



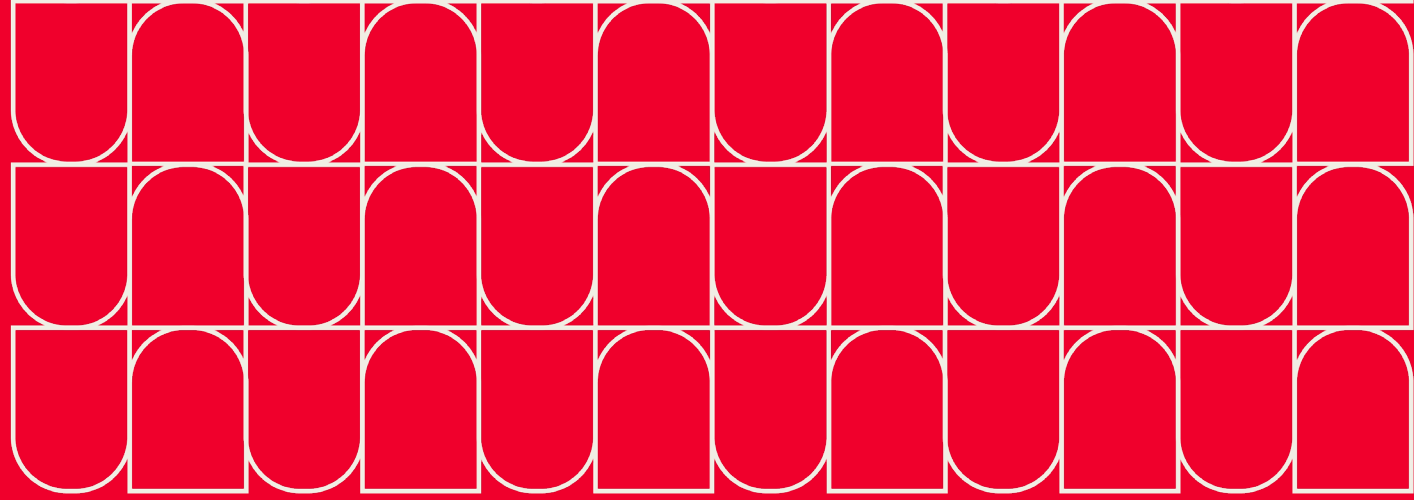
**ESSCA**

SCHOOL OF  
MANAGEMENT

**Spend your summer  
in the city of lights!**

16<sup>th</sup> of June – 6<sup>th</sup> of July 2024





# **Introduction to ESSCA**

# ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year program to become managers in marketing, finance, and management in an international environment.

One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the EPAS certification, and the Triple Crown, AACSB, EQUIS and AMBA accreditations. This year in 2023, ESSCA ranked 54th in the Financial Times ranking.

ESSCA offers international programs on 10 sites: Angers, Paris, Lyon, Bordeaux, Aix-en-Provence, Strasbourg, Malaga, Luxemburg, Budapest and Shanghai, along with a network of 279 partners universities in 56 countries. At present, the school works with some 2,500 companies.



# ESSCA: Creating Futures

In the top 1% business school worldwide:



