



ESSEC
BUSINESS SCHOOL

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YOUTH BUSINESS BOOTCAMP

| PROGRAM | WHEN | WHERE | WHO | LANGUAGE OF INSTRUCTION | ECTS/US CREDITS | APPLICATION DEADLINE | FEES |
|-------------------------|--|-------------|----------------------|-------------------------|----------------------|----------------------|-------|
| Youth Business Bootcamp | 7 th – 11 th July 2025 | Paris Cergy | High School Students | English | 4 ECTS/ 2 US Credits | 15/05/2025 | 2400€ |

COURSE OUTLINE

This program introduces pre-university students to essential business topics, including negotiations, personal development, AI in business, digital marketing, and international trade. Students will gain practical skills through interactive courses, workshops, and a learning expedition to a local or international company. The program emphasizes hands-on learning and real-world applications to enhance critical thinking and problem-solving.

The final project challenges learners to apply their newly acquired skills by creating a fictional company that operates in global markets. They will develop a business strategy incorporating negotiation tactics, digital marketing campaigns, AI innovations, and international trade considerations.

LEARNING GOALS

- Develop self-awareness and personal growth strategies for leadership.
- Understand business and international negotiations.
- Explore AI applications and their impact on business operations.
- Gain insights into digital marketing trends and tools.
- Understand the basics of international trade and global business strategies.
- Apply knowledge through experiential learning in a company visit.





COURSE DESCRIPTION

1. PERSONAL DEVELOPMENT AND SELF-AWARENESS WORKSHOP

Objective: Enhance self-awareness, leadership skills, and goal-setting strategies.

Key Concepts:

Self-assessment and reflection
Leadership styles and emotional intelligence
Goal setting and time management
Building resilience and confidence

2. NEGOTIATION TECHNIQUES

Objective: Equip students with practical skills to negotiate effectively in various situations.

Key Concepts:

Types of negotiation: distributive vs. integrative
BATNA (Best Alternative to a Negotiated Agreement)
Persuasion and influence tactics
Conflict resolution strategies

3. APPLIED NEGOTIATION

Objective: Understand strategic negotiation Techniques, enhance communication and conflict resolution and understand key negotiation dynamics.

Key Concepts:

Learn to prepare for and lead successful negotiations in diverse contexts
Develop skills for effective dialogue and achieving collaborative outcomes
Explore the role of culture, power, and emotions in shaping results

4. DIGITAL MARKETING AND NEURO-MARKETING

Objective: Introduce students to key aspects of digital marketing and online business strategies.

Key Concepts:

Social media marketing (Facebook, Instagram, LinkedIn, etc.)
Search Engine Optimization (SEO) and Content Marketing
Influencer marketing
Data analytics and performance tracking
Neuro-Marketing

5. ARTIFICIAL INTELLIGENCE IN BUSINESS

Objective: Explore the applications and ethical implications of AI in business settings.

Key Concepts:

AI and automation in business operations
AI tools for data analysis, customer service, and marketing
Ethics and challenges of AI implementation

6. INTERNATIONAL TRADE

Objective: Understand the basics of international trade, global markets and discover how goods move around the world.

Key Concepts:

Understand the basics of international trade and its impact on everyday life
Import/export basics and international logistics
Explore the challenges and opportunities of global trade
Cultural considerations in international business
Encourage reflection on current issues such as globalization, sustainability and innovation in trade