THE GLOBAL MANAGER IN EUROPE
A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS
JUNE 25 - JULY 13, 2018

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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team-Building &amp; Leadership</td>
<td>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.</td>
</tr>
<tr>
<td>Intercultural Management</td>
<td>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.</td>
</tr>
<tr>
<td>Managing Oneself &amp; Leading Others: Diversity Management in Europe</td>
<td>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.</td>
</tr>
<tr>
<td>Cultural Foundations of Luxury Brand Management</td>
<td>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.</td>
</tr>
<tr>
<td>Luxury Brand Strategic Management &amp; International Distribution Strategies</td>
<td>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.</td>
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</tbody>
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### SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 June</td>
<td>Monday</td>
<td>Team-Building &amp; Leadership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junko Takagi</td>
</tr>
<tr>
<td>26 June</td>
<td>Tuesday</td>
<td>European Geopolitics</td>
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<tr>
<td></td>
<td></td>
<td>Francesco Marchi</td>
</tr>
<tr>
<td>27 June</td>
<td>Wednesday</td>
<td>Europe and the Global Economy</td>
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<tr>
<td></td>
<td></td>
<td>Estefania Santacreu-Vasut</td>
</tr>
<tr>
<td>28 June</td>
<td>Thursday</td>
<td>Day of visits</td>
</tr>
<tr>
<td>29 June</td>
<td>Friday</td>
<td>Day of visits</td>
</tr>
<tr>
<td>2 July</td>
<td>Monday</td>
<td>Intercultural Management</td>
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<tr>
<td></td>
<td></td>
<td>Junko Takagi</td>
</tr>
<tr>
<td>3 July</td>
<td>Tuesday</td>
<td>Managing oneself and leading others: managing diversity and inclusion in Europe</td>
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<tr>
<td></td>
<td></td>
<td>Stefan Groschl</td>
</tr>
<tr>
<td>4 July</td>
<td>Wednesday</td>
<td>Leading in a responsible and responsive way: toward greater sustainable business practices in Europe</td>
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<tr>
<td></td>
<td></td>
<td>Stefan Groschl</td>
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<tr>
<td>5 July</td>
<td>Thursday</td>
<td>European Negotiation</td>
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<tr>
<td></td>
<td></td>
<td>Ayse Öncüller</td>
</tr>
<tr>
<td>6 July</td>
<td>Friday</td>
<td>Digital Marketing in a European Context</td>
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<tr>
<td></td>
<td></td>
<td>Keith Feighery</td>
</tr>
<tr>
<td>9 July</td>
<td>Monday</td>
<td>Cultural Foundations of Luxury Brand</td>
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<tr>
<td></td>
<td></td>
<td>Simon Nyeck</td>
</tr>
<tr>
<td>10 July</td>
<td>Tuesday</td>
<td>Cultural Foundations of Luxury Brand</td>
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<tr>
<td></td>
<td></td>
<td>Simon Nyeck</td>
</tr>
<tr>
<td>11 July</td>
<td>Wednesday</td>
<td>Luxury Brand Strategic Management and Int’l Distribution Strategies</td>
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<tr>
<td></td>
<td></td>
<td>Denis Morisset</td>
</tr>
<tr>
<td>12 July</td>
<td>Thursday</td>
<td>Luxury Brand Strategic Management and Int’l Distribution Strategies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Denis Morisset</td>
</tr>
<tr>
<td>13 July</td>
<td>Friday</td>
<td>Cultural visit and farewell lunch</td>
</tr>
</tbody>
</table>

*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

Denis MORISSET - French
Executive Director of the MBA in International Luxury Brand Management.

- Field of expertise/Course Theme: Digital Marketing.
- LinkedIn Profile: https://www.linkedin.com/in/keithfeighery

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

Simon NYECK - French
Associate Professor, Marketing Department.
- 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

Ayse ÖNCÜLER - 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

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.
- Field of expertise/Course Theme: Digital Marketing.
- LinkedIn Profile: https://www.linkedin.com/in/keithfeighery

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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.
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- 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.paristay.com www.paris-homestay.com
www.fusac.fr www.parisattitude.com
www.seloger.com www.citea.com

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

PROGRAM FEE

600€ registration fee (non-refundable).

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.

CONTACT
Ms Axelle Mauduit
Summer Module Manager
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Phone +33 (0) 1 34 43 39 56