

The Global Manager in Europe

A Summer Module at ESSEC Business School - Paris

June 20 - July 08, 2011



ESSEC
BUSINESS SCHOOL

YOU HAVE THE ANSWER

You have the answer

Since it was founded in 1907, ESSEC has been developing a unique learning model based upon its strong identity and core values:

innovation, open-mindedness, responsibility and excellence.

As a European leader in global management training, ESSEC's mission is to educate responsible leaders for tomorrow's world. ESSEC's teaching method is focused upon developing the creativity and critical mind of each individual. The comprehensive range of programs – covering undergraduate, graduate and executive education – reflects ESSEC's tailor-made approach, and is designed to train entrepreneurs and managers who are ambitious, economically aware and socially responsible.

ESSEC's dynamic research activity (including the production of over **800 academic articles and publications in the last 5 years**) and its **18 research and teaching chairs** that bring together professors and companies, generates a wealth of knowledge and management theory that is continuously contributing to the improvement of organizational performance for the 21st century.

Today, the ESSEC community represents over **90 nationalities, 4,300 students, 6,000 managers** in executive education and **138 permanent faculty**, on 3 campuses in Cergy-Pontoise, Paris-La Défense and Singapore. Its immense network of **37,000 active graduates** stretches across the globe.

Faced with the ever-changing challenges of globalization, ESSEC's strategy to develop its resources, global presence and partnership network is in the pursuit of an ambitious goal: rank amongst the top 20 best business schools in the world and position itself as a leading educational institution in Asia.



6,000 managers in executive education



4,300 students including **1,300** international students

37,000 Alumni

around the world

90 nationalities represented

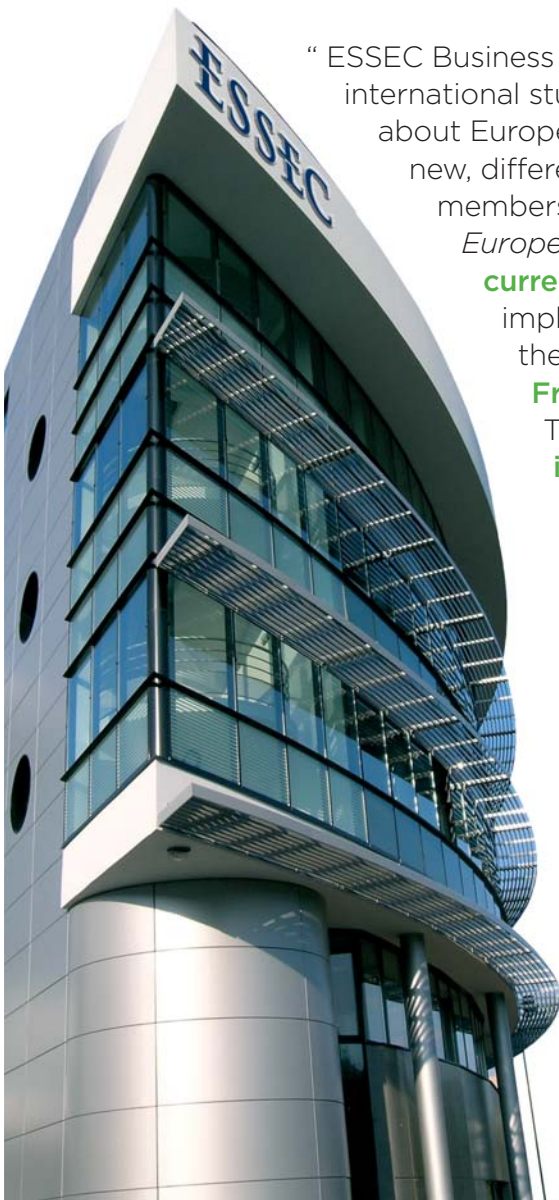
3 on campuses





Edito

Delphine Lefebvre, International Relations Manager.



“ ESSEC Business School is proud to welcome each year a group of international students **from the best MBAs worldwide** willing to learn about Europe and understand international business issues from a new, different perspective. With the involvement of ESSEC faculty members and of experts in specific fields, *The Global Manager in Europe* aims at enhancing the knowledge of students on the **current economic and political context in Europe** and its implications on the business environment. At the same time, the Summer Module focuses on some of the **specificity of France and ESSEC** with sessions building on our expertise. The intensive, short format of the program and a **strong intercultural emphasis** contribute to great class interaction with the sharing of various viewpoints and case discussions.

