THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS
June 24 - July 12, 2024

PRESENTATION OF THE MODULE

T 3- ee, e gra de g ed f r MBA de ere ed ear g ab b e a d a age e ac ce E r e a d g e a ce e r erc ra .

T e a b ec e f e r gra ge er a e ec gr f g a ed er a a de a d a e ear ab c rre a age e e E r e fr a acade c a d r fe a f e , b a ab e f e e er e f Fra ce a d ESSEC.

3 ONE-WEEK THEMATIC MODULES

- E r ea Ge c a d Ec c
- Ma age e E r e
- L r Bra d Ma age e

PROGRAM AT A GLANCE

- **Duration:** 3 ee
- **Language of teaching:** E g
- **Course Load:** 90 c ac r
- **Credits awarded:** 2 UV (8 ECTS)
- **Schedule:** c a e M da Fr da - 9:30 12:30 / 1:30 4:30
- **Level:** MBA de
- **Teaching methods:** ca e de , ec re a d gr r, a g e e fc a erac
- **Assessment:** Pa / Fa a da r a e da ce a d ar c a c a .
  N e a r grade .
- **Location:** ESSEC E ec e Ed ca CNIT ca La D fe e Par

PARTNER INSTITUTIONS

- 40 ar c a a r .
- A erage age: 32
- A erage r. e er e ce: 8 ear
- S e f r re g ar er :

U er dad De Ce a (Arge a), Mac ar e (A ra a), S a (Be g), PUC R de Ja e r (Bra), C c rd a (Ca ada), McG (Ca ada), Q ee (Ca ada), U er f Br C b a (Ca ada), U er dad de C e (C), F da (C a), U er dad de A de (C b a), Aa (F a d), HKUST (H g-K g), IIM A edabad (I d a), Te A U er (I rae), L G d Car (I a), Ke (Ja a), Wa eda (Ja a), EGADE Tec de M erre (Me c), CENTRUM Ca ca (Per), Na a g Tec g ca U er (S ga re), Na a U er f S ga re (S ga re), U er f S e eb c (S Afr ca), Se Na a U er (S f K rea), IE B e Sc (S a), U er a S . Ga e (S er a d), Na a Ta a U er (Ta a), C a g. r (T a a d), I er a C ege (U ed K gd), UCL (U ed K gd), UC Ber e e (USA), C rne (USA), D e (USA), I d a a U er (USA), N r e er (USA), U er f C cag (USA).

CONTENT

Overview of some courses taught in the program

CULTURAL FOUNDATIONS OF LUXURY BRAND MANAGEMENT	The become a core dimension, a success factor for branded manage ment and the best practice ever in the field of branding, a ngc er trea .
RESPONSIBLE LEADERSHIP & SUSTAINABLE BUSINESS PRACTICES	The creation and development of the Different Generation, Managements. The creation of fcial me a e fde gra cc ge a e f d e, e ca e f creased r,f rced der. E r eand e re e, e c a e ge affec g E r e' r,f rced der.
MACROECONOMIC CHALLENGES IN EUROPE	The core rem rre and f rec a e ge f e E r ea Ec , c d g ereased ca and e ar ce. We a d c r ra c a ge e abr ar e, and ec e, exce fdg a and c a ec a ge.
TEAM-BUILDING & LEADERSHIP	Dr g r, ar c, ar e er and d c erra ra exdec e a ea , der reg , and ea ec f ea r, a e c a e ge f r e .
INTERCULTURAL MANAGEMENT	The core de dem f a c c reed be c dered a E r ea c e . Var e re ca fra e r, be ed der and c rre E r ea re d c ra e .

