



ESSCA

SCHOOL OF  
MANAGEMENT



# Summer programmes

2024

PARIS - AIX-EN-PROVENCE - BORDEAUX - BUDAPEST



# A unique experience

## of a Summer programme in Europe

ESSCA School of Management offers Summer Programmes for students who wish to make the most of their summer by discovering Europe in some of ESSCA's study centers. Students can earn up to 12 ECTS (equivalent to 6 American credits).

These programs take place from mid-June to mid-July. They are intended for both undergraduate and graduate students, for students in business or other disciplines and for those seeking to go international and discover new cultures.



### Aix-en-Provence, the Beauty of Southern France

#### **Managing Cultural Events & Taking on Challenges in the Wine Industry**

Explore the vibrant culture and festivals of the South of France in one course, where over 1000 cultural events shape the region's identity year-round. Learn how these events resemble business organizations and examine their unique characteristics. In another course, dive into the world of French wine, as France is the third-largest wine producer globally. Understand the historical and global influence of French wine and the importance of addressing social and environmental challenges in shaping its future.

- Project Management in Cultural Event
- Wine Industry and Sustainable Practices in the field



### Paris, City of Lights

#### **Luxury Branding in Paris**

Explore the dynamic world of fashion and luxury with two engaging courses. In "Creativity and Sustainability in Fashion," you'll investigate how sustainability values drive innovation in the fashion industry, while "French and International Luxury Industry" offers a comprehensive view of the luxury sector, emphasizing brand strategies.

- International Luxury Marketing
- Creativity and Sustainability in Fashion

#### **Cross- Cultural Management and Leadership**

In a world marked by constant leadership challenges of uncertainty and complexity, two courses provide essential insights. The first equips you with vital skills for thriving amidst complexity, featuring case studies of both successes and failures. It encourages challenging the status quo and draws lessons from Paris-based organizations skilled in anticipating industry changes. The second course is a valuable exploration of cross-cultural communication. It teaches you to navigate differences in time, space, and body language for effective interactions across various personal and professional contexts

- Cross-Cultural Communication in the Workplace
- Leadership



## Bordeaux, A Vintage City (new in 2024)

### Food, Wine and Luxury Hospitality in Bordeaux

Immerse yourself in Bordeaux's charm and excellence with two unique courses. The first explores France's wine industry leadership, with over 2 million acres of vineyards and a rich history dating back to the Romans. This course emphasizes aligning the French wine industry with contemporary trends and consumer expectations. In the second course, discover Bordeaux's evolution from a renowned wine region to a global sensation, recognized on UNESCO's World Heritage List and chosen for major events. Explore the city's vibrant luxury sector, including fine dining, Michelin-starred venues, top hotels, and cultural hubs, all complemented by the rejuvenated riverfront.

- Bordeaux Wines and Food Tourism
- Luxury and Hospitality



## Budapest, The Pearl of the Danube

The program, located in the dynamic capital of Budapest, is open to graduate business students and includes company visits and cultural tours throughout Hungary.

### Business Management

Delve into the dynamic world of business and leadership with these two courses. The first course explores Asia's people, history, cultures, and economic landscapes, shedding light on regions like Japan, South Korea, Taiwan, the ASEAN region, and China. It aims to uncover economic opportunities between the EU and Asian countries. The second course delves into the complexities of managing organizations effectively and leading with a humanistic touch. It emphasizes the ethical foundations of leadership and the profound impact organizations have on their members' character development and well-being. Together, these courses provide a holistic view of business, leadership, and ethics in our ever-changing world. Students can choose one of the following pairings:

- Human Centered Management and Leadership
- Economic and Business Opportunities between Europe and Asia

### International business and leadership

Uncover a harmonious blend of international marketing, leadership, and self-discovery within these two comprehensive courses. In the first course, explore the dynamic world of marketing and logistics in the global landscape. In the second course, venture into the dynamic realm of leadership and self-branding. Explore essential questions about leadership, personal branding, and effective change management. Through self-discovery, you'll master the art of self-branding and enhance your adaptability and integrity.

- International Marketing and Logistics
- Self-Leadership and Self Branding



## How to apply ?

Exchange students should be officially nominated by the international office of their home institution by April 1<sup>st</sup>. Nominated students will then be requested to complete an online application by April 15th.

Free-mover's students should contact directly : [short-programs@essca.fr](mailto:short-programs@essca.fr)

More information on <https://www.essca.fr/en/international/summer-programme>



Scan this QR code to get  
**MORE INFORMATION !**



**Contact : [short-programs@essca.fr](mailto:short-programs@essca.fr)**



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