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 profassors 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 student 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 lounch (5-7 EUROs) but is nothing sufisticated.

For nicer lounches –

2. Chez Tram – Vietnamese in the top flor of the commercial center in the train station.

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.

Paresians 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 prepered to meet new friends.

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

Feel free to Email me with any question,

Nitai Fine – nitai.fine@gmail.com
## Appendix A – 2016 summer module program

### Schedule

<table>
<thead>
<tr>
<th>Monday, June 20</th>
<th>Tuesday, June 21</th>
<th>Wednesday, June 22</th>
<th>Thursday, June 23</th>
<th>Friday, June 24</th>
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<tbody>
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<td>Team-Building &amp; Leadership</td>
<td>Intercultural Management</td>
<td>Managing Oneself and Leading Others: Diversity Management in Europe</td>
<td>Conference on Europe EU Former Deputy</td>
<td>Conference on Europe EU Former Deputy</td>
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<td>Stefan Groschi</td>
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<td>EU Negotiation Lab: Methods &amp; Practice</td>
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<td>Day of visits</td>
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<td>Francesco Marchi</td>
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<td>Estefania Santacreu-Vasut</td>
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<td>Simon Nyeck</td>
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<td>Denis Morisset</td>
<td>Denis Morisset</td>
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Appendix b – 2016 summer module Photos