



ESSCA

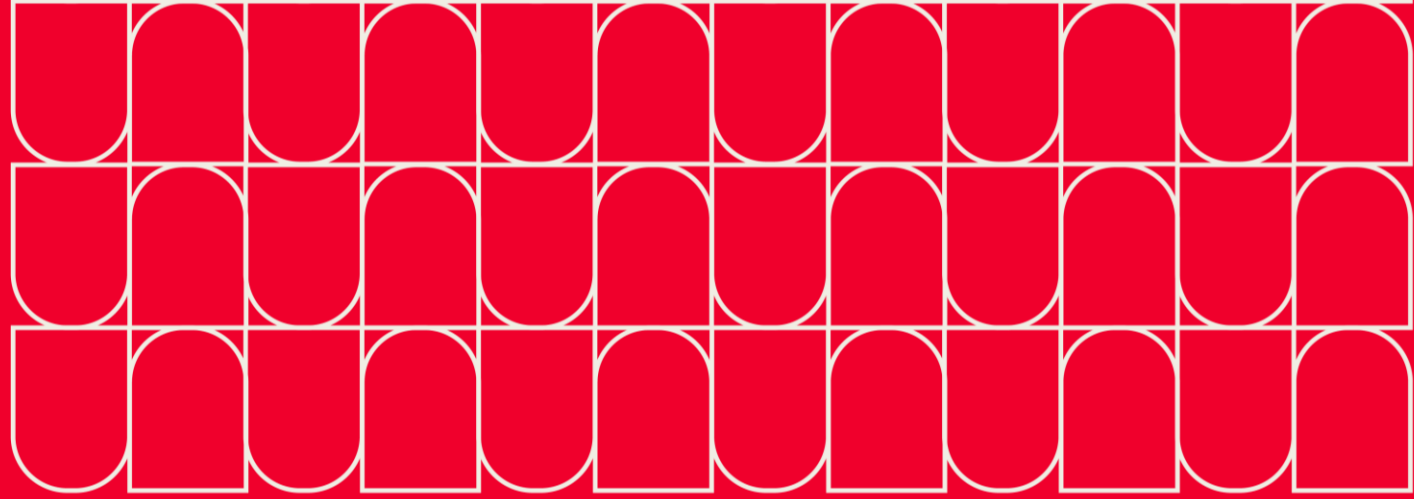
SCHOOL OF
MANAGEMENT

Southern's France charm

A Summer in Aix-en-Provence

June 16th to July 13th, 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 schools worldwide:



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



 BUDAPEST  SHANGHAI

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

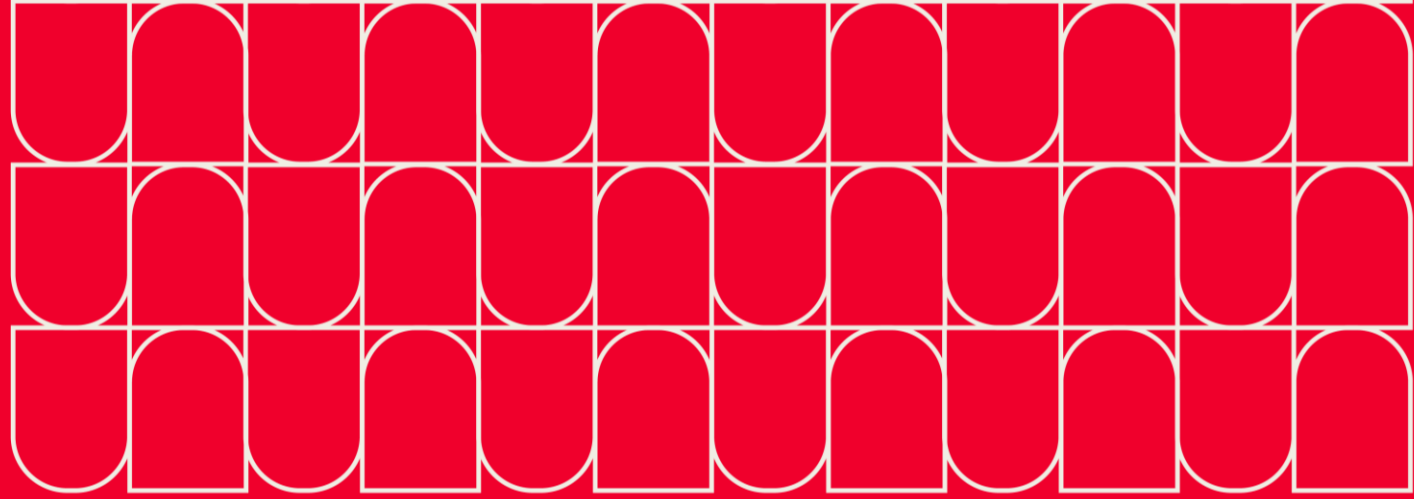
56

countries



461

Full-time faculty members
and members of staff



Presentation of the Programme



The Programme

Aix-en-Provence Summer Programme:

- Is an intensive 4 week programme
- Is entirely taught in **English**
- Is open to **undergraduate and postgraduate students**
- Offers a multicultural learning environment which develops cross-cultural skills
- Provides a knowledge into the aspects of the **Project Management and Wine Industry**
- Includes **field trips** to outstanding cultural sites such as Winery, Vasarely Museum, etc



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

Content

One pairing with two courses:

1. Project Management in Cultural Events
2. Wine Industry in a Sustainable World

TOTAL: 72h of class + 18h of personal work



Project Management in Cultural Events

6 ECTS - 36 hours + 6 hours

The course will cover:

The South of France is region of festivals of national and international importance with more than 1000 festivals and cultural events per year. It sustains an entire section of the economy. If the fundamentals of management are very similar to those of business, the cultural sector has specificities that we will try to study in the context of this course.



