



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

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.
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

25	Monday, June	26	Tuesday, June	27	Wednesday, June	28	Thursday, June	29	Friday, June
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	
2	Monday, July	3	Tuesday, July	4	Wednesday, July	5	Thursday, July	6	Friday, July
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	
9	Monday, July	10	Tuesday, July	11	Wednesday, July	12	Thursday, July	13	Friday, July
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.

OUR PROFESSORS



Keith FEIGHERY - Irish

Lecturer and Training Expert.
M.A. in Digital Media Technologies (First Class),
Dublin Institute of Technology, Ireland.

- **Field of expertise/Course Theme :** Digital Marketing.
- **Current position :** Founder & Director of Digital Strategy, Digital Insights (a digital marketing agency in Dublin).
- **Linkedin Profile:** <https://www.linkedin.com/in/keithfeighery>



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>



Ayşe ÖNÇÜLER - Turkish

Professor, Marketing Department
Ph.D. in Decision Sciences, The Wharton School, University of Pennsylvania, Philadelphia, USA
M.A. in Managerial Science and Applied Economics, The Wharton School, University of Pennsylvania, USA
B.A. in Economics (Honors), Bogazici University, Istanbul, Turkey

- **Research Area:** Individual Decision-Making, Consumer Behavior, Negotiations
- **Course Theme:** European Negotiation
- **CV:** <http://www.essec.edu/en/staff/faculty/ayse-onculer>



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>



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

ELIGIBLE CANDIDATES

Top graduate and postgraduate students from ESSEC partner institutions.¹

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

1st step: online nomination from partner school

2nd step: online application supported by the following documents: CV, cover letter, latest transcript and photo

Deadline: March 5

Selection results: mid-March²

PROGRAM FEE

600€ registration fee (non-refundable).



CONTACT

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Summer Module Manager

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