

MANCHESTER  
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The University of Manchester  
Manchester Business School

# EUROPEAN SUMMER STUDY PROGRAMME

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**Manchester Business School  
Executive Education**

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Original Thinking Applied

# European Summer Study Programme

The European Summer Study Programme (ESSP) is a five week Executive Education programme designed for non-European graduates and post-graduates of business, management or related disciplines as well as recent managers who are aspiring to develop their career in international business management.

The programme has been running for 25 years, and is the longest running programme in the Executive Development Centre at Manchester Business School.

This cross-disciplinary course covers macroeconomics, socio-political industrial structures and cultures, international business frameworks and European company strategies. It integrates teaching and coursework, supported by company visits and input from practitioners.

It is based on two modules:

- The European Business Environment course of lectures
- The European Business Team Project

The programme is based in Manchester Business School where we hold the first and last week of lectures. This is followed by study trips to the Czech Republic, Spain and France, enabling participants to gain a real perspective of the diverse and complex make-up of the European Union and of international business at large.

**I found this program is an effective yet fun way to comprehend business management theory in the real business issues.**

**Young manager from Brazil**



### The participants

This programme attracts a mix of nationalities ensuring a multi-cultural learning experience which reflects the contemporary working environment. It is opened to post-graduate students as well as 3rd and 4th year students of business and management studies, Law, Politics and International Relations.

There is no entry level requirement of English, but the participants need to be English speakers or have a working knowledge of English.

In the past years, students have come from the USA, Canada, India, Mexico, Brazil, China, Indonesia, the Middle East and other countries.

### Key benefits

- The course prepares future managers who aspire to develop a career in international business.
- The nature of the course means that delegates benefit from a multi-cultural learning experience and provides them with the invaluable opportunity to network with fellow delegates.
- Delegates gain hands-on experience from the business project to take directly to interviews.
- The project-based approach at Manchester Business School is a rewarding way to learn.
- Students have the opportunity to gain degree credits added to their final degree mark in their home country.
- They are eligible to become an Alumni of Manchester Business School with all its benefits.

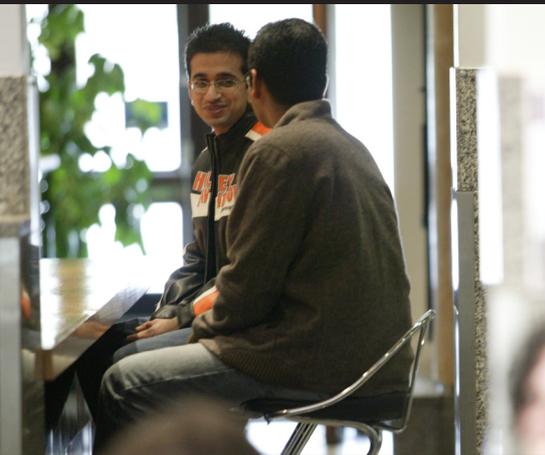


**PARTICIPANTS GAIN A REAL PERSPECTIVE OF THE DIVERSE AND COMPLEX MAKE UP OF THE EUROPEAN UNION AND OF INTERNATIONAL BUSINESS AT LARGE**

# The Programme

The course is an intensive programme which spans over the months of June and July, with 60 hours of compulsory class-based teaching, 20 hours of supporting tutorials and 40 hours of self and group study.

There are six company visits that give the students the opportunity to gather first-hand information about specific sectors and corporations, plus non-mandatory cultural visits. The weekends are free of lectures and company visits but may include travelling, cultural visits and self-study.



## The whole programme is delivered over five weeks in four countries:

- 2 weeks in UK, with first and last week in Manchester and a weekend in London
- 1 week in Czech Republic, Prague
- 1 week in Spain, Barcelona
- 1 week in France, Grenoble and Paris

## and covers:

- The rationale behind the establishment of the EU
- The decision-making processes of the EU
- The aims of the single market
- The implication of the single European market on global trading patterns
- The major policies of the EU
- Monetary union and the single currency
- The consequences of these policies on the corporate structures and strategies
- Privatisation and deregulation
- Recent institutional developments

## The course is assessed through:

- A multiple choice examination
- The team project report and presentation
- Programme participation

The students receive a total mark and an adjusted grade which is sent to their University. Their University attributes the equivalent credits corresponding to their degree course.

