



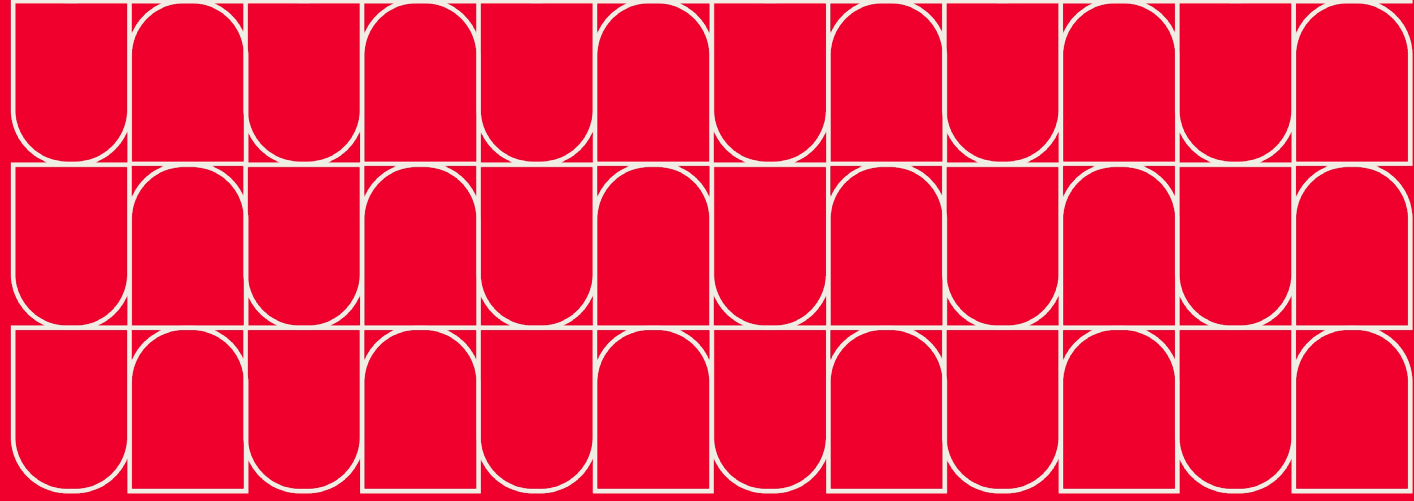
ESSCA

SCHOOL OF
MANAGEMENT

**Spend your summer
in style!**

16th of June – 6th of July 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 school 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

