

THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS

JUNE 24 - JULY 12, 2019



GROUP PROFILE (CLASS OF 2018)

- ▶ **34** participants
- ▶ **Average age:** 30
- ▶ **Average work experience:** 7 years
- ▶ **14 nationalities from 5 continents:**
American, Australian, Austrian, Canadian, Chinese, German, Indian, Italian, Japanese, Nigerian, Turkish.
- ▶ **13 partner institutions:**
Berkeley University of California - Haas School of Business (USA), George Washington University School of Business (USA), Luiss Guido Carli - MBA (Italy), Macquarie University - Macquarie School of Management (Australia), National University of Singapore - NUS Business School (Singapore), Northwestern University - Kellogg Graduate School Management (USA), Queen's University - Queen's School of Business (Canada), Tel Aviv University - The Leon Recanati Graduate School of Business Administration (Israel), University of British Columbia - Sauder School of Business (Canada), University of Calgary - Haskayne School of Business (Canada), University of Chicago - Booth School of Business (USA), University of Edinburgh Management School (UK), University of Melbourne - Melbourne Business School (Australia), University of New South Wales (Australia), University of North Carolina - Kenan Flagler Business School (USA), Waseda University - Graduate School of Commerce (Japan), York University - Schulich School of Business (Canada).

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

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)



"The program was great and I would highly recommend it to anyone looking to work in Europe or interested in Luxury Brands."

2018 participant from Berkeley University of California - Haas School of Business (USA).



"Truly the most insightful, joyful and wonderful university and learning experiences I have ever had."

2018 participant from Macquarie AGSM (Australia).



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

24 Monday, June	25 Tuesday, June	26 Wednesday, June	27 Thursday, June	28 Friday, June
Welcome meeting Team-Building & Leadership Junko Takagi	History of Europe/ Geopolitics Francesco Marchi	Europe and the Global Economy Estefania Santacreu-Vasut	eCommerce - the challenge of being European Peter O'Connor	eCommerce - the challenge of being European Peter O'Connor
1 Monday, July	2 Tuesday, July	3 Wednesday, July	4 Thursday, July	5 Friday, July
Intercultural Management Junko Takagi	European Negotiation Francesco Marchi	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	DAY IN PARIS
8 Monday, July	9 Tuesday, July	10 Wednesday, July	11 Thursday, July	12 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.

OUR PROFESSORS



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>



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: 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-March

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.



"An amazing program. Program management team was phenomenal. Learned a lot through such a short period of time and got a chance to explore Paris. This is the best program I had the pleasure participating in."

2018 student participant from Schulich Business School, York University - CANADA.

PROGRAM FEE

650€ registration and administrative fee which will cover the class materials, activities and visits. Please note that this fee is non-refundable.



"Perfect balance between academic content and cultural experience. Fantastic lecturers and contemporary topics."

2018 student participant from University of Edinburgh Business School - UK.



CONTACT

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