**2 NEW LOCATIONS IN 2023:**  
> Malaga, Spain  
> Luxembourg



# ESSCA key figures



Nearly

**7,000**

undergraduate, postgraduate  
& continuing education students

---



**18,000**

alumni worldwide



**2,500**

corporate  
partners

---



A network of partner  
universities in

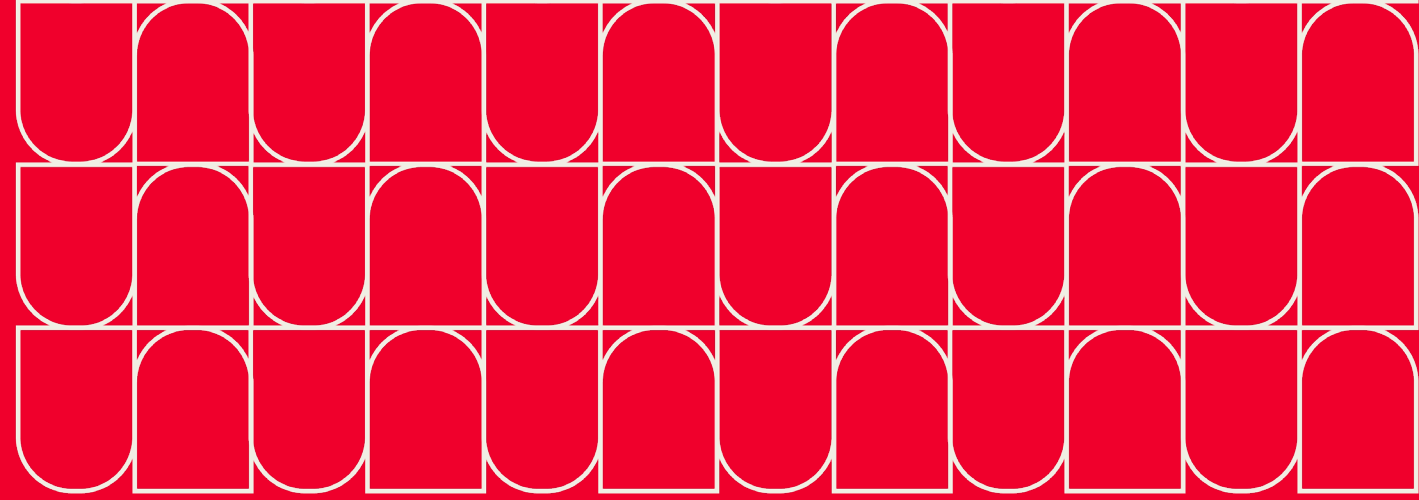
**56**

countries



**461**

Full-time faculty members  
and members of staff



# Presentation of the Programme



# The Programme

## Paris Summer Programme:

- Is an intensive 3-week programme
- Is entirely taught in **English**
- Is open to **undergraduate students and postgraduate**
- Offers a multicultural learning environment which develops cross-cultural skills
- Provides a knowledge into the essential aspects of **Luxury, Communication or Leadership**
- Will include **field trips** to outstanding cultural sites such as the Yves Saint Laurent museum, the Louvre or on a boat trip on the Seine (exemples)
- **Each pairing is worth 12 ECTS (6 per course)**
- **72h of class + 18h of personal work**

# Content

Students can choose one of the following pairings:

## Pairing 1 (3 weeks) - Luxury Brand Management

- International Luxury Marketing
- Creativity and Sustainability in Fashion

## Pairing 2 (3 weeks) - Cross-Cultural Management and Leadership

- Intercultural Awareness, Communication and Management
- Become a Leader in an Uncertain World

Classes are completed by subject-related **field visits**.

**Assessment** is carried out in different forms at regular interval throughout the programme.



ESSCA has recently been awarded the Campus France “Bienvenue en France” certification for the quality of the international student experience.



# Luxury Brand Management in Paris

## International Luxury Marketing

**6 ECTS: 36 hours + 6 hours**

The students who complete this course will have both a broad and in-depth overview of the French and international luxury industry. Emphasis on the course will be on the brands themselves, their design, marketing, retailing and sales notably, but not only on the French market.

## Creativity and Sustainability in Fashion

**6 ECTS: 36 hours + 6 hours**

The course will analyze the methods of innovation in Fashion recent history. It will show how the new values of sustainability (environmental, social and economical) have stimulated the fashion designers to find new creative solutions. The questions of conception, production, marketing and delivery of fashionable goods will be studied with proposals of the improvement of their sustainability. The students will make case studies including research and presentation of the specific solutions that a precise fashion brand proposes in order to satisfy the criteria of sustainability in the now-a-days context.

- **Field trip exemples:** YSL Museum, Dior Museum, Champs-Élysées, Avenue Montaigne, local brands store, etc

# Management in a Global Workplace

## Intercultural Awareness, Communication and Management

**6 ECTS: 36 hours + 6 hours**

This course will provide participants with an overview of the most important cultural elements to keep in mind when dealing with different cultural environments from one's own. Be it in personal or professional life, successful communication is hardly based on words only. This course shall give participants the tools to deal with the various ways to consider time, space, body language, and therefore ways to interact in the workplace, whichever the country one is based in.

