



Build your **future**

ESSCA School of Management Postgraduate Programmes

Next intake September 2022

AIX-EN-PROVENCE

ANGERS

BORDEAUX

LYON

PARIS

STRASBOURG

BUDAPEST

SHANGHAI



Master in Management
Ranking 2020



WELCOME TO YOUR FUTURE

Founded in 1909, ESSCA is a leading Business School with programmes ranging from our popular Bachelor in International Management and renowned Grande Ecole Programme to postgraduate programmes, including our Master In Management and a wide range of MSc programmes. We also offer executive education and online training courses.

Why Choose ESSCA?

Great things happen at ESSCA: our commitment is to inspire our students to achieve their goals while enabling them to make memories that last a lifetime.

Pioneering courses with expert input: at ESSCA we believe in bringing research and the world of practice into the classroom. We integrate real-world expertise into all our programmes, with partner business organizations involved in the design and delivery of the courses.

As part of the ESSCA ODYSSEE 20/24 strategic plan, we expect to welcome 8,200 new students by 2024, of which 20% will be from overseas.

Accreditations

ESSCA is among just 1% of business schools in the world to hold AACSB, AMBA and EQUIS accreditation. This triple crown is a guarantee of excellence – a degree with us will be internationally recognised.



Rankings

2nd

in France for 5-year Grande Ecole Masters (*L'Étudiant* Business School review and *Le Figaro*, 2020)

56th

World Top 100: ranked 56th in the world for Management Studies (*Financial Times* Master in Management Rankings 2020)

1st

For Business Engagement (*L'Étudiant* Magazine, 2020)

8th

At the cutting edge of responsible management education: ranked 8th in the world for the number of research publications aligned with the Sustainable Development Goals of the United Nations (*Financial Times*, December 2020)

2nd

in France for the quality of student life (*L'Étudiant* Business School review, 2018)

Award-winning teaching innovations

ESSCA has received numerous awards from industry and education experts for the quality of our online teaching initiatives.



INTERNATIONAL LEARNING ENVIRONMENT

Our international Faculty deliver a unique, panoramic view of current issues of business and management, bringing different perspectives and guiding students to put their theoretical learning into practice through national and international work placements and internships.

Join a Vibrant Community that cares

We pride ourselves on being a dynamic, supportive, global community with nearly 17,000 alumni present world-wide. ESSCA counts more than 6,500 students on our campuses in France, Hungary, and China, including a vibrant community of international and exchange students.

We have learnt from experience that studying abroad can be a daunting experience, so we provide support to international students before and on arrival to our campuses.



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

Student Life

At ESSCA, your involvement in student clubs and societies is an integral part of the educational project. We are highly committed to ensuring our students' well-being, and will encourage you to play an active role in our vibrant student community. Our aim is to help you develop new skills through rewarding and inspiring projects.

With over 70 clubs and societies at ESSCA, you'll have plenty of opportunities to get involved in extracurricular activities. International students are particularly welcome to join a club or society, actively experiencing what makes studying at ESSCA such an unforgettable experience.

Getting involved in student life will provide you with learning experiences that go beyond the classroom. You'll develop key business skills such as project management, solidarity, teamwork, learning to manage responsibilities and the fundamental pleasure of working together and being useful. Actively participating in student life will also give you the opportunity to put internal democracy into practice, with consensus building and debates on campus enabling you to develop into an active, responsible member of Society.

Develop your Employability

At ESSCA, our programmes are designed to develop your skills further, providing you with a business acumen that is highly valued by employers. We aim to ensure that our students stand out as exceptional candidates in the global marketplace. Thanks to the school's international outlook and strong link with local and international business we offer our graduates unrivalled opportunities to become leaders in their fields and make valuable contributions to society.



Dynamic Networks



16,890

Alumni



2,500

Partner companies

A Successful Career

85%

of our graduates are in work within less than 3 months

86%

were employed by the company of their choice

38th

Master's ranked 38th worldwide for salary increase in percentage terms 3 years after graduation (*Financial Times* ranking, 2020)

Master in **MANAGEMENT**

Acquire advanced management understanding and skills, along with specialist knowledge in Management, Finance or Marketing to enhance your international employment and career development prospects.

