Program at a glance
- Duration: 3 weeks
- Language of teaching: English
- Course Load: 90 contact hours (6 hours a day)
- Monday through Friday 9:30 to 12:30 / 1:30 to 4:30
- Level: MBA students and business professionals
- Teaching methods: case studies, lectures and group work with a high level of class interaction with professors and other participants.

Group profile (Class of 2013)
- 35-40 participants
- Average age: 31
- Average work experience: 7 years
- 15 nationalities from 4 continents
- 18 partner universities (Aalto University, FGV-EBAP, Haskayne School of Business - University of Calgary, I.T.A.M., Kellogg Graduate School of Management - Northwestern University, Kenan Flagler Business School - UNC, Luiss, Macquarie Graduate School of Management, Melbourne Business School, NUS Business School, Sauder School of Business - University of British Columbia, Graduate School of Business - Seoul National University, The George Washington University School of Business, Booth School of Business - University of Chicago, University of Edinburgh Management School, University of New South Wales, Owen Graduate School of Management - Vanderbilt University, Waseda University).

Presentation of the module
This 3-week intensive program is designed for MBA students or young professionals 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. The module will start with interactive sessions on specific management skills and their application in different cultural environments. It will then focus on Europe’s geopolitical and economic dimensions. Finally, the program will concentrate on one of the main fields of expertise of ESSEC: Luxury Brand Management.

Location
Classes will take place on the main campus of ESSEC in Cergy-Pontoise, a student town located at a 35-minute train ride from Paris. The location gives students the opportunity to enjoy the dynamic and exciting Parisian life but also the more peaceful French countryside (Vexin region), home to many impressionist painters including Van Gogh.

“What is a delight to learn more about Europe and Europeans and subjects that are not usually covered in standard MBAs. Great group of people with diverse, interesting and complementary background!”
2013 Summer Module Participant from Sauder School of Business, University of British Columbia, Canada.
Content

**Overview of some courses taught in the program**

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<td><strong>Team-Building &amp; Leadership</strong></td>
<td><strong>Intercultural Management</strong></td>
<td><strong>Managing Oneself &amp; Leading Others: Diversity Management in Europe</strong></td>
<td><strong>HR Management</strong></td>
<td><strong>Advanced Negotiation from a European Perspective</strong></td>
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<tr>
<td>IRENE</td>
<td>Junko Takagi</td>
<td>Stefan Groschi</td>
<td>Alan Jenkins</td>
<td>IRENE</td>
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<th>Tuesday, July 1</th>
<th>Wednesday, July 2</th>
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<tbody>
<tr>
<td><strong>Geopolitics in Europe</strong></td>
<td><strong>Geopolitics in Europe</strong></td>
<td><strong>Cultural visit in Paris</strong></td>
<td><strong>Business Economics in Europe</strong></td>
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<tr>
<td>Joseph Maila</td>
<td>Joseph Maila</td>
<td>Joseph Maila</td>
<td>Estefania Santacreu-Vasut</td>
<td>Lorenzo Naranjo</td>
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<tr>
<th>Monday, July 7</th>
<th>Tuesday, July 8</th>
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<tr>
<td><strong>Cultural Foundations of Luxury Brand Management</strong></td>
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<td><strong>Luxury Brand Strategic Management and Int'l Distribution Strategies</strong></td>
<td><strong>Luxury Brand Strategic Management and Int'l Distribution Strategies</strong></td>
<td><strong>Cultural visit and farewell lunch at Auvers-sur-Oise</strong></td>
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<tr>
<td>Simon Nyeck</td>
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<td>Denis Morisset</td>
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</tbody>
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ESSEC Faculty teaching in the program

ESSEC IRENE
The Institute for Research and Education on Negotiation (“IRENE”, meaning peace in Greek), has been created by ESSEC in 1996 in order to gather international researchers and practitioners interested in negotiation, mediation, stakeholders dialogue, and conflict resolution. Since its creation, ESSEC IRENE has developed and implemented many advisory missions, training workshops on negotiation, mediation and conflict resolution, in 62 countries in the world. Each year, ESSEC IRENE trains about 2,000 people from different backgrounds.
More information on the website: https://sites.google.com/a/essec.edu/irene

Stefan Gröschl
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 positions: Director of the Policy Planning Directorate, French Ministry of Foreign and European Affairs. UNESCO consultant for UNESCO Program for Culture of Peace.
- Course Theme: Diversity Management in Europe.
- CV: http://www.essec.edu/faculty/stefan-groeschl

Joseph Maila
Visiting Professor, ESSEC IRENE.
Ph.D. in Social Sciences and in Philosophy, Catholic University of Paris. Graduate degree in Political Science and in International Law, University of Paris. Graduate degree in International Relations, Institute of Political Studies in Paris. Master Degree in Philosophy, Human Sciences Faculty of Beirut, Lebanon.
- Notable positions: Director of the Policy Planning Directorate, French Ministry of Foreign and European Affairs. UNESCO consultant for UNESCO Program for Culture of Peace.
- Course Theme: European Geopolitics.
- CV: http://www.essec.edu/faculty/joseph-maila

Lorenzo Naranjo
Assistant Professor, Finance Department.
M.Phil. and Ph.D. in Finance, Stern School of Business, New York University, USA.
B.Sc. and M.Sc. in Industrial Engineering, Pontificia Universidad Catolica de Chile.
- Course Theme: Financial Markets in Europe.
- CV: http://www.essec.edu/faculty/lorenzo-naranjo

Estefania Santacreu-Vasut
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

Alan Jenkins
Professor, Management Department.
BA and Ph.D., University of Liverpool, UK.
- Research Areas: Socio-technical analysis, total quality management and human resources, policies, restructuring processes.
- Notable position: Academic Director, Executive MBA.
- Course Theme: Human Resources Management.
- CV: http://www.essec.edu/faculty/alan- jenkins

Denis Morisset
Executive Director of the MBA in International Luxury Brand Management.
- Profile: 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.
- Education: ESSEC Degree.
- Course Theme: Luxury Brand Strategic Management and International Distribution Strategies.
- CV: http://www.essec.edu/faculty/denis-morisset

Simon Nyeck
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

Junko Takagi
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

"Professors are excellent, both on the academic and on a more personal level. The three weeks are well organized and the management team is very nice and helpful.”
2013 Summer Module Participant from Luiss Business School, Italy.
Program requirements

In order to successfully complete the program, participants must attend and actively participate in all class sessions. While there will be no written examinations, some classes may require group work, primarily on case studies. Upon successful completion of the program, students will receive a Global Manager in Europe Certificate. The module grants 2 credits on a Pass/Fail basis.

Program fees

Tuition fees are 4,500€. They will be waived for students from ESSEC partner universities who participate in the frame of the exchange program and for full-time ESSEC students. For all participants, a 500€ reservation fee will be required to reserve a seat in the program and is non-refundable.

Extra-curricular activities (offered by the program):
- French Cheese & Wine Tasting
- 1-day cultural visit in Paris
- 1-day in the French traditional village of Auvers sur Oise (visit of the impressionist museum in the castle and Farewell lunch)