## Being a Leader in an Uncertain World

**6 ECTS: 36 hours + 6 hours**

In a world where uncertainty, complexity and ambiguity are part of the day-to-day life of every leader, how do they find the way to deal with these multiple outputs in order to generate a positive in their business, their communities and the societies where they evolve? We will first understand the necessity for a leader to always challenge the status quo. This understanding will be realized through the studies of iconic companies which suddenly fall down due to a lack of foresight of the near future. These analyses will allow us to investigate 3 relevant cases of Paris based organizations which anticipate well the next move of their industries and create a new offering based on a deep understanding of the new expectations of their users. Finally, we will map the main skills required for a leader to advance in an uncertain world (with a special focus on circular economy, regenerative design and advanced technologies).

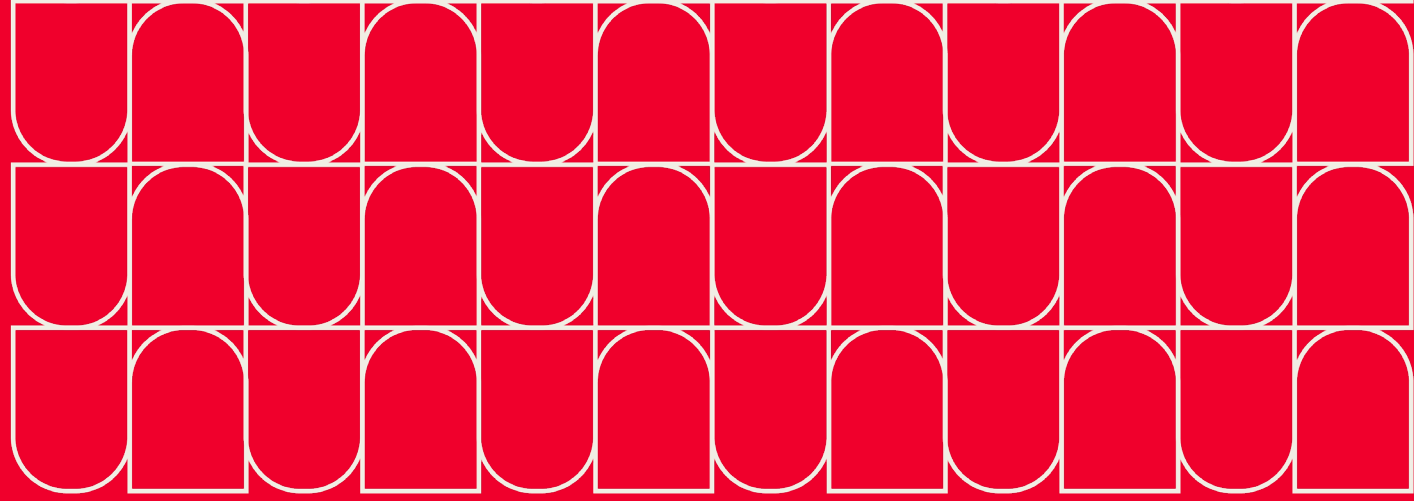
- **Field trips exemples:** Yves Saint Laurent Museum, Dior Museum, Perfume Museum, Rally on the Champs-Élysées, etc

# Extra-curriculum

- Boat tour
- Major cultural site visits
- Music Day gathering
- Welcome & Farewell social events

*Please note this list is indicative and subject to changes, depending on availabilities and weather*





# **Practical information**

# Key dates

- Nomination: 1<sup>st</sup> of April
  - Application: 15<sup>th</sup> of April
  - **No refund after the 1<sup>st</sup> of May**
- 
- Accommodation checking-in date: 16<sup>th</sup> of June
  - Programme starting date: 17<sup>th</sup> of June
  - Programme ending date: 5<sup>th</sup> of July
  - Accommodation checking-out date: 6<sup>th</sup> of July



*After the application deadline, please check directly with us if there are still places available.*

# Practical information

## Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

## International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

## Class time and textbooks

Generally students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers but a laptop is highly recommended.