The *Global Manager in Europe* gives the opportunity to its participants not only to discover European management practices, but also Paris! In today's globalized world, **a good understanding of cultural characteristics** has become essential for any manager involved in international activities, and is complementary to his knowledge of the business environment. Because it provides participants with academic, professional and cultural insights, the ESSEC Summer Module is definitely a great way to spend the summer!”



Overview

Introduction

ESSEC Business School – Paris is happy to offer again this year its European Summer Module entitled “The Global Manager in Europe”. The Summer Module will run over a three-week period and is designed for MBA students interested in business in Europe, international business, intercultural relations, and management practices in Europe.

Its goal is to bring together a select group of MBA students and introduce them to current management issues in Europe through courses, cultural visits and conferences.

The module will begin with an introduction to Europe and focus on Europe’s Social, Political and Economic Dimensions. Then, management seminars will be offered in English on themes pertinent to the European business environment and which build on ESSEC’s expertise. The language of instruction is English.

Objectives

The principal aim of the Summer Module is to put together a highly motivated group of International students and allow them to learn not only about Europe and major European management issues from an academic and professional point of view, but also about some of the expertise of France and ESSEC. Case studies will allow students to better understand French and European companies and the challenges they face in today’s global market.



“The program was fantastic, filled with thought-provoking professors and interesting classmates. It was a once in a lifetime opportunity.”

2010 Summer Module
Participant from the George Washington University School of Business, USA.

Location

Classes will take place at ESSEC Business School’s main campus in Cergy-Pontoise, a town located at a 35-minute train ride from the center of Paris. This location gives students the opportunity to enjoy at the same time the exciting life of Paris and the more peaceful Vexin region, renowned for the impressionist painters who lived there.

ESSEC Business School
Avenue Bernard Hirsch
95021 CERGY-PONTOISE
FRANCE



Class Profile and Size¹

Each year, a maximum of **35 participants** coming from the best MBA programs worldwide will be invited to participate in the Summer Module. In past years, the Summer Module welcomed MBA students from Melbourne Business School, the University of Cape Town GSB, Booth School of Business (University of Chicago), Fuqua School of Business (Duke University), Kenan Flagler Business School (University of North Carolina), ITAM, Mannheim University, the Guanghua School of Management (Beida), Nanyang Business School, NUS Business School, CENTRUM (PUC Peru), among others. The module will also be open to a selected number of ESSEC students.



“I found the professors and their respective lectures and material incredibly interesting.”

2010 Summer Module Participant from the Booth School of Business, University of Chicago, USA.



“The program’s content was excellent, with a great balance between culture and business education.”

2010 Summer Module Participant from Nanyang Business School, Singapore.

Program Requirements

The program is designed in such a way that participants may not only learn about business in Europe in an interactive setting but discover Paris! In order to successfully complete the program, participants must attend and actively participate in all class sessions. Some classes may require group work during and after class, primarily on case studies. Upon successful completion of the summer school, students will receive a Global Manager in Europe Certificate from ESSEC Business School, stating that they have successfully followed The Global Manager in Europe Module. The module grants **2 credits** on a Pass/Fail basis.

Teaching Methods

Apart from the Team Building seminar which uses a strongly interactive format including role plays and simulations, the courses offered during the first week will be given in a conference format. During the following two weeks, courses will be interactive and the teaching methods will be varied. They will include case studies, lectures, group work and simulations.

¹ The maximum number of participants is 35. If the number of applicants exceeds 35, ESSEC reserves the right to refuse candidates on this basis. Candidates who are coming from our partner schools may always apply to the regular exchange program which takes place during the academic year on a trimester basis.

Cultural Activities

Learning about the French culture is an integral part of the program. During the Summer Module, participants will have the opportunity to take part in several cultural activities, such as a visit to the House of Jean Monnet (property of the European Parliament), the Paris Opera, a wine and cheese tasting, and a farewell lunch at the historic Auvers sur Oise where Vincent Van Gogh lived his last days and created over 70 paintings.



Course Description

Students will follow courses and conferences over a three-week period. Here are some of the themes that will be exposed :

Team Building

Essential aspects of the Summer Module are the individuals that participate, as well as the team spirit that animates them. During the workshop, participants will have the possibility to get to know each other and to become aware of their natural tendencies in a team, particularly in an international context, including their strengths, and the aspects of teamwork that pose challenges for them.

Introduction to Europe: Social, Political and Economic Dimensions

The first week of the Summer Module is dedicated to an introduction to Europe with an overview of its Social, Political and Economic dimensions. ESSEC professors will introduce participants to European management issues and the major stakes that Europe currently faces.