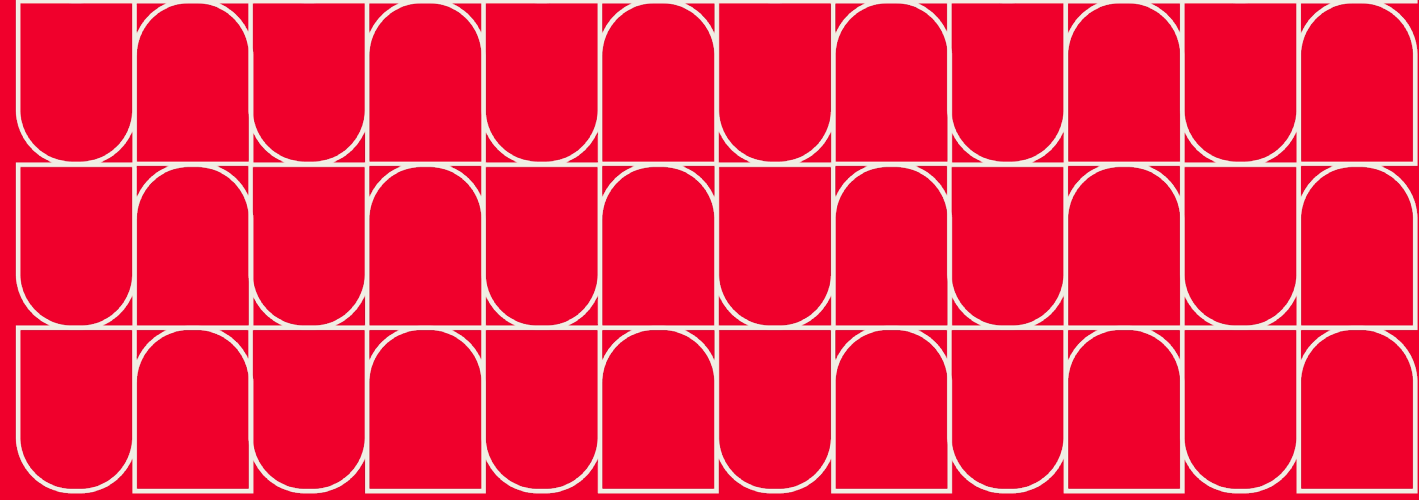
56

countries



461

Full-time faculty members
and members of staff



Presentation of the Programme

The Programme

Bordeaux Summer Programme:

- Is an intensive 3-week programme
- Is entirely taught in **English**
- Is open to **undergraduate students and postgraduate**
- Offers a multicultural learning environment which develops cross-cultural skills
- Provides a knowledge into the essential aspects of **Hospitality, Food & Wine Business**
- Will include **field trips** to outstanding cultural sites such as the Saint-Emilion, the Atlantic Coast or the « Cité du vin ».
- **Gain 12 ECTS (6 per course)**
- **72h of class + 18h of personal work**



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



Content

- **Bordeaux Food and Wine Tourism**

Through this program, students will have a better knowledge of the French wine sector as well as its challenges regarding the expectations of new consumers. Furthermore, students will learn how to think forward and be innovative to suggest new practices in marketing or wine tourism.

- **Hospitality and Luxury**

Through this program, students will gain a better knowledge of the French hospitality industry. We will highlight some of the constraints of Luxury services management and analyze customer expectations. We will also work on soft skills as these are of major interest when working in the service industry.

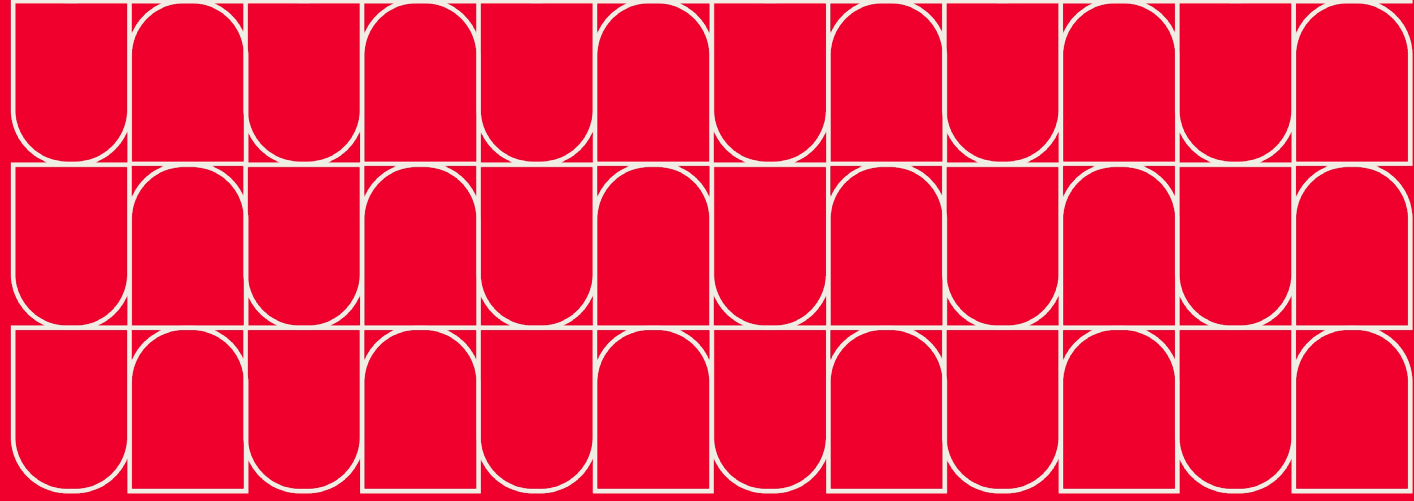
- **Field trip exemples:** Cité du vin, 5-star hotel visit, Boat tour, Saint-Emilion

