



Build your future

# MASTER IN BUSINESS AND MANAGEMENT

Study in English or French  
in Paris and Angers (Loire Valley), France

International semester (optional)  
in Budapest and Shanghai



ANGERS  
AIX-EN-PROVENCE  
BORDEAUX  
BUDAPEST  
PARIS  
CHOLET  
LYON  
SHANGHAI



# A French Grande Ecole Master degree

As a member of the prestigious “Conférence des Grandes Écoles”, ESSCA is an unmistakably French but at the same time resolutely European and international School of Management.

It offers a state accredited Master in business and Management degree which attracts students from all over the world. The instruction languages are either English or French with additional business courses in Chinese, German, Spanish.

ESSCA is a not-for-profit association founded by UCO (Université Catholique de l'Ouest) in 1909, grounded on core humanistic values. These percolate through its academic projects and objectives, equipping students and managers for a successful and sustainable career, while taking fully into account the human and social dimensions of a globalized world.

ESSCA is accredited AACSB, EQUIS and EPAS. Few schools in the world hold these 3 labels together. With these three accreditations, ESSCA has strengthened its national and international image and now has even more reasons to recruit the best faculty, sign exchange and double degree agreements with renowned international partners, and set up partnerships with major companies.

## We offer:

- the opportunity to study in France and in Hungary or China
- a stimulating multicultural learning environment which develops cross-cultural skills through group work with a multinational body of faculty and students
- opportunities to put academic knowledge into practice

## Student Feedback



### Felipe de Neri from the Philippines

I would have never thought of flying half-way across the world to attend class in a university. Likewise for my classmates from South America, North America, Europe and some parts of India. I am currently an Assistant Project Manager in a Danish company called “A.P Moller-Maersk” and I have been using some of my ESSCA learning. I do project financing wherein I give recommendations to the senior management based on computations and forecasts.



### Pooja from India

After working in India for 6 years, I decided that it was time to expand my knowledge and take my career to a higher level. My goal was to develop my managerial skills as well as to acquire a sound mental discipline in approaching global business issues. Joining ESSCA's international Business programme was a major step in my life allowing me to grow both professionally and personally. Today, I feel prepared to face the challenges of an international career.



### Romain from France

Following my internship at Hub Institute, a digital think tank, I was offered a permanent position. It provides me with a unique observatory of the digital world. I have been able to travel to the world's major trade fairs and meet high-level professionals who inspire me and help me build up my network. My major at ESSCA was in Webmarketing. Thanks to the professors who transmitted their passion to us, I quickly grasped the importance of measuring and analysing digital marketing data to optimise one's actions and investments. Knowledge of this methodology helped differentiate me from students from other schools.



### Timea from Hungary

For me, the ESSCA Master programme was a real mind opener, both with regard to internationalisation and professionalisation. I took the entrepreneurship major, completed a first internship in Shanghai, then found an exciting end-of-study internship at INTEL, in Munich (Germany) in 2012, where they offered me a full-term employment and where I have now worked for 5 years in various Strategy and Market analysis functions. Now I found it was time to move on, and why not engage in academic research. I have been admitted to the PhD program of National Cheng Kung University and am now looking forward to pursuing doctoral studies. I am sincerely thankful to ESSCA for opening these opportunities up to me.

# Key Figures of the Institution

**3,900** students in undergraduate and postgraduate curricula

**8** campuses: Angers, Paris, Aix-en-Provence, Bordeaux, Lyon, Cholet, Budapest and Shanghai

**212** partner universities in **55** countries

**290** staff out of which **120** permanent faculty

**370** lecturers and international experts

**2,500** partner companies

**12,800** alumni in different parts of the world

## Editorial

For over one hundred years, ESSCA has educated young people and adults in business and management, always in respect of the core values — competency, humanism, solidarity, responsibility and imagination — upon which our school was founded. Firmly based on teaching excellence and top-level research, conducted by a highly qualified international faculty and connected to a vast partner network worldwide, the ESSCA education experience truly becomes a fulfilling and enriching time of study.

ESSCA's unique structure has been repeatedly recognized by the French government through the national certification of its master's degree, but also by its peers — through membership in the prestigious Conférence des Grandes Écoles — and on an international scale by the most prestigious accreditations bodies for quality in higher business education. Fostering student development on all levels, ESSCA strives to provide a holistic education combining theoretical and practical opportunities, never losing sight of its students' future as leaders in the business world.

Whether you choose to study in Angers, Paris, Budapest or Shanghai, time at ESSCA is time well spent and a good investment for your future career. We look forward to welcoming you!



Yves Gevin  
Administrative Board President



Catherine Leblanc  
Dean





# What is a “Grande École”?

Widely used in France, Grande École is a term designating the top schools in fields such as management, engineering, journalism, medicine, politics and the military. To date, 38 schools of management have been accepted as members of the Conférence des Grandes Écoles. Membership is limited and based on assessment of the institution by the peer group method of validation.