Luxury Brand Management in Europe

This section of the Summer Module builds on the particular experience of ESSEC Business School in luxury brand management. The objective of the course is to discuss two key success factors of managing a luxury brand : a combination of accessibility and dream factors. Opening new stores, in combination with reaching new consumers has led the luxury market to democratize. Consequently, managing accessibility becomes important for luxury brands. The new challenge is to keep the aspirational aspects of the brand and products alive while allowing more and more accessibility.

Diversity Management in Europe

Nowadays, companies expand beyond their national borders, merge with other companies, and outsource organizational activities and processes globally. Technological advancements and cross-country employment agreements like in the European Union provide opportunities for skilled workers to work outside their home countries. Many countries face aging populations, and historically disadvantaged groups such as persons with disabilities become important members of labour markets. These demographic changes and developments have created increasingly diverse populations and workforces. The course will offer a closer look at this increased workforce diversity in Europe and at the challenges, initiatives and trends in this area.

Negotiation & Conflict Resolution from a European Perspective

This interactive workshop aims at improving your interpersonal skills in negotiation, particularly in intercultural situations, by focusing on European theories of negotiation. But, beyond theories, how do you actually prepare, implement, and debrief a negotiation strategy in order to conclude a deal or to solve a conflict? Are you able to communicate efficiently, both in active speaking and listening, asking appropriate questions, or presenting persuasive arguments to a business partner? How do you deal with emotions, yours and theirs? Additionally, this course will include an analysis on conflicts and how negotiation skills from a European perspective can be useful in resolving them.

The Program at a Glance²

Week One	Monday, June 20 th	Tuesday, June 21 st	Wednesday, June 22 nd	Thursday, June 23 rd	Friday, June 24 th
9:30 a.m. - 12:30 p.m.	8:30 - 9:30 a.m. Welcome Breakfast & Orientation 9:30 a.m. - 12:30 p.m. Team Building & Leadership	European Geopolitics	European Geopolitics	Visit of the House of Jean Monnet & Conference "Europe in the World Today"	European Institutions and Decision Making
12:30 p.m. - 1:30 p.m.	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
1:30 p.m. - 4:30 p.m.	Team Building & Leadership	European Geopolitics	Monetary and Fiscal Policies in the European Monetary Union	Visit of the House of Jean Monnet & Conference "Europe in the World Today"	European Institutions and Decision Making

Week Two	Monday, June 27 th	Tuesday, June 28 th	Wednesday, June 29 th	Thursday, June 30 th	Friday, June 1 st
9:30 a.m. - 12:30 p.m.	Business Economics in Europe	Conference "Germany, a European Leader on the Global Scene"	Intercultural Management	Cultural Foundations of Luxury Brand Management	European Roots of some Ethical and Managerial Issues
12:30 p.m. - 1:30 p.m.	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
1:30 p.m. - 4:30 p.m.	Business Economics in Europe	Management Education in Europe	Intercultural Management	Cultural Foundations of Luxury Brand Management	Visit to the Paris Opera

Week Three	Monday, July 4 th	Tuesday, July 5 th	Wednesday, July 6 th	Thursday, July 7 th	Friday, July 8 th
9:30 a.m. - 12:30 p.m.	Diversity Management in Europe	Luxury Brand Strategic Management & International Distribution Strategies	Luxury Brand Strategic Management & International Distribution Strategies	Negotiation from a European Perspective	European Roots of some Ethical and Managerial Issues
12:30 p.m. - 1:30 p.m.	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Farewell Lunch "Auberge Ravoux" Auvers sur Oise
1:30 p.m. - 4:30 p.m.	Diversity Management in Europe	Luxury Brand Strategic Management & International Distribution Strategies	Luxury Brand Strategic Management & International Distribution Strategies	Negotiation from a European Perspective	Visit of the Van Gogh Museum Auvers sur Oise

² This is a tentative program schedule. ESSEC reserves the right to incorporate necessary changes in the program. The final schedule will be communicated one month prior to start date.



Faculty

Courses and conferences will be given by ESSEC Business School faculty.



Laurent Bibard, Professor, Management Department

Doctorate in Philosophy, University Paris I-Sorbonne. Doctorate in Social Economy (ENSMP-EHESS). Habilitation à Diriger des Recherches en Gestion. DEA d'Analyse des Organisations, Institute of Political Science -

Paris. ESSEC Degree.

Research Areas: Business ethics, technological innovation, management and organizations, political philosophy and economics.

Notable position: Former Dean for MBA Programs, ESSEC, 2005 - 2009.

