



ESSCA

SCHOOL OF
MANAGEMENT



Summer programmes

2025

PARIS - AIX-EN-PROVENCE - BORDEAUX – BUDAPEST - MALAGA - LUXEMBOURG



A unique experience

of a summer programme in Europe

Academic excellence and cultural immersion

ESSCA School of Management invites you to join our Summer Programmes, **designed to offer a unique and holistic learning experience, fully integrated into the rich cultural, economic, and professional ecosystems of our European campuses.**

Our programmes have been thoughtfully developed to allow students to **explore not only the academic world but also the thriving local environments where our campuses are located.** By connecting with regional businesses, cultural institutions, and local communities, you will gain insights into the dynamic interactions between theory and practice—providing you with a truly immersive learning experience. **These summer programmes also offer you the chance to learn in a new way, beyond the traditional classroom setting, with hands-on projects, field trips, and interactive workshops.**

Up to 12 ECTS (equivalent to 6US Credits)

Over the course of June and July, **you can earn up to 12 ECTS** (equivalent to 6 American credits), while exploring exciting subjects that align with your academic interests and professional ambitions. Open to both undergraduate and graduate students, these programmes are perfect for anyone eager to broaden their horizons, embrace new cultures, and strengthen their international perspective.

Why ESSCA?

As a **Triple Crown accredited business school** (EQUIS, AACSB, AMBA), ESSCA is among the **top 1% of business schools worldwide.** By joining our Summer Programmes, you become part of a prestigious academic institution with over a century of excellence in management education. Our commitment to innovation, global thinking, and responsible leadership will provide you with the tools and insights to thrive in today's ever-evolving business world.

Destinations and Topics

Our programmes take place in some of Europe's most captivating cities, each offering a unique backdrop for your learning experience. Choose from destinations such as **Paris**, the heart of global business and culture; **Aix-en-Provence**, with its rich history and Mediterranean charm; **Bordeaux**, renowned for its innovation and wine industry; **Malaga**, a vibrant coastal city in Spain with a thriving international business scene, **Budapest**, where East meets West, and **Luxembourg**, a key financial center, you'll gain invaluable insights into international business.

Each destination provides a rich environment for exploring cutting-edge topics in business and management, giving you the global perspective essential for your future career.

Paris, City of Lights

Pairing 1: Luxury Branding and Fashion 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

Pairing 2: Being a Leader in a Challenging World

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

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



Aix-en-Provence, the Beauty of Southern France

Master international event management and digital marketing in the heart of Provence's vibrant culture.

This program offers essential skills in project management and digital marketing for cultural events. The first course will explore event management in an intercultural context, using local events as case studies. Meanwhile, "Digital Marketing Strategies for International and Local Events" focuses on promoting these events online, targeting both local and global audiences. Together, the courses provide a hands-on learning experience in one of France's most culturally rich regions.

- International Project Management for Cultural Events
- Digital Marketing Strategies for International and Local Events



Bordeaux, A Vintage City



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

Luxembourg, the Financial Gateway to Europe

Dive into the latest trends in Finance!

Join us for an immersive experience delving into sustainable finance, blockchain technology, and cryptocurrencies. Our Summer School offers a unique opportunity to explore the dynamic landscape of finance, where sustainability meets innovation. You will gain invaluable insights into the principles and practices shaping the future of finance. In addition to classroom sessions, you will visit prominent financial institutions and companies headquartered in Luxembourg to witness firsthand the inner workings of leading organizations in the finance sector, gaining practical knowledge and networking opportunities that will enrich your learning experience.

Don't miss out on this transformative learning opportunity to navigate the exciting waters of modern finance!

- DeFi: Blockchain and Cryptocurrency: shaping the future of Finance
- Sustainable Finance (in cooperation with EFPA – European Financial Planning Certification)

Malaga, Europe Hub for Technology, and Innovation

Pairing 1: Unlock the power of play and pave your path to success in the video game industry!

Join our summer school in Malaga for an intensive course on Managing the Video Game Industry. With the global market of around \$250bn, there's a growing demand for skilled professionals in this field. Our program offers deep insights into game development, business models, marketing, and more, preparing students for success in this booming industry. Don't miss out on this opportunity to enhance your career in the world of video games.

- 2 sessions in June and in July

Pairing 2: Master international business and global finance in Malaga, preparing to lead in diverse markets and succeed on the world stage

Discover our summer programme in Malaga, where you'll immerse yourself in international dynamics through two captivating courses: one focusing on international business strategies and operations, emphasizing global ecosystems and cultural diversity, and the other providing an overview of global finance, exploring international markets, investment banking, and career opportunities in the global financial sector. Perfect for future leaders and finance professionals eager to expand their international horizons.

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.

Pairing 1: Business Management (PG)

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

Pairing 2: International business and leadership (PG)

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



In a few words, choosing an ESSCA summer programme:

- › Will allow you to gain international exposure and build a global network.
- › Will allow you learn from top professors and industry experts in one of Europe's most prestigious business schools.
- › Will allow you to discover new cultures, explore iconic European cities, and develop soft skills that will set you apart in the job market.
- › Will allow you to earn valuable academic credits while enjoying an engaging and interactive learning environment.





How to apply?

Exchange students should be officially nominated by the international office of their home institution by April 1st.

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

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



Scan this QR code to get
MORE INFORMATION!



Contact: short-programs@essca.fr



AACSB, AMBA, and
EQUIS accredited

Associate member
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