SCHEDULE

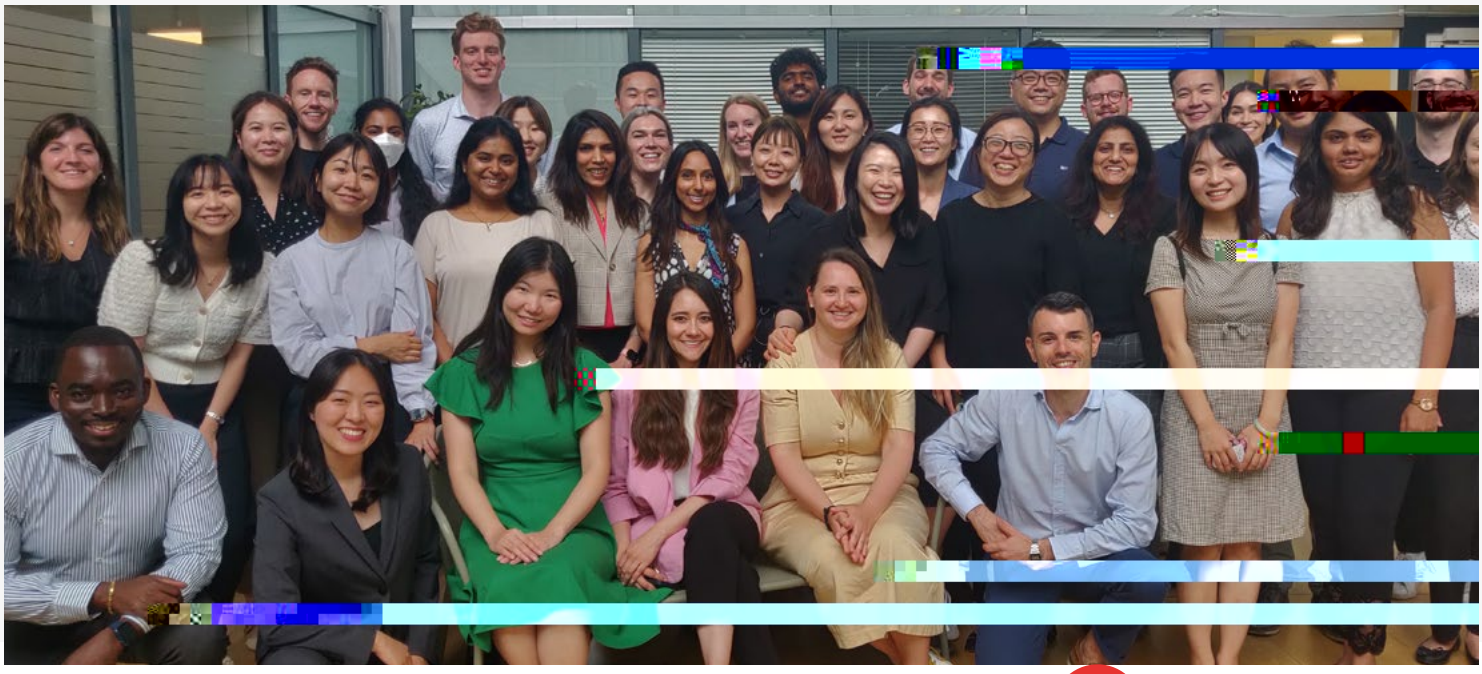
24 Monday, June	25 Tuesday, June	26 Wednesday, June	27 Thursday, June	28 Friday, June
Team-Building & Leadership J Ta, ag	**Intercultural Management** J Ta, ag	**Responsible Leadership & Sustainable Business Practices** S efa G	**History of Europe / Geopolitics** F re B ac	**CULTURAL OUTING in Paris**
01 Monday, July	**02 Tuesday, July**	**03 Wednesday, July**	**04 Thursday, July**	**05 Friday, July**
European Negotiation F re B ac	**Macroeconomic Challenges in Europe** E efa a Sa acre Va.	**Macroeconomic Challenges in Europe** E efa a Sa acre Va.	**Cultural Foundations of Luxury Brand Management** S N ec,	**Cultural Foundations of Luxury Brand Management** S N ec,
08 Monday, July	**09 Tuesday, July**	**10 Wednesday, July**	**11 Thursday, July**	**12 Friday, July**
Crafting the Luxury Client Experience A e-F re Ma a	**Crafting the Luxury Client Experience** A e-F re Ma a	**Luxury Codes** V r , e Drec,	**Luxury Codes** V r , e Drec,	**CULTURAL OUTING in Champagne**

This is a tentative program schedule. ESSEC reserves the right to make changes to the program.