Conference Theme: European Roots of some Ethical and Managerial Issues

CV: <http://www.essec.edu/faculty/laurent-bibard>



Aurélien Colson, Associate Professor, Public and Private Policy Department

Ph.D. in International Relations, Kent University. Doctorate in Political Science, University of Paris V. Master in International Conflict Analysis, Kent University. ESSEC Degree. Sciences Po Paris Degree.

Research Areas: Negotiation processes and methods. Conflict resolution and mediation. Change management. Secrecy and transparency in organisations and decision-making systems.

Notable distinctions and positions: Advisor to the French Prime Minister, 1998-2002. Coordinator of the Negotiation Seminar at ENA (École Nationale d'Administration), since 2002. Director of ESSEC IRENE (Institute for Research and Education on Negotiation in Europe).

Course Theme: Team Building and Leadership. Negotiation from a European Perspective.

CV: <http://www.essec.edu/faculty/aurelien-colson>



André Fourçans, Distinguished Professor, Economics Department

Doctorat d'Etat en Sciences Economiques, Université de Paris. Doctorate in Business Administration (DBA), Indiana University. MBA, University of Illinois. Ingénieur, ESB, Paris.

Research Areas: Monetary economics, macroeconomics, European and international economics, taxation, climate change.

Notable distinctions and positions: Member of the European Parliament: 1986-1989, 1993-1994 and 1996-1999. Member of the Economic and Social Council of France from 1994 to 1999. Monetary Expert, European Commission. Special Advisor to the European Commissioner in charge of taxation from 1990 to 1993. Visiting Professor, Carnegie-Mellon University.

Course Theme: Monetary and Fiscal Policies in the European Monetary Union.

CV: <http://www.essec.edu/faculty/andre-fourcans>



Stefan Gröschl, Associate 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 position: Diversity and Performance Chair

Course Theme: Diversity Management in Europe

CV: <http://www.essec.edu/faculty/stefan-groschl>



Frédéric Jenny, Professor, Economics Department

Doctorat d'Etat en Sciences Economiques, Université Paris II. Ph.D. in Economics, Harvard University.

Research Areas: Relationship between structure and performance in European countries, particularly France, antitrust legislation in Europe.

Notable distinctions and positions: Officer of the Legion of Honor. Officer of the National Order of Merit. Chairman of the Committee on Competition Law and Policy, OECD, 1994 - present. Vice-Chairman of the French Competition Council, 1993 - present.

Course Theme: Business Economics in Europe

CV: <http://www.essec.edu/faculty/frederic-jenny>



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



Simon Nyeck, Associate Professor, Marketing Department. Academic Director of the MBA in Luxury Brand Management

Ph.D. ESSEC Business School. Doctorate in Management, University of Paris IX – Dauphine. Postgraduate Degree in Management, University of Paris IX – Dauphine – ESSEC – HEC. ITP, IMD Lausanne.

Research Areas: Luxury brand management, consumption and shopping attitudes towards luxury products. Male consumption and fashion. Leisure and cultural activities.

Notable position: Diversity and Performance Chair
Course Theme: Cultural Foundations of Luxury Brand Management: Identity, Consumer Experiences and Brand Value

CV: <http://www.essec.edu/faculty/simon-nyeck>



Nicolas Mottis, Professor, Accounting and Management Control Department

Ph.D. in Economics, Ecole Polytechnique. M.S in Applied Mathematics - Joint Diploma from University Paris-IX Dauphine, Ecole Polytechnique, and Ecole des Mines de Paris. Diplôme Ecole Supérieure de Commerce de

Nantes. International Teacher's Program, London Business School.

Research Areas: Strategic control: corporate governance, management control, value creation concepts, design of incentive systems, design of balanced scorecards. Project management in high tech industries (IS, automobile, biotech). Management education: evolution of business schools, university reforms in Europe, accreditation.

Notable positions: Former Dean for MBA programs, ESSEC, 2002 - 2005. Member of the AACSB board of the Accreditation Quality Committee since 2006.

Course theme: Management Education in Europe

CV: <http://www.essec.edu/faculty/nicolas-mottis>



Justus Schönlau, Guest Speaker

Ph.D. in Political Science, University of Reading, England. MA in International Relations/European Studies, Central European University, Budapest, Hungary. Committee of the Regions. Parliamentary Advisor and Researcher. Lecturer on EU

Institutions in Prag, Brussels, Gorizia (Italy), Reading. Thesis published as "Drafting the EU Charter: Rights, Legitimacy and Process", Palgrave-Macmillan, Houndsmills, Basingstoke, 2005.

