



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.

GROUP PROFILE (CLASS OF 2019)

- 43 participants
- Average age: 32
- Average work experience: 8 years
- 19 nationalities from 5 continents: American, Argentinian, Australian, Chinese, Indian, Irish, Italian, Japanese, South Korean, Swedish, Swiss...
- 20 partner institutions:
Aalto University School of Business (Finland), Berkeley University of California - Haas School of Business (USA), Graduate School of Business - Seoul National University (South Korea), Haskayne School of Business - University of Calgary (Canada), Imperial College (UK), Kellogg Graduate School Management (USA), Kenan Flagler Business School - University of North Carolina (USA), Luiss Guido Carli - MBA (Italy), Macquarie Graduate School of Management - Macquarie University (Australia), Melbourne Business School - University of Melbourne (Australia), NUS Business School - National University of Singapore (Singapore), Owen Graduate School of Management - Vanderbilt University (USA), Queen's School of Business (Canada), Sauder School of Business - University of British Columbia (Canada), Universidad Del CEMA (Argentina), Universidad Torcuato di Tella (Argentina), University of Chicago (USA), University of Edinburgh Management School (UK), University of New South Wales (Australia), UQ Business School - University of Queensland (Australia)

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



"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."

2019 participant from Booth School of Business, University of Chicago (USA)

CONTENT

Overview of some courses taught in the program

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.
DIVERSITY MANAGEMENT IN EUROPE	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.
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.
LUXURY BRAND STRATEGIC MANAGEMENT & INTERNATIONAL DISTRIBUTION STRATEGIES	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

22 Monday, June	23 Tuesday, June	24 Wednesday, June	25 Thursday, June	26 Friday, June
Welcome meeting Team-Building & Leadership Junko Takagi	Intercultural Management Junko Takagi	eCommerce – the Challenge of being European Peter O'Connor	eCommerce – the Challenge of being European Peter O'Connor	Europe and the Global Economy Estefania Santacreu Vasut
29 Monday, June	30 Tuesday, June	1 Wednesday, July	2 Thursday, July	3 Friday, July
Managing Diversity and Inclusion in Europe Stefan Gröschl	Sustainable Business Practices in Europe Stefan Gröschl	CULTURAL OUTING	History of Europe/ Geopolitics Francesco Marchi	European Negotiation Francesco Marchi
6 Monday, July	7 Tuesday, July	8 Wednesday, July	9 Thursday, July	10 Friday, July
Cultural Foundations of Luxury Brand Management Simon Nyeck	Cultural Foundations of Luxury Brand Management Simon Nyeck	Luxury Brand Strategic Management and Int'l Distribution Strategies Denis Morisset	Luxury Brand Strategic Management and Int'l Distribution Strategies Denis Morisset	VISIT AND FAREWELL LUNCH

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



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: <http://www.essec.edu/faculty/stefan-groschl>



Francesco MARCHI - Italian

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.

CV: <https://www.essec.edu/fr/equipe/autres-chercheurs/francesco-marchi>



Denis MORISSET - French

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.

Course Theme: Luxury Brand Strategic Management and International Distribution Strategies.



Simon NYECK - French

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: 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: <http://www.essec.edu/faculty/simon-nyeck>



Peter O'CONNOR - Irish

Professor, Information Systems, Decision Sciences and Statistics Department.
Ph.D., Queen Margaret University College, Edinburgh, Scotland. Master of Science (Management Information Systems), Trinity College, Dublin, Ireland. Higher Diploma in Hotel and Catering Management, Dublin Institute of Technology, Ireland.

Research Areas: IS specialized in Tourism and Hospitality Management.

Notable Position: Chair Professor of Digital Disruption.

Course Theme: e-Commerce in Europe.

CV: <http://www.essec.edu/en/staff/faculty/peter-o-connor>



Estefania SANTACREU-VASUT - Spanish/French

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>



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: <http://www.essec.edu/faculty/junko-takagi>



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 dates:
from January 15 to March 2, 2020

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.my-apartment-in-paris.com
www.paristay.com	www.paris-homestay.com
www.seloger.com	www.appartcity.com
www.paris-be-a-part-of-it.com	www.nexity.fr



"In a nutshell: lovely people with strong background; great administration and coordination; interesting lectures and also a lot of fun during the entire program!"
2019 participant from LUISS Business School (Italy)

PROGRAM FEE

700€ registration and administrative fee which will cover the class materials, activities and visits. Please note that this fee is non-refundable.



"The program was an exceptional cultural as well as educational experience. I learned from every student, both inside and outside classes. Further, the professors are brilliant."

2019 participant from Kenan Flagler Business School - University of North Carolina



CONTACT

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