Overview

This 2-year programme is designed to significantly enhance our students' prospects for employment and career development. Its structure equips students with a broad range of advanced management understanding and skills during the first year before offering specialist modules in Management, Finance or Marketing.














Throughout this programme, students learn alongside world-leading professors, whose research is changing the face of responsible business and management practice. Their constant focus on the realities of international business, plus the opportunities offered thanks to the mandatory internship, that can be done abroad or in France, ensure that our students develop a unique understanding and perspectives of business.

Why this programme?

- Highly accessible for students with no previous business background
- A broad range of specialist options designed to significantly enhance your prospects for employment and career development in the field that specifically interests you
- A triple crown programme that offers outstanding value

Double Degree Qualification MiM + MSc

Study for a Master in Management and an accelerated MSc of your choice lasting just one extra semester, graduating with a double degree qualification in 2.5 years! Please contact us for more information about this fast-track option.

		September		English or French				
MASTER 1	SEMESTER 1	Courses: Information Systems Management /						
	SEMESTER 2 Choice of a field to develop a more deep-seated expertise	Organisation, Management and Human Resources		Finance & Accounting and Management Control				
	Aix-en-Provence							
	Angers							
	Bordeaux							
	Budapest							
	Lyon							
	Paris							
	Shanghai							
MASTER 2	SEMESTER 1 1 choice from 12 specialisations	Sustainable Management	Human Resources & Talent Management	Audit-Expertise	Financial Management	Banking & Financial Engineering		
	Aix-en-Provence							
	Angers							
	Bordeaux							
	Budapest							
	Lyon							
	Paris							
	Shanghai							
SEMESTER 2								

Career Perspectives

Our degree will help you develop intellectual and personal skills which are highly valued by employers, ensuring that you stand out as an exceptional candidate in the global marketplace. ESSCA's international profile and strong links with local and international business means we can offer our graduates unrivalled opportunities to become leaders in their fields and make valuable contributions to society.

Graduates are primarily destined to positions of:

International Business: export manager, import & export executive, export area manager, international brand manager, international advisor, supply chain manager.

Sustainable Management: international business manager, international operations manager, international marketing manager, international sales and account manager, sustainable development director, consultant in sustainable sourcing and procurement, manager climate change and sustainability, corporate social responsibility specialist, sustainable finance manager.

Entrepreneurship: involved in starting up new businesses or business development: business developer, project and project portfolio manager, activity manager, development (area or key account) manager.

Finance: consultants, financial analysts or financial auditors in audit firms or investment banks, with a particular focus on financial analysis, international accounting standards and portfolio management, internal auditing, financial analysis, project financing.

Marketing: key account manager, project manager, media manager, community manager and Real-Time Bidding (RTB) manager.



Fundamentals of Business

track for new students starting management studies / Angers / Paris + Online courses

Advanced Management Skills

Common English track

Data Analytics and Market Dynamics / Leadership / Strategy / CSR and Ethics / Finance management
All campuses

Marketing & Retailing		Operations Management and Decisions Science		Strategy, Entrepreneurship and International Business		
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Marketing & Customer Experience	Digital Communication	Innovation & Digital Transformation	Purchasing & Supply Chain	Consulting	International Business & Strategy	Entrepreneuriat et innovation
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		🇬🇧		🇫🇷		
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6 months internship						

MSc in INTERNATIONAL & SUSTAINABLE MANAGEMENT



PARIS

Develop key leadership skills and a deep understanding of how sustainable approaches to business can offer new opportunities for organisations.

Overview

This programme has been designed to equip you with the expertise to succeed in the face of new and emerging challenges. The unique international nature of this MSc will also inspire you to take a global perspective on sustainability and what it means in business practice across a range of cultures. The structure of the modules of the first and second semesters is illustrated below.

Why this Programme?

