

# THE GLOBAL MANAGER IN EUROPE

A SUMMER MODULE AT ESSEC BUSINESS SCHOOL, PARIS  
June 22 - July 10, 2026

## PRESENTATION OF THE MODULE

This 3-week intensive program is designed for MBA students interested in learning about business and management practices in Europe and willing to enhance their intercultural skills.

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.

## 3 ONE-WEEK THEMATIC MODULES

- European Geopolitics and Economics
- Management skills in Europe
- Luxury Brand Management

## PROGRAM AT A GLANCE

- **Duration:** 3 weeks
- **Language of teaching:** English
- **Course Load:** 90 contact hours
- **Credits awarded:** 2 UV (8 ECTS)
- **Schedule:** classes Monday to Friday - 9:30 to 12:30 / 1:30 to 4:30
- **Level:** MBA students
- **Teaching methods:** case studies, lectures and group work with a high level of class interaction.
- **Assessment:** Pass / Fail with mandatory attendance and participation in class.  
No exams or grades.
- **Location:** ESSEC Executive Education CNIT campus in La Défense Paris



## PARTNER INSTITUTIONS

- 40 participants approx.
  - Average age: 32
  - Average work experience: 8 years
  - Some of our prestigious partners:
- Universidad Del Cema (Argentina), Macquarie (Australia), Solvay (Belgium), PUC Rio de Janeiro (Brazil), Concordia (Canada), McGill (Canada), Queen's (Canada), University of British Columbia (Canada), Universidad de Chile (Chile), Fudan (China), Universidad de los Andes (Colombia), Aalto (Finland), HKUST (Hong-Kong), IIM Ahmedabad (India), Tel Aviv University (Israel), Luiss Guido Carli (Italia), Keio (Japan), Waseda (Japan), EGADE Tec de Monterrey (Mexico), CENTRUM Catolica (Peru), Nanyang Technological University (Singapore), National University of Singapore (Singapore), University of Stellenbosch (South Africa), Seoul National University (South of Korea), IE Business School (Spain), Universitat St. Gallen (Switzerland), National Taiwan University (Taiwan), Chulalongkorn (Thailand), Imperial College (United Kingdom), UCL (United Kingdom), UC Berkeley (USA), Cornell (USA), Duke (USA), Indiana University (USA), Northwestern (USA), UNC Kenan-Flagler (USA), University of Chicago (USA).

## CONTENT

### Overview of some courses taught in the program

|  |   |
|--|---|
| <b>CULTURAL FOUNDATIONS OF LUXURY BRAND MANAGEMENT</b>             | The objective of this course is to discuss the key success factors of luxury brand management and the best practices in terms of experiential branding, allowing consumers to dream.  |
| <b>RESPONSIBLE LEADERSHIP &amp; SUSTAINABLE BUSINESS PRACTICES</b> | The course aims at understanding the complexity and different meanings of the term Diversity while taking a closer look at the key arguments for Diversity Management. The course will focus on examples of demographic changes as one of the key causes of increased workforce diversity in Europe and will explore the key challenges affecting Europe's workforce diversity. |
| <b>MACROECONOMIC CHALLENGES IN EUROPE</b>                          | This course will present current and future challenges of the European Economy, including those related to fiscal and monetary policies. We will also discuss structural changes in the labor market, and the consequences of digitalization and climate change.  |
| <b>TEAM-BUILDING &amp; LEADERSHIP</b>                              | During this workshop, participants will experiment and discuss their natural tendencies in a team, their strengths, and the aspects of teamwork that pose challenges for them.  |
| <b>INTERCULTURAL MANAGEMENT</b>                                    | The course will help students identify situations in which culture needs to be considered in a European context. Various theoretical frameworks will be used to understand current European trends in cultural issues.  |

## SCHEDULE

|   |   |   |  |                                       |
|---|---|---|--|---------------------------------------|
| <b>22</b> <b>Monday, June</b>                           | <b>23</b> <b>Tuesday, June</b>                  | <b>24</b> <b>Wednesday, June</b>                                      | <b>25</b> <b>Thursday, June</b>  | <b>26</b> <b>Friday, June</b>         |
| <b>Team-Building &amp; Leadership</b><br>Junko Takagi   | <b>Intercultural Management</b><br>Junko Takagi | <b>Introduction to AI in Marketing</b><br>Marc Mazodier               | <b>Responsible Leadership &amp; Sustainable Business Practices</b><br>Stefan Gröschl | <b>Sustainable Business Practices</b> |
| <b>29</b> <b>Monday, June</b>                           | <b>30</b> <b>Tuesday, June</b>                  | <b>01</b> <b>Wednesday, July</b>                                      | <b>02</b> <b>Thursday, July</b>  | <b>03</b> <b>Friday, July</b>         |
| <b>History of Europe/ Geopolitics</b><br>Edouard Gaudot | <b>European Negotiation</b><br>Florent Blanc    | <b>Cultural Foundations of Luxury Brand Management</b><br>Simon Nyeck | <b>Cultural Foundations of Luxury Brand Management</b><br>Simon Nyeck                | <b>CULTURAL OUTING in Paris</b>       |
| <b>06</b> <b>Monday, July</b>                           | <b>07</b> <b>Tuesday, July</b>                  | <b>08</b> <b>Wednesday, July</b>                                      | <b>09</b> <b>Thursday, July</b>  | <b>10</b> <b>Friday, July</b>         |
| <b>Luxury Brand Management</b><br>Oscar Sand            | <b>Luxury Brand Management</b><br>Oscar Sand    | <b>Leading Luxury Brands in a Changing World</b><br>Cynthia Decant    | <b>Leading Luxury Brands in a Changing World</b><br>Cynthia Decant                   | <b>CULTURAL OUTING in Champagne</b>   |

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

## OUR PROFESSORS



**Florent BLANC**

French

Affiliate Professor, Public & Private Policy Department. Ph.D. international relations, Sciences Po Paris, France. Ph.D. political sciences, Northwestern University, United States of America. MA international relations, Sciences Po Paris, France.

