

THE GLOBAL MANAGER IN EUROPE

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

PARTNER INSTITUTIONS

- 40+ académicos
- A e e age age: 32
- A e e age e e e ce: 18 ea
- S e f e e g e e a e e e
- U e e dad De Ce a (A ge a), Mac a e (A a a), S a (Be g e), PUC R de Ja e (Ba), C c da (Ca ada), McG (Ca ada), Q ee (Ca ada), U e e f B C b a (Ca ada), U e e dad de C e (C), F da (C a), U e e 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 e e (I ae), L e e G d Ca (I a a), Ke (Ja a), Wa eda (Ja a), EGADE Tec de M e e (Me c), CENTRUM Ca ca (Pe e), N a g Tec g ca U e e (S ga e), Na a U e e f S ga e (S ga e), U e e f S e e b c (S Af ca), Se Na a U e e (S f K ea), IE B e e, Sc (S a), U e a S Ga e (S e a d), Na a Ta a U e e (Ta a), C a a g (T a a d), I e a C ege (U ed K gd), UCL (U ed K gd), UC Be e (USA), C e (USA), D e (USA), I d a a U e e (USA), N e e e (USA), U e e f c ag (USA).

PRESENTATION OF THE MODULE

T e 3- ee e e e g a e de g ed f MBA e de e e ed ea g ab e b e e a d a age e ac ce E e e a d g e a ce e e c a e e e

T e a b e c e f e g a e e e e a e e c g e f g a e d e e a a e d e a d a e e a e a b c e a age e e e E e f a acade ca d e e a e f e b a a b e f e e e e f Fa cea d ESSEC.

3 ONE-WEEK THEMATIC MODULES

- E e e a Ge e c a d Ec c
- Ma age e e e E e e
- L e B a d Ma age e

PROGRAM AT A GLANCE

- **Duration:** 3 ee e
- **Language of teaching:** E g e
- **Course Load:** 90 c ac e e
- **Credits awarded:** 2 UV (8 ECTS)
- **Schedule:** ca e e M a F a - 9:30 12:30 / 1:30 4:30
- **Level:** MBA e de e
- **Teaching methods:** ca e e de e e a d g e e a g e e f ca e a c e e
- **Assessment:** Pa e / Fa a da e da ce a d a c a c a e e N e a e g a d e e
- **Location:** ESSEC E e e Ed ca CNIT ca e e La D fe e Pa e



CONTENT

Overview of some courses taught in the program

CULTURAL FOUNDATIONS OF LUXURY BRAND MANAGEMENT	The best of culture, diversity, excellence, fashion, luxury brand management and business ethics, featuring a global perspective.
RESPONSIBLE LEADERSHIP & SUSTAINABLE BUSINESS PRACTICES	The best of leadership, diversity, excellence, fashion, luxury brand management and business ethics, featuring a global perspective.
MACROECONOMIC CHALLENGES IN EUROPE	The best of macroeconomics, diversity, excellence, fashion, luxury brand management and business ethics, featuring a global perspective.
TEAM-BUILDING & LEADERSHIP	The best of team-building, diversity, excellence, fashion, luxury brand management and business ethics, featuring a global perspective.
INTERCULTURAL MANAGEMENT	The best of intercultural management, diversity, excellence, fashion, luxury brand management and business ethics, featuring a global perspective.

SCHEDULE

24 Monday, June Team-Building & Leadership J. J. Taag	25 Tuesday, June Intercultural Management J. J. Taag	26 Wednesday, June Responsible Leadership & Sustainable Business Practices Sefa Göç	27 Thursday, June History of Europe / Geopolitics F e B a c	28 Friday, June CULTURAL OUTING in Paris
01 Monday, July European Negotiation F e B a c	02 Tuesday, July Macroeconomic Challenges in Europe E, efa aSa ac e, Va.	03 Wednesday, July Macroeconomic Challenges in Europe E, efa aSa ac e, Va.	04 Thursday, July Cultural Foundations of Luxury Brand Management S UN ec,	05 Friday, July Cultural Foundations of Luxury Brand Management S UN ec,
08 Monday, July Crafting the Luxury Client Experience A e-F eMa a	09 Tuesday, July Crafting the Luxury Client Experience A e-F eMa a	10 Wednesday, July Luxury Codes V .. eDec.	11 Thursday, July Luxury Codes V .. eDec.	12 Friday, July CULTURAL OUTING in Champagne

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



Florent BLANC - French

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Ph.D. in Law, Sciences Po Paris, France.
Senior Lecturer, University of Bordeaux, France.
Senior Lecturer, Sciences Po Paris, France.



ELIGIBLE CANDIDATES

Top graduates of leading universities from ESSEC, including those who have completed a double degree with ESSEC and a partner university. ESSEC also welcomes candidates from other leading universities.

APPLICATION PROCESS

1st step: Prepare your application materials.

2nd step: Submit your application materials to the admissions office. CV, cover letter, and recommendation letters.

Application deadline:
March 04, 2024

Selection results: mid-March

Receive your admission offer from ESSEC. Students who are accepted will receive a letter of acceptance (including conditions, etc.) before the end of the selection process in mid-March.

ACCOMMODATION

Useful websites:

- ESSEC website: www.essec.edu
- ESSEC accommodation: www.essec.edu/accommodation
- ESSEC student life: www.essec.edu/student-life

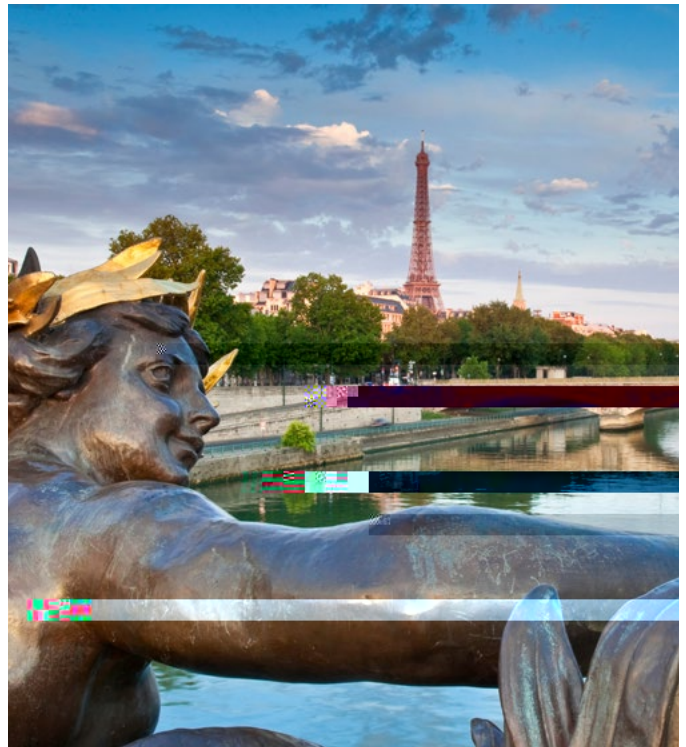
PROGRAM FEE

800 euros per year, including tuition fees, accommodation, and other expenses. The program fee is subject to change without notice.



"I was a graduate from Berkeley, USA, and I was accepted to ESSEC. The application process was very smooth, and I received my offer letter in mid-March. I am very happy to be part of the ESSEC community and to start my MBA program in September 2024." - Participant from Berkeley USA

Participant from Berkeley USA



CONTACT

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