- Develop key transdisciplinary skills in management and sustainability, fields in which companies are investing in graduate talent!
- Help create a sustainable approach to business that can offer new opportunities for organisations
- Study at two internationally renowned institutions in different countries

Course Structure

The programme lasts 12 months and includes:

- 450 hours of on-site teaching – 2 semesters in Paris totalling 60 ECTS
- You will undertake a professional placement lasting 4 to 6 months as well as researching and completing a Masters dissertation (30 ECTS credits).

Semester 1 – International Management

Global Strategic Analysis	45h
Human Resource Management in the Global Environment	45h
Multinational Financial Management	45h
Business Analytics	45h
Global Sustainable Finance	45h
Introduction to Sustainable Management	45h

Semester 2 – Sustainable Management

Energy and Ecological Economics	45h
Global Marketing	45h
Global Sustainable Business and CSR	45h
Sustainable Supply Chain and Quality Management	45h
Sustainable HRM and Marketing	45h



Dr Elena ESSIG
Programme Director

The MSc in International and Sustainable Management combines expert insights into globalisation and sustainability, two aspects of international business that have become crucial in any organisation. At ESSCA we will provide you with a broad range of knowledge and techniques related to international management and sustainability. We will equip you with the skills and understanding to make key decisions and take effective action in practice by adapting these resources to the type of organisation you wish to work in. If your career ambition is to take on a leadership role and shape practice at an international level, our MSc is the best possible investment in your future.



CAREER PERSPECTIVES

Graduates are primarily destined to positions of:

- International positions in business, operations, marketing, sales
- Sustainable development director
- Consultant in sustainable sourcing and procurement
- Manager climate change and sustainability
- Corporate social responsibility (CSR) specialist
- Sustainable finance manager



MSc EMPLOYER VOICES

Véronique LEBRETON

CSR and Banking Inclusion Manager,
Fédération Nationale du Crédit Agricole

The challenges faced by business organisations worldwide concerning Corporate Social Responsibility are vast. The turmoil we have experienced over the past few years, from both an environmental and societal perspective, should serve to encourage companies to accelerate their CSR initiatives: from issues related to global warming, the protection of biodiversity and natural resources, to the impact of the digital revolution and rising inequalities... there is much work to be done. It is by training and accompanying the next generation of managers to face these issues and by equipping them with the right skills, understanding and resources that they will be able to make a positive impact on the organisations they work in.



MSc in INTERNATIONAL FINANCE



PARIS

Receive a broad introduction to the international finance sector, providing the expertise and skills to undertake a range of specialized roles in finance and related disciplines.

Overview

This specialist Master's degree offers a broad introduction to the international finance sector, as well as the expertise and skills for you to undertake a range of specialized roles in finance and related disciplines, including equity analysis, portfolio management, consulting, trader sales, M&A and IPOs, securitization, and credit analysis in private or investment banking.

The programme is modelled on the official Chartered Financial Analyst® (CFA) curriculum*, helping students obtain the qualification most highly regarded by financial services professionals across the world. This MSc will also offer you exciting opportunities to put your theoretical knowledge into practice through real-world portfolio simulations and Bloomberg training sessions in our Financial Market Lab.

NOTE: In addition to helping you build up to take the CFA exam, as an option we also offer to prepare you for the Bloomberg and AMF (French Financial Market Regulator) certifications.

*Chartered Financial Analyst® is a registered trademark owned by CFA Institute. Please note that this programme is not affiliated with, sponsored, or approved by CFA Institute. The CFA institute delivers the CFA certificate.