**Research areas:** Negotiation and mediation

**Course theme:** European Negotiation.

**CV:** <https://faculty.essec.edu/en/cv/en-blanc-florent/>



**Cynthia DECANT**

French

Lecturer, Marketing & Brand Strategy, ESSEC Business School. Executive Director, ESSEC Beauty Chair. Academic Director, Master in International Management of Perfumes & Cosmetics (ESSEC x ISIPCA x MIPC).

Branding and marketing expert with over 20 years of international experience. Formerly at Pierre Fabre Dermo-Cosmetics, where she managed skincare and haircare brands (Galénic, René Furterer). Specialist in beauty brand strategy, Indie brands (DNVB) and Beauty Tech (AI, AR). Currently works as a consultant in brand positioning and marketing strategy.

**Teaching areas:**

Beauty & Luxury Brand Strategy, Building a Beauty Brand, Product Innovation, New Beauty Insights (Grande École, Masters, MBA, Executive Education).



**Edouard GAUDOT**

French

Teacher, Consultant Writer. Research areas: Historian and Political scientist. Specialises in European policies and politics, particularly green policies, EU institutions, European history, Geopolitics and Political ecology

**Notable position:** Guest Professor at ESSEC-IRENE and Paris-Dauphine

**Course theme:** European History and Geopolitics

**CV:** <https://www.linkedin.com/in/edouard-gaudot-9921583/>



**Stefan GRÖSCHL**

German

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).

**Course theme:** Diversity Management in Europe.

**CV:** <https://faculty.essec.edu/en/cv/en-groschl-stefan/>



**Marc MAZODIER**

French

Professor, Marketing Department, ESSEC Business School. Doctorate in Management, IAE Aix-en-Provence.

**Research areas:** Marketing Communication Strategies, Sports Marketing, AI for marketing.

**Notable position:** Holder of the Accenture Strategic Business Analytics, Co-holder of the ESSEC Beauty Chair, Co-holder of the ESSEC Sports Chair.

**Course themes:** AI for Marketing and Business, Marketing Research, Marketing Management, Brand Management, and Integrated Marketing Communication.

**CV:** <https://faculty.essec.edu/en/cv/mazodier-marc/>



**Simon NYECK**

French

Teaching Professor, Marketing Department. 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:** Director, Center of Excellence in Luxury, Arts and Culture. Chair Professor of Exceptional Savoir-faire Management

**Course theme:** Cultural Foundations of Luxury Brand Management: Identity, Consumer Experiences and Brand Value.

**CV:** <https://faculty.essec.edu/en/cv/en-nyeck-simon/>



**Oscar SAND**

French

Professor of Management Practice, Marketing Department, ESSEC Business School. Visiting professor, HEC Lausanne, EHL, Emlyon. Marketing Director, Giorgio Armani and Hugo Boss

**Research areas:** Luxury brand management, cultural differences in luxury experience, luxury values and five-senses marketing.

**Notable position:** Academic Director, Master in Luxury Management

**Course theme:** Luxury Management foundation: Identity, Code & DNA, Luxury value, and cultural differences in luxury experience.

**CV:** <https://faculty.essec.edu/cv/sand-oscar/>



**Junko TAKAGI**

Japanese

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:** Chair Professor of Leadership & Diversity.

**Course theme:** Intercultural Management – European Focus.

**CV:** <https://faculty.essec.edu/en/cv/en-takagi-junko/>





## ELIGIBLE CANDIDATES

Top graduate and postgraduate students from ESSEC partner institutions. According to the number of confirmed participants, ESSEC reserves the right to cancel or postpone the Summer Module.

## APPLICATION PROCESS

**1<sup>st</sup> step:** Partner schools nominate students on the online platform

**2<sup>nd</sup> step:** Students connect online to upload the following documents: CV, cover letter, latest transcript and photo

**Application deadline:**  
**March 9, 2026**

**Selection results:** mid-March

The selection is made by ESSEC. Students should not make any arrangement (flight ticket, accommodation, etc.) before they receive the final confirmation of their admission in mid-March.

## ACCOMMODATION

**Useful websites:**

[www.airbnb.com](http://www.airbnb.com)  
[www.paristay.com](http://www.paristay.com)  
[www.seloger.com](http://www.seloger.com)

[www.my-apartment-in-paris.com](http://www.my-apartment-in-paris.com)  
[www.fac-paris.com](http://www.fac-paris.com)  
[www.appartcity.com](http://www.appartcity.com)

“The ESSEC Summer exchange program was excellently planned and executed, resulting in numerous benefits such as global exposure, expanded networks, cultural awareness, and personal growth. It was a highly enriching experience.”

*Participant from NUS Singapore*

## PROGRAM FEE

900€ registration and administrative fee which will cover the class materials, activities and visits. Please note that this fee is non-refundable.

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“This program was an incredible way to expand my international business knowledge. I was surrounded by high-caliber peers, who came to class with unique perspectives on business and management. I really enjoyed the verticalized, luxury focus and feel like I learned a lot more than I planned. I loved the variety of in class and out of class learning. The program was an incredible experience.”

*Participant from Berkeley USA*



## CONTACT

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Summer Module Coordinator

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