

THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS
JUNE 19 - JULY 7, 2017



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 2016)

- 36 participants
- Average age: 32
- Average work experience: 7 years
- 17 nationalities from the 6 continents: American, Argentinean, Australian, British, Canadian, Chinese, Colombian, Filipino, Finnish, French, German, Indian, Israeli, Italian, Japanese, Thai, Tunisian.
- 17 partner institutions: Helsinki School of Economics and Business Administration, Aalto University / Booth School of Business, University of Chicago / ESSEC Business School / Graduate School of Accountancy, Waseda University / Haskayne School of Business, University of Calgary / Imperial College, Kellogg Graduate School of Management, Northwestern University / Leon Recanatí Graduate School of Business Administration / Luiss Business School / Macquarie Graduate School of Management, Macquarie University / Melbourne Business School / National University of Singapore Business School / Queen's School of Business, Queen's University / Sauder School of Business, University of British Columbia / The George Washington University School of Business / 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.

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.



"Amazing opportunity to know more about Europe, France and Luxury. The students that I have met are excellent for their diversity. Overall, it is a great course, very complete and interesting."

2016 Student from National University of Singapore Business School (Singapore).





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.
Managing Oneself & Leading Others: 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.
EU Negotiation Lab: Methods & Practice	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.
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 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 19	Tuesday, June 20	Wednesday, June 21	Thursday, June 22	Friday, June 23
Team-Building & Leadership Junko Takagi	Intercultural Management Junko Takagi	Managing Oneself and Leading Others: Diversity Management in Europe Stefan Groschl	Day of visits	EU Negotiation Lab: Methods & Practice Francesco Marchi

Monday, June 26	Tuesday, June 27	Wednesday, June 28	Thursday, June 29	Friday, June 30
Geopolitics and EU Institutions Francesco Marchi	Entrepreneurship Ecosystems and the Creative Class: the Paris Case Fabrice Cavarretta	Europe and the Global Economy Estefania Santacreu-Vasut	Europe and the Global Economy Estefania Santacreu-Vasut	e-Commerce - The Challenge of being European Peter O'Connor

Monday, July 3	Tuesday, July 4	Wednesday, July 5	Thursday, July 6	Friday, July 7
Luxury Brand Strategic Management & Int'l Distribution Strategies Denis Morisset	Luxury Brand Strategic Management & Int'l Distribution Strategies Management Denis Morisset	Cultural Foundations of Luxury Brand Simon Nyeck	Cultural Foundations of Luxury Brand Simon Nyeck	Cultural visit and farewell lunch

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

ESSEC Faculty teaching in the program



Fabrice Cavarretta - French

Associate Professor, Management Department.
Ph.D. in Organizational Behavior, INSEAD, France.
Master of Business Administration, Harvard Business School, USA.
Master of Science in Computer Engineering, ENSTA/Stanford University, France/USA.

- Research Areas: Organizational Theory, Leadership and Entrepreneurship.
- Course Theme: Entrepreneurship.
- CV: <http://www.essec.edu/en/staff/faculty/fabrice-cavarretta>



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).
- Notable position: Co-Chair of Leadership & Diversity.
- 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.



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.
- Education: ESSEC Degree.
- 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: 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>



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: Director of the MBA in Hospitality Management, Chair on 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: Co-Chair of Leadership & Diversity.
- Course Theme: Intercultural Management – European Focus.
- CV: <http://www.essec.edu/faculty/junko-takagi>



"The caliber of teaching staff and fellow students has been outstanding. It's been a very busy three weeks but I'll be leaving Paris all the richer for it."

2016 student from Imperial College (UK).



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
www.paristay.com
www.lodgis.com
www.fusac.fr
www.seloger.com

www.paris-be-a-part-of-it.com
www.paris-homestay.com
www.my-apartment-in-paris.com
www.parisattitude.com
www.citea.com

Application process

Students must be nominated by their home school on the ESSEC online nomination system. Instructions will be sent by email to partner schools and then to nominated students so they can complete their application online.

Nomination deadline (coordinators): February 5

Application deadline (students): March 1

Selection results: mid-March

Confirmation from participants: before end of March

Payment of registration fees: April 15

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.

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 600€ registration fee will be required to reserve a seat in the program and is non-refundable.



CONTACT

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 Summer Module Manager

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