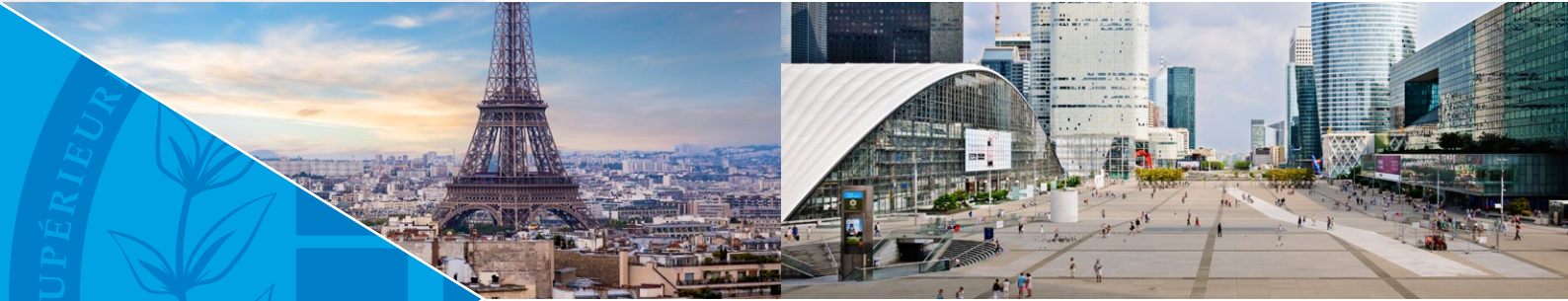


THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS
JUNE 20 - JULY 08, 2022



PRESENTATION OF THE MODULE

This 3-week intensive program is designed for MBA students interested in learning about business and management practices in Europe and willing to enhance their intercultural skills.

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

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.
NEW MANAGING HERITAGE AND HUMAN BRANDS	This course provides students with a deeper knowledge of luxury brand management. The course objective is to augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining luxury brands.
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.
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.
NEW MACROECONOMIC CHALLENGES IN EUROPE	This course will present current and future challenges of the European Economy, including those related to fiscal and monetary policies. We will also discuss structural changes in the labor market, and the consequences of digitalization and climate change.
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.

SCHEDULE

20 Monday, June	21 Tuesday, June	22 Wednesday, June	23 Thursday, June	24 Friday, June
Welcome meeting Team-Building & Leadership Junko Takagi	Intercultural Management Junko Takagi	History of Europe / Geopolitics Francesco Marchi	European Negotiation Francesco Marchi	CULTURAL OUTING
27 Monday, June	28 Tuesday, June	29 Wednesday, June	30 Thursday, July	1 Friday, July
Managing Diversity and Inclusion in Europe Stefan Gröschl	Sustainable Business Practices in Europe Stefan Gröschl	Cultural Foundations of Luxury Brand Management Simon Nyeck	Cultural Foundations of Luxury Brand Management Simon Nyeck	Managing Heritage and Human Brands Delphine Dion
4 Monday, July	5 Tuesday, July	6 Wednesday, July	7 Thursday, July	8 Friday, July
Macroeconomic Challenges in Europe Estefania Santacreu Vasut	Macroeconomic Challenges in Europe Estefania Santacreu Vasut	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



Delphine DION - French

Teaching Professor, Marketing Department.
Ph.D. in Management Sciences, University of Rennes, France.
Habilitation à Diriger des Recherches, Université Paris 1 Panthéon-Sorbonne, France.

Research Areas: Luxury brand management and luxury retailing. The management of heritage brands and human brands, and service interactions in luxury stores and hotels. Sustainability in fashion and luxury.

Notable position: Academic Director for the Luxury Brand Management Major of the Global MBA.

Course Theme: Managing Heritage and Human Brands.

CV: <https://faculty.essec.edu/en/cv/en-dion-delphine/>



Simon NYECK - French

Teaching 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: <https://faculty.essec.edu/en/cv/en-nyeck-simon/>



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: <https://faculty.essec.edu/en/cv/en-groschl-stefan/>



Estefania SANTACREU-VASUT - Spanish/French

Associate 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: <https://faculty.essec.edu/en/cv/en-santacreu-vasut-estefania/>



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.

Research Areas: Negotiation, European Union Politics and Comparative Politics.

Notable position: In charge of the trainings at the European Commission and of a research project on decision-making practices in the EU.

Course Theme: Advanced Negotiation from a European Perspective.



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: <https://faculty.essec.edu/en/cv/en-takagi-junko/>



Denis MORISSET - French

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.



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 10 to February 28, 2022

Selection results: mid-April

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-April.

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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Summer Module Coordinator

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