Wine Industry in a Sustainable World

6 ECTS - 36 hours + 6 hours

The course will focus on:

- The overview of the world wine market and of its economic, social and regulatory patterns
- The marketing strategies and techniques used by wine producers and retailers to brand, advertise and sell wine

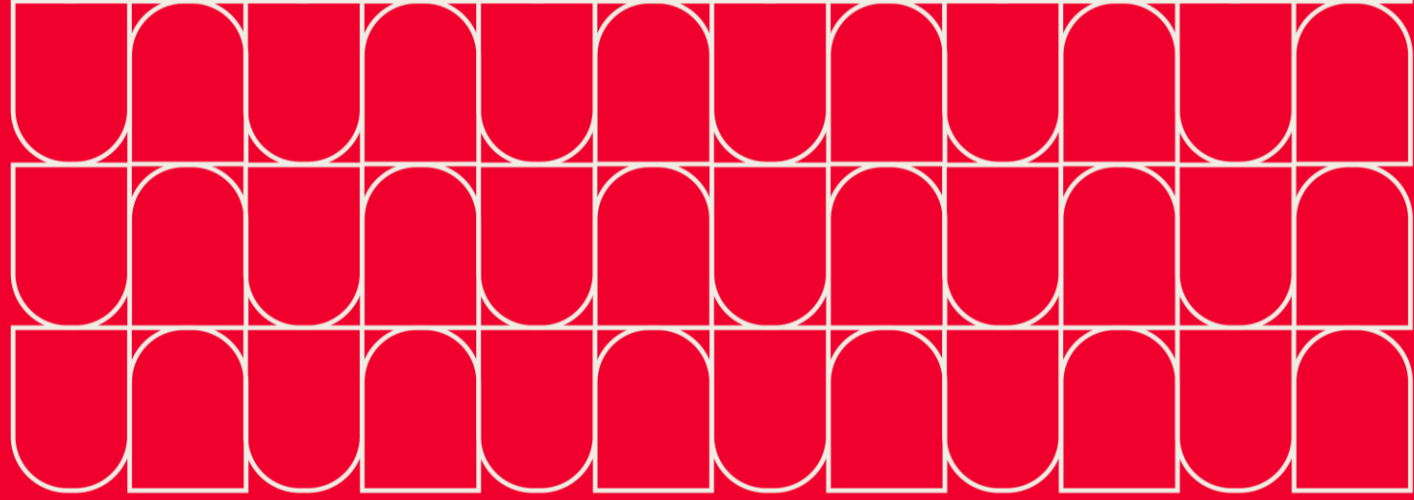


Extra-curriculum

- Welcome Lunch
- Fondation Vasarely
- Château La Coste
- Festivals
- Music Festival gathering – June 21st

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





Practical Information

Key Dates

- **Nomination:** 1st of April
- **Application:** 15th of April
- **No refund after the 1st of May**

- Accommodation checking-in date: 16th of June
- Programme starting date: 17th of June
- Programme ending date: 5th of July
- Accommodation checking-out date: 6th 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

35 minutes from campus

With air-conditioning



Fees

Any application involves a 55€ non refundable administrative fee

Tuition waiver (Partner)	2900€
Non Partner or free mover	3600€

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 (Boat tour, museum, walking tour, etc)

Not including

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

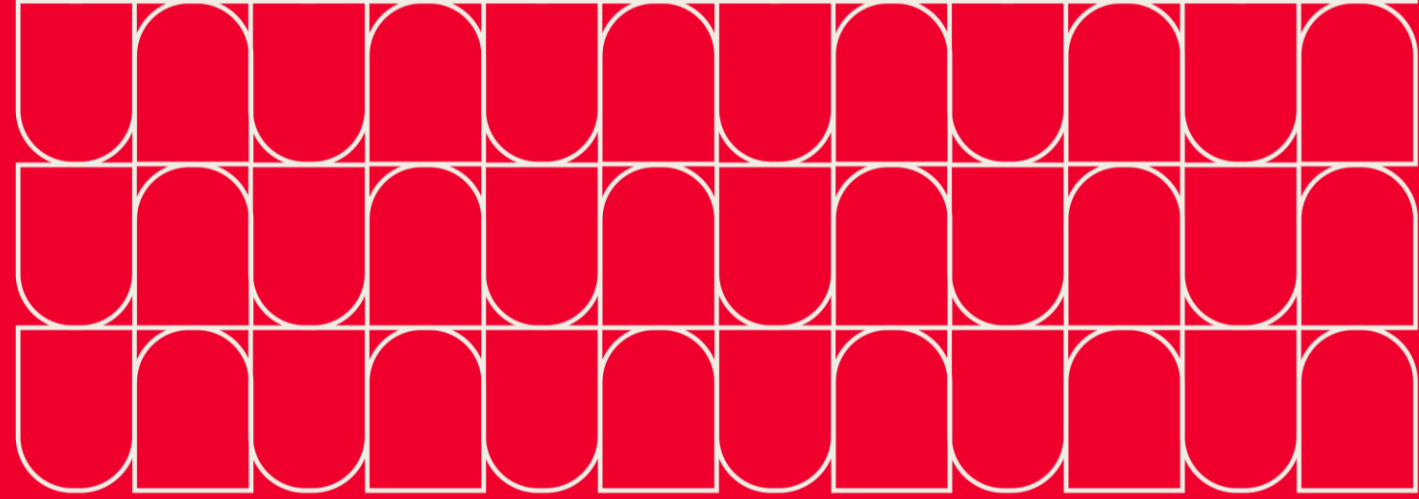
For questions and nomination: short-programs@essca.fr

Requirements

- 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

ESSCA

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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