Course Theme: European Institutions and Decision Making



Junko Takagi, Teaching Associate 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. Organizations: organizational change in volatile environments, professional organizations.

Notable position: Diversity and Performance Chair

Course Theme: Intercultural Management – European Focus

CV: <http://www.essec.edu/faculty/junko-takagi>



Cedomir Nestorovic, Teaching Associate Professor, Management Department

Doctorat en géopolitique, IEP Paris (département URSS et pays de l'Est). DEA d'études Soviétiques.

Research Areas: Geopolitics of Central and Eastern European countries and especially the Balkans. International marketing. Politics and commerce.

Course theme: European Geopolitics. Central and Eastern Europe.

CV: <http://www.essec.edu/faculty/cedomir-nestorovic>



Practical Information

Schedule³

Application Deadline

March 31, 2011

Confirmation of Participants

April 15, 2011

Module Begins

June 20, 2011

End of Module & Farewell Lunch

July 08, 2011

Admissions & Registration

This summer school is intended for MBA students and business professionals. Students coming from a partner school must be nominated by their home university. The partner university will send ESSEC information regarding nominated candidates at the latest by March 31, 2011. Candidates will be notified of their acceptance into the program no later than April 15, 2011. Students whose participation is confirmed must **fill out a reservation form and send a reservation fee of 350 € by May 1, 2011.**

Costs

Tuition fees are **4,500 €**. Tuition fees **will be waived for full-time ESSEC students and for students of ESSEC partner universities** who participate within the context of our exchange agreement.

For all participants, a 350 € reservation fee is due by May 1, 2011 in order to reserve a place in the program and is non-refundable. All costs incurred during the module are the responsibility of the student.

Accommodation

Housing in Cergy-Pontoise

Students who wish to stay near the ESSEC campus in Cergy-Pontoise can rent furnished single or double apartments in one of ESSEC residences, **the Port Residence.**

Located close to the lively Cergy Port (pubs, restaurants,...) the residence is 10 minutes by foot from the ESSEC campus. This modern construction (opened in September 2010) is equipped with a multimedia room, a piano lounge area and a workout center.

Cost: 350 € (single) / 455 € (double) per week

Address: 36 boulevard du Port - 95031 CERGY PONTOISE

Tel: (+33) 1 34 20 60 14

Email: boulonnois@essec.fr

Web: <http://www.essec.edu/student-life/housing/residence-du-port.html>

Housing in Paris

Summer Module participants who would rather live in Paris have the possibility to do so. It takes 35-40 minutes by RER train from the center of Paris to the ESSEC campus in Cergy. We recommend participants to choose an accommodation near one of the stations of the RER A line (if possible near the station "Charles de Gaulle - Etoile" or "Auber").

Useful websites:

www.citea.com

www.paristay.com

www.parisattitude.com

www.paris-be-a-part-of-it.com

www.paris-homestay.com

www.my-apartment-in-paris.com

³ According to the number of confirmed participants, ESSEC reserves the right to cancel or postpone the Summer Module.



Welcome to the home of ESSEC Business School. It is a place for living, learning and blossoming both intellectually and socially, just 35 minutes from Paris.

The Cergy-Pontoise Campus

ESSEC established its original campus in this student haven in 1973. Set in a vast green space covering 2,000 hectares, the campus features the very best teaching tools: auditoriums equipped with videoconferencing systems, libraries rooted in the digital era, language labs, etc. It is also a convivial site with places to eat, student residences, sports facilities, practical services, and more.

Midway between India and China, Singapore boasts the ideal location for developing a global vision of Asia.

The Singapore Campus

Singapore has always been in the vanguard of Asian development and continues to attract multinationals from all over the world. Since 2005, ESSEC's third campus has been ushering its students into the heart of a major economic, commercial and financial crossroads, offering an ideal platform for understanding the forces, complexity, diversity and challenges of a key region in the 21st century.



At the heart of Europe's leading business district, this ESSEC campus is adapted to the time constraints and targeted needs of working managers.

The Paris-La Défense Campus



This campus, housed in the well-known CNIT building, is specifically dedicated to our executive education programs. Thanks to its strategic location, spaces for group work, connectivity, areas for relaxing, reading and getting together, it offers the perfect conditions for educating managers and executives.

EPSCI - Bachelor in Business
Administration

Master of Science in Management

Global MBA

MBA in International Luxury Brand
Management

MBA in Hospitality Management
(IMHI)

Advanced Master's

Ph.D.

Information

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