OUR PROFESSORS

Florent BLANC - French

Af a e Pr fe r, P b c & Pr a e P c De ar e . P D. er a a re a , Sc e ce P Par , Fra ce. P D. ca c e ce , N r e er U er , U ed S a e f A er ca. MA er a a re a , Sc e ce P Par , Fra ce.



ELIGIBLE CANDIDATES

T grad a e a d grad a e de fr ESSEC ar er . Acc rd g e ber f c r ed ar c a , ESSEC re er e e r g ca ce r e e S er M d e.

APPLICATION PROCESS

1st step: Par er c a e de e e a f r
2nd step: S de c ec e ad e f g d c e : CV, c er e er, a e ra cr a d

Application deadline:
March 04, 2024

Selection results: d-March
T e e ec ade b ESSEC. S de d a e a arra ge e (f g c e , acc da , e c.) bef re e rece e e f a c f r a f e r ad d-March.

ACCOMMODATION

Useful websites:

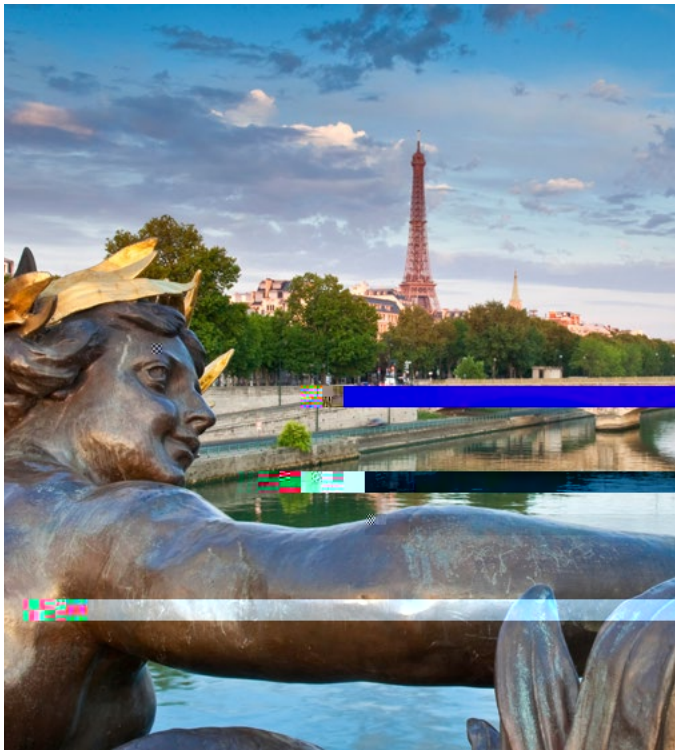
.a rb b.c
. ar a .c
. e ger.c
. -a ar e - -ar .c
.fac- ar .c
.a ar c .c

PROGRAM FEE

800 reg ra a d ad ra e fee c c er e c a a er a , ac e a d . P ea e e a fee - ref dab e.

T r gra a a cred b e a e a d er a a b e edge. I a rr ded b g-ca ber eer , ca e c a e er ec e b e a d a age e . I rea e ed e er ca ed, r f c a d fee e I ear ed a re a I a ed. I ed e ar e f c a a d f c a ear g. T e r gra a a cred b e e er e ce.–

Participant from Berkeley USA



CONTACT

M C c e Br ea
S er M d e C rd a r

E a : br ea c@e ec.ed
P e: +33 (0) 1 34 43 39 19