## Internationally Distinguished

Fully accredited on several levels, ESSCA is proud to be recognized for its academic excellence:



### AACSB

ESSCA belongs to the 5% of business schools in the world that hold the prestigious American label. AACSB is a universal acknowledgement for high-level tertiary education institutions.



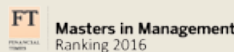
### EPAS

ESSCA was the first business school in France to be awarded the EPAS label for the excellence of its master programme. Granted by EFMD, the EPAS label certifies a very high level of the international quality of the programme under review.



### EQUIS

The EQUIS accreditation, which ESSCA obtained in June 2016, is awarded by EFMD, Europe's premium accreditation body. Institutions that are awarded the EQUIS label must demonstrate high standards of quality and significant internationalization.



### FINANCIAL TIMES ranking 2016

For the second consecutive year, ESSCA is among the 90 best masters programmes worldwide according to the *Financial Times* ranking 2016 for Master's in management.

### ESSCA is an active member of numerous international associations, among which:

- AACSB, the Association to Advance Collegiate Schools of Business
- ACE, Alliance of European and Chinese Business Schools
- CEEMAN, the Central and East European Management Development Association
- EAIE, the European Association for International Education
- EFMD, the European Foundation for Management Development

# The MBM Programme

## 2 years to:

- acquire advanced skills and knowledge in Business Sciences
- progressively refine one's professional project

MASTER 1			
Academic programmes to choose from	MARKETING	MANAGEMENT	FINANCE
<b>Core Courses</b>	<ul style="list-style-type: none"> <li>- Taking decisions and monitoring performance in marketing</li> <li>- Successful Negotiating</li> <li>- Market Surveys</li> <li>- Digital Marketing</li> <li>- Innovation Marketing and Creativity</li> <li>- Consumer Behavior</li> </ul>	<ul style="list-style-type: none"> <li>- IS and Operation Management</li> <li>- Organizational Behavior</li> <li>- Project Management</li> <li>- Creativity and Innovation Management</li> <li>- Starting new Ventures</li> <li>- New Trends in HRM</li> <li>- Introduction to Consulting</li> <li>- Social Innovation</li> </ul>	<ul style="list-style-type: none"> <li>- Advanced Economics</li> <li>- Advanced Accounting</li> <li>- Corporate Finance</li> <li>- Market Finance</li> <li>- Consolidation of Accounting standards</li> <li>- Legal Auditing</li> <li>- Management Control</li> <li>- Data Storytelling and Visualisation</li> <li>- International Accounting</li> </ul>
The Leadership and Strategy course is taught in all the academic programmes			
<b>Company</b>	Long, junior manager internship in France or abroad for 4 months (minimum)		
<b>International</b>	In concordance with the student's academic goal, mobility is organized: <ul style="list-style-type: none"> <li>- In our partner universities</li> <li>- On the ESSCA campuses in Shanghai or Budapest</li> <li>- Company interships</li> </ul>		
<b>Master thesis</b>	The master thesis focuses on applied research into managerially relevant issue (phase 1)		
MASTER 2			
<b>Majors to select</b>	<ul style="list-style-type: none"> <li>- Consumer Goods Marketing</li> <li>- Fashion Marketing</li> <li>- Web Marketing</li> <li>- Corporate Communications and Digital Media</li> <li>- Marketing of Services and Revenue Management</li> <li>- E-marketing, Mobility and Automobile</li> <li>- International Business</li> <li>- Brand Marketing and Retailing in China</li> </ul>	<ul style="list-style-type: none"> <li>- Entrepreneurship</li> <li>- Human Resource Management</li> <li>- Consulting</li> <li>- Social Innovation and Administration and Management of Social Economies</li> </ul>	<ul style="list-style-type: none"> <li>- Expert Auditing</li> <li>- Banking and Financial Engineering</li> <li>- Corporate Financial Management</li> <li>- Financial Innovation and FinTech</li> </ul>
<b>Company</b>	End of studies internship in France or abroad for 4 months (minimum)		
<b>Master thesis</b>	Completion of the master thesis		

**4<sup>TH</sup> AND 5<sup>TH</sup> YEAR CO-OP TRACKS**

2 weeks at school  
3 weeks on placement in a company

**5 MAJORS TO CHOOSE FROM:**

- Sourcing and Supply Chain Management**  
Angers
- Finance et Risk Management**  
Paris
- Banking-Finance-Insurance /ITB**  
Angers
- Marketing and Business Engineering**  
Paris
- Social Innovation and Administration and Management of Social Economies**  
Angers

**All of these programmes include:**

- One month at the ESSCA Budapest campus
- A dissertation focusing on applied research into a business issue

**FOR MORE INFORMATION:**  
alternance@essca.fr

## GRADUATE WITH A - MASTER'S DEGREE

# ESSCA Campuses for the MBM Programme

## Main Campuses



### ANGERS

ESSCA's main site in Angers, a 17500 sq. meter complex located in the Angers university hub just outside of the city includes academic, administrative, sports, recreational and student service facilities. Welcoming 2,000 students, it has proven itself to be a mainstay of academic and municipal life.

The city of Angers itself is located on the River Maine in the historic Loire Valley, a UNESCO world heritage site in western France. Angers offers excellent public services and an outstanding quality of life.