Course Structure

The programme lasts 12 months and includes:

- 450 hours of on-site teaching including 60 hours of preparation for the CFA exam (2 semesters in Paris) + 6 hours of distance-learning (seminars) totalling 60 ECTS
- A mission for a company and a master's dissertation totalling 30 ECTS

Semester 1

Advanced Performance and Management Control	45h
Advanced Financial Management and Governance	45h
Internal Auditing and Risk Management	45h
Project Financial Management	45h
Environment of the CFO	45h
Research Methodology	3h
Professional Certifications	

Semester 2

Econometrics for Finance	45h
Equity Investments and Valuation	45h
Fixed Income	45h
Options and Derivatives	45h
Alternative Investments: Private Equity and Hedge Funds	45h
Portfolio Management	3h
Research Methodology	3h
Professional Certifications	



Dr Dionisis PHILIPPAS

Programme Director

Our MSc in International Finance provides you with the skills and expertise to move with confidence into an international career in finance. The curriculum covers more than 70% of the CFA Candidate Body of Knowledge, offering students rigorous training to obtain the qualification most highly regarded by financial investment services professionals across the world, helping you stand out in a highly competitive global job market.



Why this Programme?

- A programme modelled on the official Chartered Financial Analyst® (CFA) curriculum
- In just 12 months, gain access to highly-paid positions in the international finance sector
- Unique opportunities to put knowledge into practice through real-world portfolio simulations

CAREER PERSPECTIVES

Our specialist Masters degrees will help you develop intellectual and personal skills which are highly valued by employers, ensuring that you stand out as an exceptional candidate in the global marketplace.

Graduates are primarily destined to positions of:

- Banking projects manager
- Financial asset manager
- Equity analyst
- Credit and banking risk analyst
- Financial analysis and engineering



MSc EMPLOYER VOICES

Xavier JOSEPH

Head of Risk Management, PROMEPAR Asset Management

The course offers a thorough grounding in finance and will provide you with a perfect balance between the technical (financial analysis, corporate and market finance), environmental (economics, statistics, VBA) and human (ethical) dimensions that shape our industry. In addition, teaching methods based on real-world practice and the use of simulations means that you will develop into highly employable graduates who have the confidence and ability to address complex business challenges.



MSc in DIGITAL & BIG DATA FOR VALUE



PARIS

Become a high-level manager with the ability to support senior level decision-making processes, imagining tomorrow's services, and anticipating new business needs.

Overview

Companies are increasingly looking to employ managers who can design and implement effective digital marketing strategies using the analysis of massive data reported by connected objects or published each day on social networks. However, these same companies currently struggle to recruit specialists and face a real shortage of experts in the field. Candidates with a 'data-scientist' profile are particularly in demand thanks to their skills in statistics, mathematics and computer sciences applied to the management of Big Data for marketing purposes.

We have designed this programme to offer you best-practice skills and knowledge in both management and engineering thanks to a cross-curricular project-based learning approach. The curriculum focuses on developing your ability to support senior managers in their decision-making processes, imagining tomorrow's services, and anticipating new business needs

Why this Programme?

- Great employment prospects, with companies actively seeking out graduate managers with a 'data-scientist' profile
- Two clearly divided yet interrelated semesters, equipping students with specialist management and big data skills
- Develop knowledge and learn skills that are at the forefront of modern decision-making processes and imagine the services of tomorrow.

Course Structure

The programme lasts 12 months and includes:

- 450 hours of on-site teaching – 2 semesters in Paris totalling 60 ECTS
- A mission for a company and a Master's dissertation totalling 30 ECTS

Semester 1

The Internet and Corporate Strategies	45h
Web Technologies	45h
The Internet and Marketing Research	45h
Communicating and Selling on the Web	45h
E-CRM	45h

Semester 2

Statistics and Probability Modelling	45h
Business Intelligence	45h
Big Data	45h
Internet of Things	45h
Data Driven Projects	45h



**Brunna
LELLIS-ALCANTARA**

Programme Director

The MSc in Digital and Big Data for Value is the opportunity for you to develop your expertise and skills in Big Data management to support high-level marketing decisions. Thanks to state-of-the-art teaching in IT, information systems, mathematics, statistics and marketing, this course is the opportunity to improve your ability to analyse consumer behaviour to offer goods or services that are better adapted to the customers' needs.