Extra-curriculum

- Boat tour
- Vineyards visit
- Wine tasting
- Cité du vin
- Music Day gathering
- Welcome meal
- Farewell social events

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
- Breakfast included
- 30 minutes from campus
- Central location
- With air conditioning



Fees

Any application involves a 55€ non refundable administrative fee

Tuition waiver (Partner)	2400€
Non Partner or free mover	3100€

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

Included:

- A 55€ non-refundable administrative fee
- Courses and course material (there are no books to buy)
- Scheduled visits and field trips depending on availabilities and weather (Boat tour, vineyards visit, walking tour, etc)
- Accommodation in twin shared room
- Welcome and Farewell social events

Not included:

- Personal expenses
- Breakfast, lunches, dinners and other food and beverages (except for the above-mentioned group meals)
- Personal travel and accommodations outside Bordeaux
- Public transportation
- Travel from your hometown to Bordeaux and from Bordeaux 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.

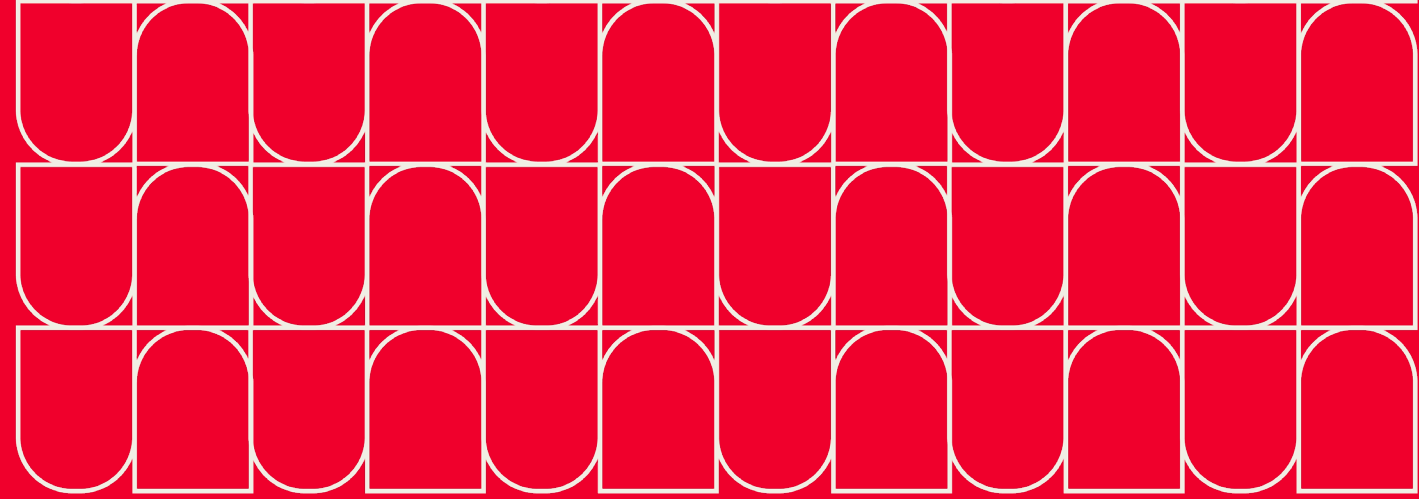
For questions and nomination: short-programs@essca.fr

Entry Requirement

- 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

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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