

# THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS  
JUNE 22 - JULY 10, 2015



## 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.

## Location

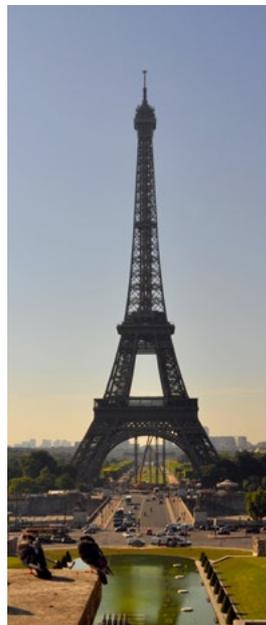
Classes will take place on the main campus of ESSEC in Cergy-Pontoise, a student town located at a 35-minute train ride from Paris. The location gives students the opportunity to enjoy the dynamic and exciting Parisian life but also the more peaceful French countryside (Vexin region), home to many impressionist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



*"This has been a "one-in-a-lifetime" experience. I thought the program was planned extremely well. The professors are high caliber, knowledgeable and very engaging. The topics are relevant and provided me with a broad-stroke overview of Europe. While all of these things are wonderful and the reasons why I came, the experience is the critical piece that I have made this trip what it is: from making friends across the world, to seeing the rich history of Paris, the program has helped me grow professionally and personally. I believe I have walked away with new life-long friends with whom I will continue to keep in touch with long-after this program. How many opportunities does one get to sit in a room with people from all over the world, ready to explore, hang out and meet one another?"*

2014 Summer Module Participant from the University of Chicago, Booth School of Business (USA).

## 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.

## Group profile (Class of 2014)

- 38 participants
- Average age: 31
- Average work experience: 7 years
- 15 nationalities from the 6 continents: American, Australian, Brazilian, Canadian, Chinese, French, German, Indian, Italian, Japanese, Lebanese, Peruvian, Singaporean, South Korean, Thai
- 16 partner institutions: Luiss MBA - Italy, Macquarie University, Macquarie Graduate School of Management - Australia, Melbourne Business School - Australia, National University of Singapore, NUS Business School - Singapore, Northwestern University, Kellogg Graduate School of Management - USA, Pontificia Universidad Catolica del Peru - Peru, Seoul National University, Graduate School of Business - South Korea, The George Washington University School of Business - USA, 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 North Carolina, Kenan Flagler Business School - USA, Vanderbilt University, Owen Graduate School of Management - USA, Waseda University, Graduate Schools of Accountancy & Commerce - Japan.



## 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 aims at improving the participants' interpersonal skills in negotiation, with a particular focus on negotiations in a European context.
<b>Geopolitics in Europe</b>	This teaching will present Europe and the European Union from a historical perspective, starting with the end of the Second World War, the creation of the <i>Common Market</i> (1956) and its evolution towards the political structure we know today: the European Union, sealed by the <i>Lisbon Treaty</i> (2007).
<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 2014. 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 22	Tuesday, June 23	Wednesday, June 24	Thursday, June 25	Friday, June 26
<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>Advanced Negotiation from a European Perspective</b>  Francesco Marchi	<b>Advanced Negotiation from a European Perspective</b>  Francesco Marchi
Monday, June 29	Tuesday, July 30	Wednesday, July 1	Thursday, July 2	Friday, July 3
<b>Geopolitics in Europe</b>  Joseph Maila	<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>	<b>Financial Markets in Europe</b>  Lorenzo Naranjo
Monday, July 6	Tuesday, July 7	Wednesday, July 8	Thursday, July 9	Friday, July 10
<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 at Auvers-sur-Oise</b>



## ESSEC Faculty teaching in the program



### 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>



### Joseph Maila

Visiting Professor, ESSEC IRENE. Ph.D. in Social Sciences and in Philosophy, Catholic University of Paris. Graduate degree in Political Science and in International Law, University of Paris. Graduate degree in International Relations, Institute of Political Studies in Paris. Master Degree in Philosophy, Human Sciences Faculty of Beirut, Lebanon.

- Notable positions: Director of the Policy Planning Directorate, French Ministry of Foreign and European Affairs. UNESCO consultant for UNESCO Program for Culture of Peace.
- Course Theme: European Geopolitics.



### 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.



### 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.



### Lorenzo Naranjo

Assistant Professor, Finance Department. M.Phil. and Ph.D. in Finance, Stern School of Business, New York University, USA. B.Sc. and M.Sc. in Industrial Engineering, Pontificia Universidad Catolica de Chile.

- Research Areas: Asset Pricing, Derivatives, Fixed-Income, Commodities.
- Course Theme: Financial Markets in Europe.
- CV: <http://www.essec.edu/faculty/Lorenzo-Naranjo>



### 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>



### 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>



### 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>



*"Great teaching panel, the quality of the course delivery exceeded my expectations. Great balance between in-class learning and field trips that allowed the students to truly experience and understand the French way of thinking and living. Incredible program administration team that ensured the best student experience at ESSEC".*

2014 Summer Module Participant from University of British Columbia, Sauder School of Business (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: 44€ (single studio)/54€ (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, 2015*

*Selection results: week of March 2, 2015*

*Confirmation from participants: before March 12, 2015*

*Payment of registration fees: April 15, 2015*

*Start of module: June 22, 2015*

*End of module: July 10, 2015*

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.

## Extra-curricular activities (offered by the program):

- French Cheese & Wine Tasting
- 1 day of visits
- 1 day in the French traditional village of Auvers sur Oise



### CONTACT

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