



## A E

- 40 participants approx.
- Average age: 32
- Average work experience: 8 years
- Some of our prestigious partners:  
Universidad Del Cema (Argentina),  
Macquarie (Australia), Solvay  
(Belgium), PUC Rio de Janeiro (Brazil),  
Concordia (Canada), McGill (Canada),  
Queen's (Canada), University of British  
Columbia (Canada), Universidad  
de Chile (Chili), Fudan (China),  
Universidad de los Andes (Colombia),  
Aalto (Finland), HKUST (Hong-Kong),  
IIM Ahmedabad (India), Tel Aviv  
University (Israel), Luiss Guido  
Carli (Italia), Keio (Japan), Waseda  
(Japan), EGADE Tec de Monterrey  
(Mexico), CENTRUM Catolica (Peru),  
Nanyang Technological University  
(Singapore), National University of  
Singapore (Singapore), University  
of Stellenbosch (South Africa),  
Seoul National University (South of  
Korea), IE Business School (Spain),  
Universitat St. Gallen (Switzerland),  
National Taiwan University (Taiwan),  
Chulalongkorn (Thailand), Imperial

<p>C      A      / A                B A    /    A A</p>	<p>The objective of this course is to discuss the key success factors of luxury brand management and the best practices in terms of experiential branding, allowing consumers to dream.</p>
<p>      B      A/          &amp;    A AB    B          AC C</p>	<p>The course aims at understanding the complexity and different meanings of the term Diversity while taking a closer look at the key arguments for Diversity Management. The course will focus on examples of demographic changes as one of the key causes of increased workforce diversity in Europe and will explore the key challenges affecting Europe's workforce diversity.</p>
<p>AC      C      C          C A</p>	<p>This course will present current and future challenges of the European Economy, including those related to fiscal and monetary policies. We will also discuss structural changes in the labor market, and the consequences of digitalization and climate change.</p>
<p>A -B    /      &amp; A</p>	<p>During this workshop, participants will experiment and discuss their natural tendencies in a team, their strengths, and the aspects of teamwork that pose challenges for them.</p>
<p>C      A      A A</p>	<p>The course will help students identify situations in which culture needs to be considered in a European context. Various theoretical frameworks will be used to understand current European trends in cultural issues.</p>

<p>23      ,          &amp;    -B          Junko Takagi</p>	<p>24      ,          Junko Takagi</p>	<p>25      ,          C      A</p>	<p>26      ,                    &amp;                B          Stefan Gröschl</p>	<p>27      ,                    B</p>
<p>30      ,                    /          Clément Perarnaud</p>	<p>01      ,          Florent Blanc</p>	<p>02      ,          C          Estefania Santacreu Vasut</p>	<p>03      ,          C            B          Simon Nyeck</p>	<p>04      ,          C            B          Simon Nyeck</p>
<p>07      ,          Junqiu Jiang</p>	<p>08      ,          Junqiu Jiang</p>	<p>09      ,          C          C          Véronique Drecq</p>	<p>10      ,          C          C          Anne-Flore Maman</p>	<p>11      ,          C            A                    C</p>



**B A C**

Affiliate Professor, Public & Private Policy Department.  
Ph.D. international relations, Sciences Po Paris, France.  
Ph.D. political sciences, Northwestern University,  
United States of America. MA international relations,  
Sciences Po Paris, France.

: Negotiation and mediation

: European Negotiation.

**C**

**C** : <https://faculty.essec.edu/en/cv/en-blanc-florent/>

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**C**

Professor, Management Department.  
Ph.D., Oxford Brookes University, UK.  
Postgraduate Certificate in Teaching in Higher  
Education, Oxford Brookes University, UK.  
MSc in International Hotel and Tourism Management,  
Oxford Brookes University, UK.

: Integration of organizational processes in  
hospitality industry (especially for disabled people).

**C** : Diversity Management in Europe.

**C** : <https://faculty.essec.edu/en/cv/en-groschl-stefan/>

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