### PARIS

The recently extended ESSCA building is on metro line no. 10 overlooking the River Seine in the city of Boulogne-Billancourt, an upscale suburb with convenient connections into the center of Paris. The Paris site provides the same services as the Angers site.

As for Paris, the city of lights needs no introductions and as one of the world's foremost capital cities will provide exchange students with an unparalleled cultural experience by itself with world-famous monuments.

## Campuses for International Semester



### BUDAPEST

The capital city of Hungary is located on the Danube River. Budapest is a metropolis of over two million people in the heart of Central Europe.

ESSCA Budapest shares a state-of-the-art and numerous services with Corvinus university in the city center, close to the Danube. Students are immersed in a truly international environment thanks to the wide diversity of their fellow classmates and also their professors.



### SHANGHAI

Named the "Dragonhead of the Chinese economy" or the "Paris of the Orient", it brings to mind many ideas — the epitome of modern China, a bustling international financial capital, one of the earth's largest megacities, the showcase for new technology and fashion.

Since 2006, ESSCA has been sending both French and international students to the business capital of the new China, offering them a unique opportunity to gain critical insight into Chinese culture and language, business practices, corporate workings and everything a young executive needs for a future career in Asia.

### A Network of 212 Partner Universities in 55 Countries

ESSCA has an exchange network over the 5 continents with prestigious universities. Students and professors take part in exchange programmes lasting from 6 months to a year; their counterparts and peers come to ESSCA for the equivalent duration. During the exchange, ESSCA students can easily liaise with their tutor through the school's intranet, for any help or guidance they may need. The semester abroad is an integral part of the academic programme at ESSCA.

# Practical Information

## Eligibility

**The programme has been designed for students from all over the world who:**

- have obtained a first degree (bachelor's) and ideally have some professional experience thanks to a first job or in-company internships.
- can provide a GMAT (Graduate Management Admission Test) score with their application information. For further details, please log on to [www.gmac.com/gmat/](http://www.gmac.com/gmat/). Candidates may also take the SHL Test via ESSCA.
- have a real international outlook, a coherent professional project, and open-mindedness towards people from different cultural backgrounds

**Contact:**

**[infomaster@essca.fr](mailto:infomaster@essca.fr)**

## Application and Admission

**Applications must be submitted by early June, 2018.**

Please consult our website for information on the application process.

**Contact:**

**[infomaster@essca.fr](mailto:infomaster@essca.fr)**

## Tuition Fees

**Tuition fees in ESSCA's graduate programme for the academic year:**

- 2017-2018: 9,330€ / year
- 2018-2019: 9,380€ / year

ESSCA offers a limited number of partial and total scholarships for students from outside France.

**For more information, see our website.**

## Accommodation

ESSCA student services assist students in their search for accommodation and with their administrative formalities.

**For more information, see our website.**



# Much More about ESSCA

## Faculty

Today ESSCA counts 120 permanent faculty members. These dedicated higher education professionals not only hold top-level academic qualifications that allow them to engage in meaningful research, but also have international experience and maintain close links with the corporate world.

In addition, ESSCA also invites every year 50 visiting professors from partner universities to its different campuses, and involves a very large number of active professional guest lecturers and consultants who bring their state-of-the-art expertise and insight into the classroom.

ESSCA's faculty is committed to excellence and continuous improvement in both teaching and research.

## Research

Research policy at ESSCA aims at creating knowledge through providing real solutions to companies, therefore enriching our pedagogical approach. Through the ESSCA Research Lab, our faculty disseminate in the professional and academic worlds under 4 major themes:

- Digital
- Entrepreneurship
- Innovative business models, family businesses, social entrepreneurship
- EU-Asia relations, Finance and Risk Management.

## Innovating Learning

With the Institute of Advanced Pedagogy, ESSCA is making new ground with innovative and dynamic pedagogy. This internal structure helps teachers and professors in the school to innovate in teaching. Whether new interactive PECT classrooms or the MOOC "Creative Box" offered and updated since September 2015. The institute effectively shows the benefits of using digital technology and learning for the students as well as the teachers.

## Links with the Corporate World

ESSCA's connections with the corporate world result in multiple mutual enrichments between academia and business leaders.

The school cooperates with over 2,500 companies each year for a range of activities including consulting, executive education, market research and student internships.

## Professional Integration of Young Graduates

Every year, the alumni 1<sup>st</sup> job survey reveals a detailed picture of how and where ESSCA graduates are finding employment. The 2016 survey confirms a quick and successful professional integration.



### MAIN CAMPUS

1 rue Joseph Lakanal  
BP 40348  
49003 ANGERS CEDEX 01  
Tél. : +33 (0)2 41 73 47 47

### PARIS

55 quai Alphonse Le Gallo  
92513 BOULOGNE-BILLANCOURT CEDEX

### BUDAPEST

Czuczor utca 6  
1093 BUDAPEST  
HUNGARY

### SHANGHAI

297 Wusong lu  
200080 SHANGHAI  
CHINA