundations of Luxury Brand Management</b> Simon Nyeck	<b>Luxury Brand Strategic Management and Int'l Distribution Strategies</b> Denis Morisset	<b>Luxury Brand Strategic Management and Int'l Distribution Strategies</b> Denis Morisset	<b>Cultural visit and farewell lunch</b>





## ESSEC Faculty teaching in the program



### Simon Nyeck

Associate 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: Academic Director MBA International Luxury Brand Management. Co-Chair of Leadership & Diversity.
- Course Theme: Cultural Foundations of Luxury Brand Management : Identity, Consumer Experiences and Brand Value.
- CV: <http://www.essec.edu/faculty/simon-nyeck>



### Stefan Gröschl

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).
- Notable position: Co-Chair of Leadership & Diversity.
- Course Theme: Diversity Management in Europe.
- CV: <http://www.essec.edu/faculty/stefan-groschl>



### Estefania Santacreu-Vasut

Assistant 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: <http://www.essec.edu/faculty/estefania-santacreu-vasut>



### Francesco Marchi

Researcher, ESSEC IRENE (Institute for Research and Education on Negotiation).  
Master in European Studies, Ecole doctorale of the Institut d'Etudes Politiques, Paris and a Laureate in Political Science and International Studies (Magna cum Laude) from the Faculty of Political Studies of Catania.

- Notable position: in charge of the trainings at the European Commission and of a research project on decision-making practices in the EU.
- Research Areas: Negotiation, European Union Politics and Comparative Politics.
- Course Theme: Advanced Negotiation from a European Perspective.



### Junko Takagi

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: Co-Chair of Leadership & Diversity.
- Course Theme: Intercultural Management – European Focus.
- CV: <http://www.essec.edu/faculty/junko-takagi>



### Denis Morisset

Executive Director of the MBA in International Luxury Brand Management.

- Profile: CEO expertise in the Apparel/Retail/Luxury Industry (20 years). Strong Commercial, Managerial process. Strong Retail and Wholesale expertise in Fashion Industry, Licensing and Brand Identity Creation and expansion. Expertise in the shoes industry.
- Notable position: Former CEO of Giorgio Armani France.
- Education: ESSEC Degree.
- Course Theme: Luxury Brand Strategic Management and International Distribution Strategies.



*"Great three weeks spent learning with a fantastic class of international students. Excellent lessons, personal growth and a new set of friends!"*

**2015 student from Sauder School of Business,  
University of British Columbia (Canada).**



## 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:

<a href="http://www.airbnb.com">www.airbnb.com</a>	<a href="http://www.paris-be-a-part-of-it.com">www.paris-be-a-part-of-it.com</a>
<a href="http://www.paristay.com">www.paristay.com</a>	<a href="http://www.paris-homestay.com">www.paris-homestay.com</a>
<a href="http://www.lodgis.com">www.lodgis.com</a>	<a href="http://www.my-apartment-in-paris.com">www.my-apartment-in-paris.com</a>
<a href="http://www.fusac.fr">www.fusac.fr</a>	<a href="http://www.parisattitude.com">www.parisattitude.com</a>
<a href="http://www.seloger.com">www.seloger.com</a>	<a href="http://www.citea.com">www.citea.com</a>

## 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.

For more information:

Contact: Mrs Jill Boulonnois

Email: [boulonnois@essec.fr](mailto:boulonnois@essec.fr)

Tel: +33 (0)1 34 20 60 14

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

## Application process

Students coming from partner schools must be nominated by their home university. They should therefore not send their applications directly to ESSEC.

*Application deadline: March 1, 2016*

*Selection results: by March 15, 2016*

*Confirmation from participants: before March 20, 2016*

*Payment of registration fees: April 15, 2016*

*Start of module: June 20, 2016*

*End of module: July 8, 2016*

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

## Program requirements

In order to successfully complete the program, participants must attend and actively participate in all class sessions. While there will be no written examinations, some classes may require group work, primarily on case studies. Upon successful completion of the program, students will receive a Global Manager in Europe Certificate. The module grants 2 credits on a Pass/Fail basis.

## Program fees

Tuition fees are 4,500€. They will be waived for students from ESSEC partner universities who participate in the frame of the exchange program and for full-time ESSEC students.

For all participants, a 500€ registration fee will be required to reserve a seat in the program and is non-refundable.



## CONTACT

Ms Axelle Mauduit

Summer Module Manager

Email: [mauduita@essec.fr](mailto:mauduita@essec.fr)

Tel: +33 (0) 1 34 43 39 56