# Accommodation

**Shared studio** with twin bed

No breakfast

45 minutes from campus

Central location in Paris

2 options:

**Citadines Austerlitz**, no air con – M°  
Chevaleret, Place d'Italie ou Campo Formio

**Citadines place d'Italie**, with air con – M°Place  
d'Italie

Accommodation selection subject to availabilities



# Fees

Any application involves a 55€ non refundable administrative fee

	Austerlitz (no air con)	Italie (with air con)
Tuition waiver (Partner)	1970€	2470€
Non Partner or Free Mover	2670€	3170€

**Accommodation selection subject to availabilities**

**Exchange students nominated by the University partner do not pay tuition fees, but only the accommodation and organisational costs.**

Free movers outside the exchange agreement will also pay the tuition fees.



# Included in the fees

## Including

- A 55€ non-refundable administrative fee
- Course materials (there are no books to buy)
- Housing in shared (2-student) twin room in an hotel or an appropriate equivalent pending availability
- Tourist Tax
- Welcome and farewell social events
- 3 to 5 extra curriculum cultural activities depending on availabilities and weather (castle, museum, walking tour, etc)
- Public transport support card

## Not including

- Lunches, dinners and other food and beverages (except for the above-mentioned group meals)
- Personal expenses
- Personal travel and accommodations outside Paris
- The charging of your public transport card
- Travel from your hometown to Paris and from Paris to your hometown

# Admission

- Interested participants can be from ESSCA partner universities or non-partners
- Space limited, waiting list possible
- Applications will be processed on a « first come, first served » basis, including nomination.

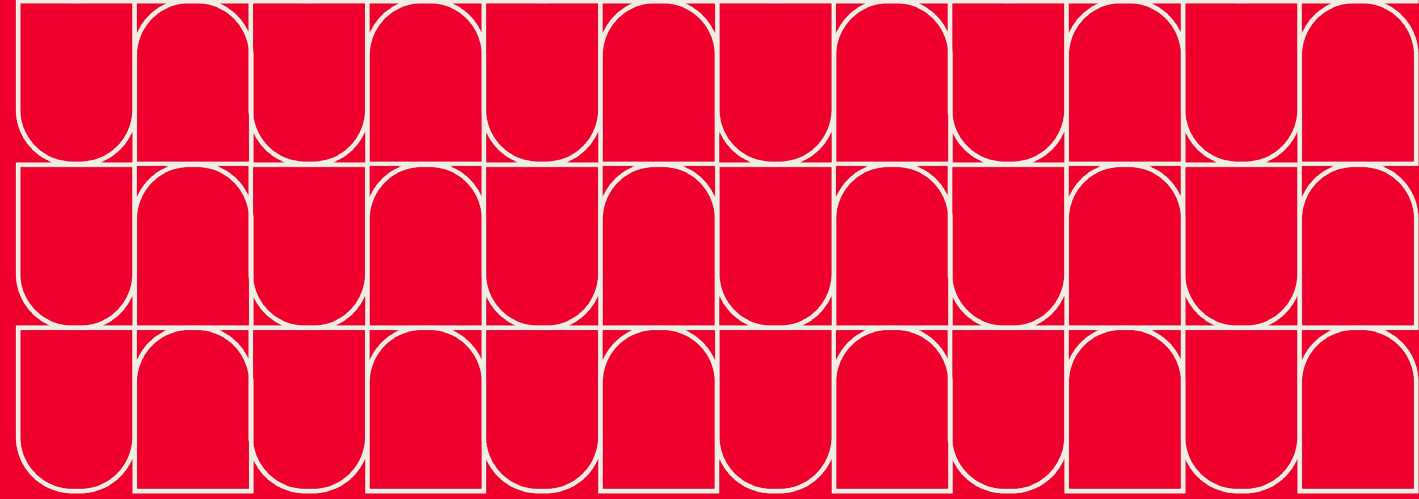
For questions and nomination: [short-programs@essca.fr](mailto:short-programs@essca.fr)

# Entry Requirement

- Students must have undertaken at least 1 year of undergraduate study at their home institution
- Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)



# We look forward to seeing you!



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

ESSCA

1, rue Lakanal – B.P.40348

49003 Angers Cedex 01

FRANCE

Creating Futures



AACSB, AMBA, and  
EQUIS accredited

Associate member  
of UCO (Université  
Catholique de l'Ouest)

Member of FESIC and  
Conférence des Grandes  
Ecoles

EESPIG  
certified