

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Your programme

your

Our journey together

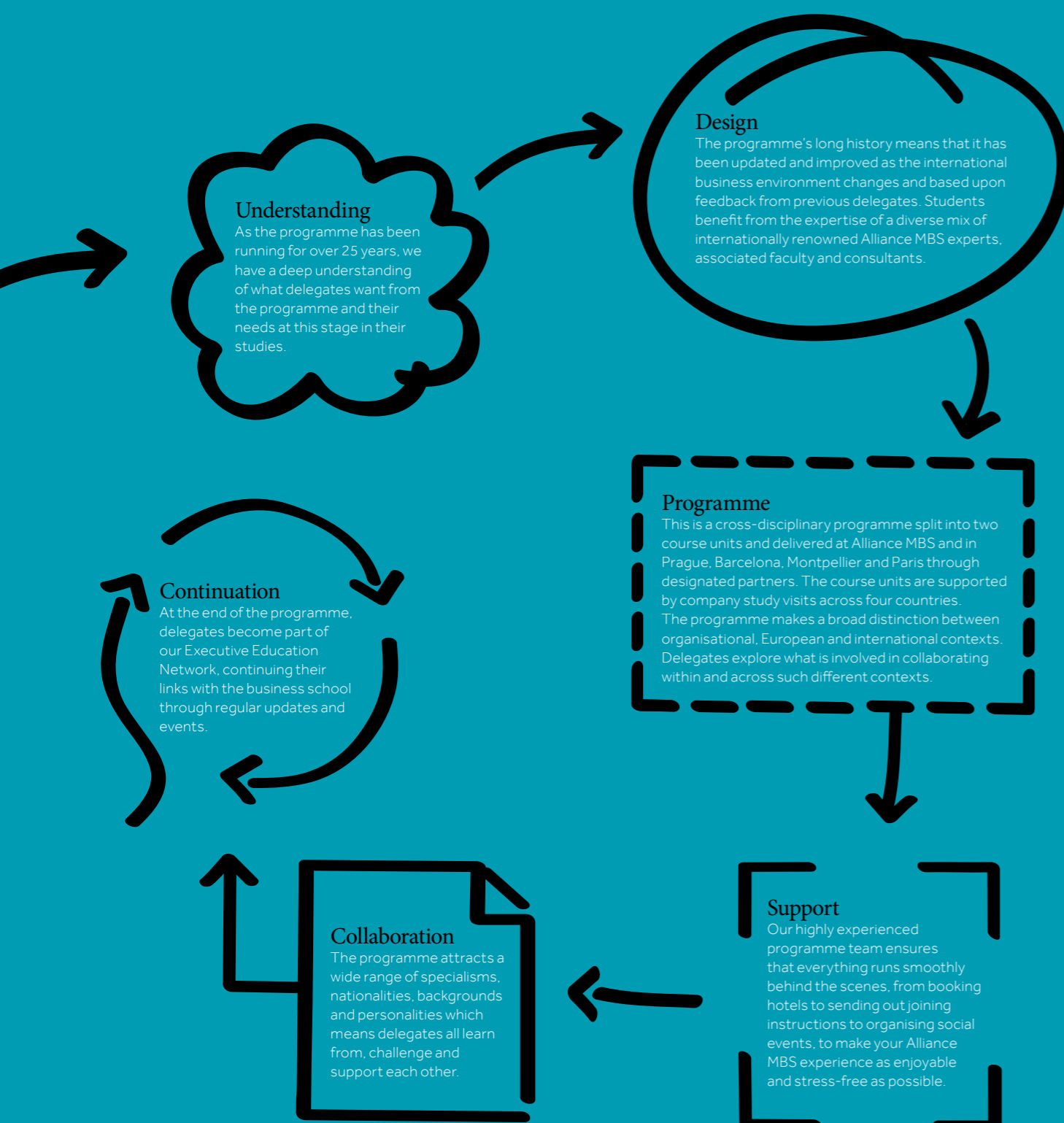
European Summer Study Programme

Introducing non-European recent graduates
and students to doing business in Europe

start

Original Thinking Applied

Your Learning Journey



European Summer Study Programme

The European Summer Study Programme (ESSP) is a five week Executive Education programme designed for non-European graduates and postgraduates of business, management or related disciplines, as well as young managers who are aspiring to develop their career in international business management.

Running for over 25 years, this cross- disciplinary course covers macroeconomics, socio-political industrial structures and cultures, international business frameworks and European company strategies. It integrates taught sessions and coursework, supported by company visits and input from practitioners.

It comprises of two modules:

- European Business Environment lectures
- European Business Team project

The programme is based at Alliance Manchester Business School where we hold the first and last week of teaching. Study trips to the Czech Republic, Spain and France enable participants to gain a real perspective of the diverse and complex make-up of the European Union (EU) and of international business.

Who should attend?

The programme attracts a mix of nationalities ensuring a multi-cultural learning experience which reflects the contemporary working environment. It is open to postgraduate students as well as 3rd and 4th year students of business and management studies, law, politics and international relations.

There is no entry level requirement of English, but delegates need to be English speakers or have a working knowledge of English. In the past, students have come from countries across the globe including from the USA, Canada, India, Mexico, Brazil, China and Indonesia.



