

2016 Summer module

The global manager in Europe

Managing luxury brands

Intro

ESSEC is considered to be one of the top 3 business schools in France (with Insead and HEC), it's expertise is in Luxury brands management and they have academic researchers as well as professors from the industry.

ESSEC's summer module is 3 weeks long, 5 days a week, 9:30-16:30 in Cergy campus, 40 min from mid Paris.

The program is entirely international (we had only one French student), suites someone who is interested in the global experience but can't leave Israel for too long.

Students attending this program are very diverse. The intercultural as well as the classes are very interesting and it's a great joy to be a part of this intelligent, nice, international students (Photos in Appendix B).

Academics

The schedule for the summer program is given and can't be changed.

We had a different subject with different teacher every 1-2 days.

All classes were mandatory with pass/fail basis and did not require previous preparation, assignments beyond class time nor exams.

All classes where taught in English in a 36 students classroom.

You can find 2016's program in appendix A.

Location and transportation

Cergy campus is located 5 minute walk from Cergy-Prefecture train station (RER A line).

ESSEC provides student dorms 5-10 minute walk from campus for 45 EUROS per night.

In our group only a few stayed in Cergy while the majority stayed in Paris.

If staying in Paris, I recommend finding a place near (walking distance) Chatelet Les Halles train station, then it's one train to school without changes and it's a wonderful area to be staying in Paris regardless to ESSEC (La-Marais).

For unlimited transportation access – purchase the weekly Navigo card (21.25 EUROS). That gives you unlimited access to Metro, RER, Train and Buses. The weekly pas is valid Monday to Sunday, no matter when you buy it. If possible, bring a Passport picture of yourself for the Navigo (or take one in every station).



Eating

All classes start at 9:30, ESSEC don't provide breakfast.

School's cafeteria in the ground floor is basic and affordable.

Fancier Café across the street – Pomm De Pain.

School's cafeteria is also affordable for lunch (5-7 EUROS) but is nothing sophisticated.

For nicer lunches –

1. Cergy Tokyo – Japanese across the street.
2. Chez Tram – Vietnamese in the top floor of the commercial center in the train station.
3. Pomm De Pain – Pastas, Salads and Sandwiches across the street.

Dinner at Paris – endless choices. if you start missing Israeli food – Miznon (Eyal Shany) has a branch there and there are also many Felafel places in the same area (Jewish quarter).

Dinner hours are limited in some of the restaurants and not every restaurant will serve food before 18:00 or after midnight.

Parisians eat dinner fairly late (21:00) so that will be rush hours in most cases.

Shopping

This Summer module's period is right when the big sales are.

There are shops with sales ("Soldes") everywhere, you'll see them.

If you're counting on it – double check for exact dates for sales (probably not exactly the same every year).

Conclusion

A short but great experience, Paris is amazing, be prepared to meet new friends.

Also, be prepared financially, staying in Paris for 3 weeks is not cheap.

Feel free to Email me with any question,

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Appendix A – 2016 summer module program

Schedule

Monday, June 20	Tuesday, June 21	Wednesday, June 22	Thursday, June 23	Friday, June 24
Team-Building & Leadership Junko Takagi	Intercultural Management Junko Takagi	Managing Oneself and Leading Others: Diversity Management in Europe Stefan Groschl	Conference on Europe EU Former Deputy	Conference on Europe EU Former Deputy
Monday, June 27	Tuesday, June 28	Wednesday, June 29	Thursday, June 30	Friday, July 1
EU Negotiation Lab: Methods & Practice Francesco Marchi	EU Negotiation Lab: Methods & Practice Francesco Marchi	Europe and the Global Economy Estefania Santacreu-Vasut	Europe and the Global Economy Estefania Santacreu-Vasut	Day of visits
Monday, July 4	Tuesday, July 5	Wednesday, July 6	Thursday, July 7	Friday, July 8
Cultural Foundations of Luxury Brand Management Simon Nyeck	Cultural Foundations of Luxury Brand Management Simon Nyeck	Luxury Brand Strategic Management and Int'l Distribution Strategies Denis Morisset	Luxury Brand Strategic Management and Int'l Distribution Strategies Denis Morisset	Cultural visit and farewell lunch

Appendix b – 2016 summer module Photos





