

# Study in Shanghai, China



## Come Join One of the Leading Business and Management Schools!

Profit from ESSCA's experience and international faculty to prepare your career in China or in Asia at ESSCA's Shanghai Campus. Made up of both a French and international student body, ESSCA Shanghai is a unique opportunity to get to know firsthand this compelling and complex society. With business courses in English and ample opportunity to learn Chinese, students use their summer school or semester in Shanghai to gain in-depth knowledge and return with an enriched business expertise, making them even more attractive on today's job market.



In addition to the academic curriculum, ESSCA Shanghai also organizes company visits to multinationals and Chinese firms such as Bao Steel, Coca Cola, General Motors, Louis Vuitton, Volkswagen and the Port of Shanghai to gain direct experience of the Chinese way of doing business and to translate theory into practice.

Students are welcomed to Shanghai by ESSCA staff and are taken on cultural excursions and study trips in and around Shanghai during the programme.

## Application Procedures

If you are from one of ESSCA's partner universities, please contact your student exchange coordinator or international office.

If you are from another university, please contact ESSCA directly (see below) and make sure to mention that you wish to be considered as a "free mover."

A 550 TOEFL ITP score or equivalent is required for non-native English speakers. Students whose home university language of study is English are also exempt.

## Practical Information

- Tuition Fees: a limited number of tuition waivers are available for students from ESSCA partner universities.
- ESSCA student services Shanghai assist student in their search for accommodation.
- For further information on ESSCA's Shanghai campus: [essca.fr/en](http://essca.fr/en) > About ESSCA > Our Campuses > ESSCA Shanghai



# Undergraduate Courses

To avoid possible scheduling conflicts, please select courses from only one area of study or ask for academic information and/or assistance.

## Chinese Business and Language 30 Ects per semester – FALL & SPRING

- Old and Contemporary Chinese Civilization, Politics and Society
- Chinese Economics
- China Business Research Project
- Doing Business in China: Commercial Environment and Legal System
- China Inc. – Corporate China and the Belt Road Initiative
- Chinese Language

## Chinese Marketing and Language 30 Ects per semester – SPRING SEMESTER

- International Marketing
- Service Marketing and Tourism Management
- Event Marketing and Management
- Fashion Marketing
- Digital Marketing
- Chinese Language

*All ESSCA course offerings are subject to change.*

**Benjamin Allds**  
University of Leeds, united Kingdom

**Taking the chance to study at ESSCA Shanghai has been one of the most valuable life decisions I have ever made !**

« ESSCA has given me the opportunity to build invaluable knowledge surrounding the everchanging, increasingly significant Chinese economy and given me the opportunity to live in one of the most exciting cities in the world. Studying with students from all over the world at ESSCA has opened up my views to working and living abroad later in life, allowed me to develop my language skills and has given me confidence to take on challenges such as taking on China in the future. The syllabus at ESSCA Shanghai gives students a unique foundation for understanding how best to do business in China and allows students to develop the spark needed to fully discover and understand the Chinese market. Spending a term studying at ESSCA Shanghai is no doubt going to benefit you in a number of ways throughout your life, but most importantly you are guaranteed to have a lot of fun.»



## Information and Enrolment

Contact: [exchange@essca.fr](mailto:exchange@essca.fr)  
Phone: +33 (0)2 41 73 47 00



## Creating Futures

Contact : [exchange@essca.fr](mailto:exchange@essca.fr)