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**I am looking forward to joining MBS under MSc Marketing program this September. It would be my pleasure if I get to see you again at Manchester.**

**Student from University of Florida**

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## Week one

The first week in Manchester is devoted to a series of lectures given by faculty on the following topics:

- The European Business and its environment
- Working in an international environment
- Globalisation
- The banking crisis
- Introduction to institutions: history and enlargement
- Economic and Monetary Union
- The political economy of the EU
- European business systems
- International business strategies
- Globalisation, standardisation and institutional divergences in Europe

## Week two

The purpose of the study trip in Czech Republic in the second week is threefold:

- To experience first-hand the consequences of the political, economic and social reforms in central Europe and learn about the transition to a capitalist economy
- To hear about the eastern European perspective on Europe
- To experience an eastern European post-communist culture

In the past few years the company visits have included **Skoda** and **Krusovice Brewery**.



## Week three

In the third week, the study trip to Spain focuses on how a medium-sized, semi-industrialised European economy has managed its integration into the EU. It is taught through lectures from practitioners covering the following topics:

- How to do business in Spain from an entrepreneurial perspective
- The economic crisis – What it means for business in Spain?

The company visits in recent years have included **Mango**, **Mercabana** and **Barcelona City Council**.



## Week four

The fourth week in France takes place in two locations: Grenoble and Paris. In Grenoble, it involves a combination of lectures and company visits in partnership with Grenoble Graduate School for Business (GGSB):

- The lectures highlight the unique aspects of the French economic system.
- The company visits have included SOITEC, ESRF or Xerox in Grenoble and provide first-hand information about each sector.

Between week four and five, delegates have the opportunity to enjoy two days in Paris and a weekend in London dedicated to cultural visits and tourism.

## Week five

The last week is in Manchester where the participants work in teams over the European Business Team Project

The European Business Team Project is a synthesis of all that has been learnt in the previous four weeks. Its purpose is to help develop the ability to analyse industrial sectors in different European countries, compare and contrast sector structures and organisations in different countries and discuss investment

strategies for foreign firms making major investments in Europe. It is carried out in small teams of five or six students working on a particular industry sector. At the end of the week, each team makes a presentation and produce a 6000 word report.

The team project provides an opportunity for practical implementation of concepts and skills studied in the European Business Environment course of lectures.

### Next Steps

To apply please contact Marie-Claude Witcombe via email on [marie-claude.witcombe@mbs.ac.uk](mailto:marie-claude.witcombe@mbs.ac.uk) who will be able to send you an application form.

To secure your place you will need to pay a deposit via the website [go.mbs.ac.uk/essp](http://go.mbs.ac.uk/essp)



Overall, I learned a lot and have greatly enjoyed my time with you guys in Europe.

Student from University of Monterey, Mexico

# About Manchester Business School

Manchester Business School (MBS) is a world-class education provider with a track record of developing and delivering successful and innovative bespoke programmes in both industry and the public sector.

It is an international and progressive school, delivering and applying original business thinking and teaching, informed by the contemporary and commercial environment.

It is the largest campus-based business and management school in the UK, making it an ideal venue for delegates to immerse themselves in the academic experience.

## Alumni Status

With over 40,000 alumni across 164 countries, our global footprint reaches high-performing

individuals in business, management, governance and industry all around the world.

Whatever qualification you study for here at Manchester Business School, your connection with our alumni community begins as soon as you step through the door... and continues long after you leave.

Staying connected with MBS means our alumni benefit from constantly evolving

networking opportunities with an increasing number of likeminded people, as our alumni base grows.

Here you can update your own profile page, register for events and enjoy exclusive and unlimited access to a broad range of benefits and services, including discounts and offers, and management development and career resources.

## Your Programme Team

**John Brophy**  
Presenter



**Ismail Erturk**  
Senior Lecturer  
in Finance



**Jane Crombleholme**  
Head of Executive  
Education



**Marie-Claude Witcombe**  
Programme  
Manager



**Ged Drugan**  
Programme  
Director



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**Original thinking is at the heart of everything we do, but having an original idea is not enough; you need to be able to apply it in the real world. It has to make a difference to the way people think about, study and do business. It has to make an impact.**

**Professor Michael Luger**

Dean

Manchester Business School

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To find out more contact:

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