Key features

- The course gives future managers who aspire to develop a career in international business a wide understanding of the key themes and challenges that they will face in their professional life.
- The nature of the course means that delegates benefit from a multi-cultural learning experience and provides them with the invaluable opportunity to network with fellow participants.
- Delegates gain hands-on experience from the business project to take directly to future interviews.
- The project- based approach at Alliance MBS allows for a deeper focus on specific areas and builds strong team working skills which will help the delegates in their future careers.
- Students have the opportunity to gain degree credits which can be added to their final degree marks in their home country.
- As soon as delegates start the course, they become part of our Executive Education Network with all its benefits.



Programme Outline

This intensive programme spans over June and July, with 60 hours of compulsory class-based teaching, 20 hours of supporting tutorials and 40 hours of self and group study.

There are six company visits that give the delegates the opportunity to gather first-hand information from managers and experts at large, international organisations, plus non-mandatory cultural visits. The weekends are free of lectures and company visits but may include travel, cultural visits and self-study.

The whole programme is delivered over five weeks in four countries:

- Two weeks in UK, with first and last week in Manchester and two days in London
- Study visit to Prague, Czech Republic
- Study visit to Barcelona, Spain
- Study visit to Montpellier and Dijon, France

The course is assessed through:

- Multiple choice examination
- The team project report and presentation
- Programme participation

Delegates receive a total mark and an adjusted grade which is sent to their university. Their university attributes the equivalent credits corresponding to their degree course.



“I love how everyone comes from different backgrounds and how we learn so much from each other.”

Student from Canada

“Having the opportunity to meet, interact with and learn from the experts teaching on the course was the best part.”

Student from USA

“Overall, I learned a lot and have greatly enjoyed my time with you guys in Europe.

Student from Mexico

Programme Agenda

NB: Programme content and presenters are subject to change.

United Kingdom

The first week in Manchester is devoted to a series of lectures given by faculty on the following topics:

- The European Business and its environment
- Working in an international environment
- Brexit - the UK’s current and future position in the EU and impact on the economy
- The banking crisis
- Introduction to institutions: history and enlargement
- Economic and Monetary Union
- The political economy of the EU
- European business systems
- International business strategies
- Globalisation, standardisation and institutional divergences in Europe



Czech Republic

The purpose of the study trip to the Czech Republic is threefold:

- To experience first-hand the consequences of the political, economic and social reforms in central Europe and learn about the transition to a capitalist economy
 - To hear about the eastern European perspective on Europe
 - To experience an eastern European post-communist culture
- In the past few years the company visits have included **Skoda** and **Original Budweiser Brewery**.

Spain

The study trip to Spain focuses on how a medium-sized, semi-industrialised European economy has managed its integration into the EU. It is taught through lectures from practitioners covering the following topics:

- The financial crisis and its impact on the Spanish economy
- Spanish debt issues and externally imposed austerity
- Being an entrepreneur in Barcelona
- The company visits in recent years have included **GAES** and **IMC Toys**.



“Original thinking informs everything we do, but having an original idea is not enough. It has to make a difference to the way people think about, study and do business. It has to make an impact.”

Professor Fiona Devine, OBE FAcSS FRSA
Head, Alliance Manchester Business School

Programme Agenda

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France

The study visit in France takes place in two locations: Montpellier and Dijon in association with Montpellier Business School and Dijon Burgundy School of Business.

- The lectures highlight the unique aspects of the French economic system.
- The company visits have included AWOX and OECD and provide first-hand information about each sector.

Before returning to Alliance MBS for the final week, delegates have the opportunity to enjoy time in Paris and London dedicated to cultural visits and tourism.




United Kingdom

The last week is in Manchester where the participants work in teams on the European Business Team Project.

The purpose of the project is to encourage the students to think about everything they have experienced during the previous four weeks of the course and to consider how this learning will influence the development of their management and leadership competence.

It is carried out in small teams of five or six students working on a particular industry sector. At the end of the week, each team makes a presentation and produces a 6000 word report.

The team project provides an opportunity for practical implementation of concepts and skills studied in the European Business Environment course of lectures.



Faculty, Experts and Support

Alliance Manchester Business School has some of the most highly-regarded academics in business management. By working closely with industry, the team can solve real problems, predict future trends and drive change in business and management.

Our highly experienced team ensures everything about your programme runs smoothly. From booking a place

to managing travel arrangements during the course to project support, the aim is to make your Alliance MBS

experience as enjoyable and stress-free as possible.



Paul Evans
Title?????



Marie-Claude Witcombe
Programme
Director



Joanne Cherry
Programme
Administrator



Pikay Richardson
Presenter



John Brophy
Presenter

After your programme

Our open programmes bring together delegates from different organisations and nationalities giving the opportunity to network and share best practice while you learn. As soon as you start a course, you become part of our Executive Education Network.

You'll receive regular updates on our ground-breaking research, new programmes and innovative events, as well as the opportunity to join us at our Executive Education Network Conference where you can rekindle friendships, discuss the latest business thinking and draw on the knowledge and experience of your growing network of peers.





The University of Manchester
Alliance Manchester Business School

Executive Education

For further information about the programme,
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www.mbs.ac.uk/essp

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