

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), Denmark (Den), France (Fr), Germany (Ge), India (In), Italy (It), Japan (Ja), Korea (Ko), Mexico (Me), Netherlands (Ne), Norway (No), Poland (Po), Portugal (Por), Russia (Ru), South Africa (SA), Spain (Sp), Sweden (Sw), Switzerland (Swi), Taiwan (Ta), Thailand (Th), United Kingdom (UK), United States (USA), Vietnam (Vi).

PRESENTATION OF THE MODULE

The 3-week summer module is designed for MBA students. It is a full-time program with a focus on practical learning and networking.

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3 ONE-WEEK THEMATIC MODULES

- European Business and Economics
- Management and Strategy
- Leadership and Innovation

PROGRAM AT A GLANCE

- Duration:** 3 weeks
- Language of teaching:** English
- Course Load:** 90 credits
- 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, 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 role of culture in their success, and the challenges they face in a global market.
RESPONSIBLE LEADERSHIP & SUSTAINABLE BUSINESS PRACTICES	The course explores the role of responsible leadership in creating sustainable business practices. It covers the challenges of responsible leadership, the role of culture in their success, and the challenges they face in a global market.
MACROECONOMIC CHALLENGES IN EUROPE	The course examines the macroeconomic challenges facing Europe, including the impact of globalization, the role of culture in their success, and the challenges they face in a global market.
TEAM-BUILDING & LEADERSHIP	The course focuses on the development of effective teams and the role of leadership in their success. It covers the challenges of team-building, the role of culture in their success, and the challenges they face in a global market.
INTERCULTURAL MANAGEMENT	The course explores the challenges of managing in a multicultural environment. It covers the role of culture in their success, the challenges they face in a global market, and the role of culture in their success.

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 Decision
Ph.D. in Economics, Sciences Po Paris, France
Ph.D. in Economics, North Carolina State University, USA
Senior Fellow, Mercator Research Centre for
Paris, France



ELIGIBLE CANDIDATES

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

APPLICATION PROCESS

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

Application deadline:
March 04, 2024

Selection results: mid-March
 The selected candidates will be invited to attend an interview (face-to-face or online) before receiving an offer letter by mid-March.

ACCOMMODATION

Useful websites:
[berkeley.com](#), [essec.com](#), [berkeley.edu](#), [essec.edu](#), [berkeley.edu](#), [essec.edu](#)

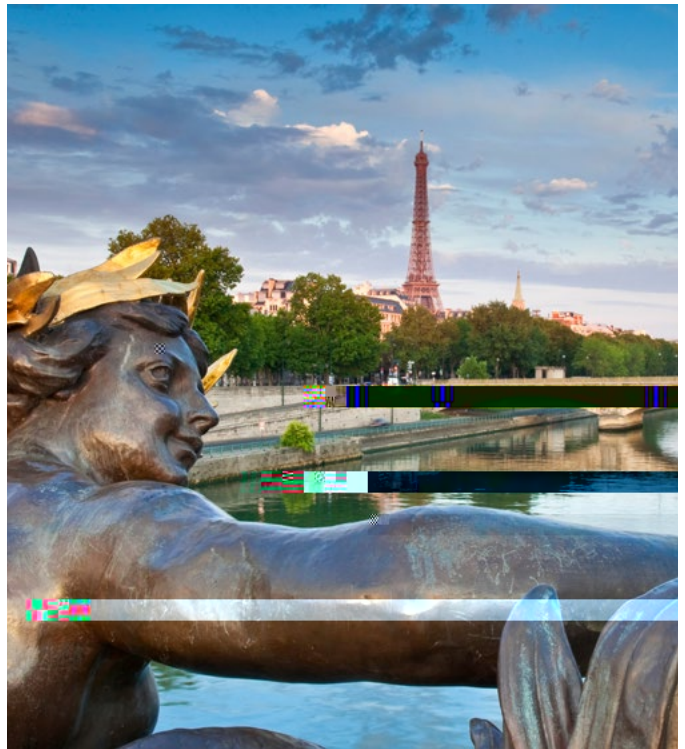
PROGRAM FEE

800 registration and administrative fees, including application fee, visa fee, and other related expenses.



"I am a graduate from Berkeley and I am very excited to participate in the program. I am looking forward to meeting new people and learning from the experts in the field. The program fee is very reasonable and the quality of the education is excellent."

Participant from Berkeley USA



CONTACT

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