

THE GLOBAL MANAGER IN EUROPE

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

PARTNER INSTITUTIONS

- 40+ partner institutions
 - Average age: 32
 - Average experience: 8 years
 - Students from over 40 countries:
- Argentina (Arge), Brazil (Bra), Canada (Ca), China (Ch), Colombia (Col), Czech Republic (Cz), Denmark (Den), France (Fr), Germany (Ge), Hong Kong (Hk), India (In), Indonesia (Ind), Italy (It), Japan (Ja), Korea (Ko), Malaysia (Ma), Mexico (Me), Netherlands (Ne), Norway (No), Poland (Po), Portugal (Por), Romania (Ro), Russia (Ru), Singapore (Sg), South Africa (Sf), Spain (Sp), Sweden (Sw), Switzerland (Swi), Taiwan (Ta), Thailand (Th), United Kingdom (Uk), United States (Us), Vietnam (Vn), and others.

PRESENTATION OF THE MODULE

The 3-week summer program is designed for MBA students. It is a full-time program with a focus on experiential learning and practical application of business concepts.

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3 ONE-WEEK THEMATIC MODULES

- International Management
- Marketing and Sales
- Leadership and 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 - Friday - 9:30 - 12:30 / 1:30 - 4:30
- Level:** MBA level
- Teaching methods:** case studies, exercises and group work, role playing and field exercises
- Assessment:** Pass / Fail and a final exam and a final case study
- Location:** ESSEC Executive Education Campus, CNIT campus, La Défense Paris



CONTENT

Overview of some courses taught in the program

CULTURAL FOUNDATIONS OF LUXURY BRAND MANAGEMENT	The course focuses on the development of luxury brands and the role of culture in their success. It covers the history of luxury brands, the importance of heritage, and the role of culture in brand identity and communication.
RESPONSIBLE LEADERSHIP & SUSTAINABLE BUSINESS PRACTICES	The course explores the role of leaders in creating a sustainable business. It covers the importance of ethical leadership, social responsibility, and environmental sustainability. The course also discusses the role of leaders in driving innovation and growth in a sustainable business.
MACROECONOMIC CHALLENGES IN EUROPE	The course examines the economic challenges facing Europe and the role of the EU in addressing them. It covers the impact of globalization, the challenges of the digital economy, and the role of the EU in promoting economic growth and stability.
TEAM-BUILDING & LEADERSHIP	The course focuses on the role of leaders in building high-performing teams. It covers the importance of communication, collaboration, and conflict resolution. The course also discusses the role of leaders in driving innovation and growth in a team.
INTERCULTURAL MANAGEMENT	The course explores the challenges of managing in a multicultural environment. It covers the importance of cultural awareness, communication, and conflict resolution. The course also discusses the role of leaders in driving innovation and growth in a multicultural business.

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. c.	History of Europe / Geopolitics F. re. B. a. c.	CULTURAL OUTING in Paris
01 Monday, July	02 Tuesday, July	03 Wednesday, July	04 Thursday, July	05 Friday, July
European Negotiation F. re. B. a. c.	Macroeconomic Challenges in Europe E. efa. a. Sa. a. cre. Va.	Macroeconomic Challenges in Europe E. efa. a. Sa. a. cre. 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

Associate Professor, Public & Private Law, Paris 1 University.
Ph.D. in Law, Paris 1 University, France.
Ph.D. in Economics, North Carolina University, USA.
Sabbatical Fellow, MA, Paris 1 University, France.
Ph.D. in Law, Paris 1 University, France.



ELIGIBLE CANDIDATES

Top graduates and graduates from ESSEC, Berkeley, ACCREDITED, BERKELEY, ESSECRERE, BERKELEY, BERKELEY, BERKELEY.

APPLICATION PROCESS

- 1st step: Preparation of the application form
- 2nd step: Submission of CV, cover letter, and other documents

Application deadline:
March 04, 2024

Selection results: Mid-March
The selected candidates will receive an offer letter (final offer, acceptance letter) before the receipt of the application form by mid-March.

ACCOMMODATION

Useful websites:

- berkeley.edu
- berkeley.edu
- berkeley.edu
- berkeley.edu
- berkeley.edu
- berkeley.edu

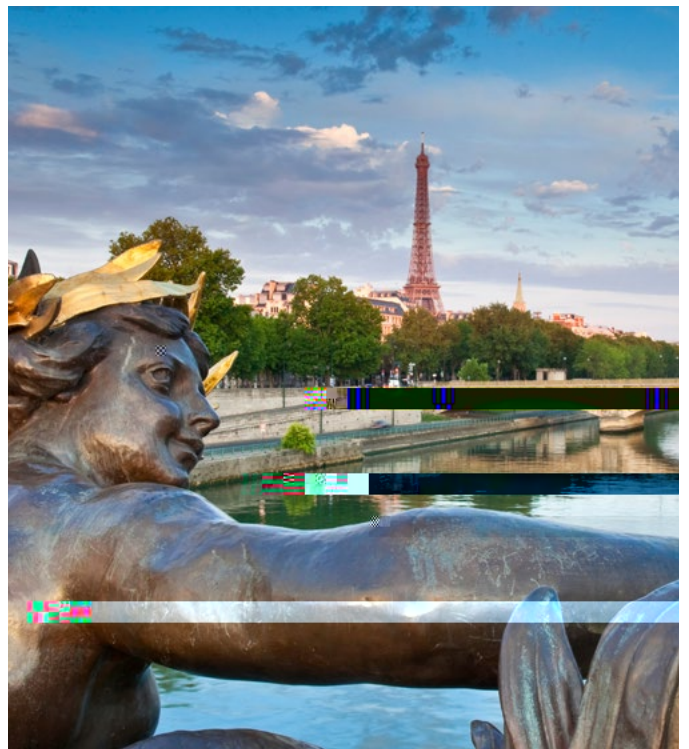
PROGRAM FEE

800 registration and administrative fees, including tuition, materials, and other program-related costs.



"I am a graduate of Berkeley and I am very proud to be part of the program. The experience is incredible and I highly recommend it to all interested students."

Participant from Berkeley USA



CONTACT

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