CAREER PERSPECTIVES

Recent graduates are developing careers in management roles worldwide, including positions as:

- Data scientist / Data analyst
- Web marketing manager
- Business intelligence consultant
- Business intelligence project manager
- Web strategy consultant
- Big-data and digital transition consultant
- Social media manager



MSc EMPLOYER VOICES

François PÉTAVY

President of Ikigai Conseil

To build this specialist MSc course, along with the teams at ESSCA we decided to explore the expertise and skills we thought would be likely to be needed in our sector (crowdsourcing and creative communities) in the coming years. Among these skills, data analysis will be crucial to guaranteeing the sustainability of our activity and to meet our customers' very exacting demands. Graduates from this course will therefore have exactly the right profile for companies like our own, making them highly employable.



MSc in ENTREPRENEURSHIP & DESIGN THINKING



LAVAL (QUÉBEC) - PARIS

Develop an entrepreneurial culture supported by a strong design orientation in demand by employers looking to boost their activities or reinvent their business model.

Overview

The MSc in Entrepreneurship and Design Thinking is a joint programme co-created with Laval Design School. Taught half in English and half in French, it aims to equip you with an entrepreneurial culture supported by a strong design orientation.

Developing an entrepreneurial culture means providing you with project engineering skills and expertise that can be used effectively in any kind of context from starting up a business through to international business development activities. Graduates from this specialist programme will also be in demand by employers who are looking to boost their activities or reinvent their business model. Taken in its broadest sense, design will offer you the skills to allow you to think differently in completely new environments.

Why this Programme?

- Learn everything there is to know about business creation and innovation in 2 of the world's hotspots for entrepreneurship
- Develop an entrepreneurial culture supported by a strong design orientation
- Learn to think differently and grow your business ideas across 2 continents

Course Structure

The programme lasts 12 months taught in French and English, including:

- 450 hours of on-site teaching – 1 semester in Laval (in French) and 1 semester in Paris (in English) totalling 60 ECTS
- A mission for a company and a Master's dissertation totalling 30 ECTS

Semester 1 in Laval, Quebec

Taught
100%
in FRENCH

Expertise Design

Concepts, fondements et théories du design	45h
Méthode de recherche et d'analyse en design	45h
Design d'interfaces	45h
Design et entrepreneuriat	45h
Sujet spécial	45h

Semester 2 in Paris, France

Taught
100%
in FRENCH

Expertise Entrepreneurship (Designing innovative projects)

Business Modelling	45h
Business Planning	45h
Business Traction	45h
Entrepreneurial or Business Development Project	45h
Social and Digital Business	45h



Dr Xavier LESAGE

Programme Director

The aim of this programme is not to push you into becoming an instant entrepreneur but really to develop your ability to think, act, behave, communicate and pitch like true entrepreneurs.



CAREER PERSPECTIVES

ESSCA's international profile and strong links with business means we can offer our graduates unrivalled opportunities to become leaders in their fields and make valuable contributions to society.

Graduates are primarily destined to positions of:

- Business start-up managers
- Start-up business developers
- National / international market or sector developers
- Sales strategy / operations specialists
- Managers / new product developers
- Business developers
- Design / creative process managers



MSc EMPLOYER VOICES

Françoise SEINCE

Head Manager of Ateliers de Paris

As head of a business that promotes design as a tool for economic development and innovation, I welcome the creation of this programme. Bringing these skills into a business can help the emergence of highly innovative projects as part of a structured development plan whilst promoting a better understanding across an organisation of the mechanisms involved. My hope is that design management within major companies will soon be an integral part of their activities.



MSc in **EU-ASIA LUXURY MARKETING**

Double Degree MSc in EU-Asia Luxury Marketing by ESSCA
+ Specialized MBA Luxury Communication & Strategies by EFAP

PARIS (1 month) – SHANGHAI

Acquire the expertise and multicultural skills for employment at the most prestigious luxury companies and brands in the world.

Overview

Based in Paris and Shanghai, this specialist Masters programme opens new horizons to future generations required to work increasingly across continents to target Asian customers at home and travelling abroad.

We will help you to master the creative and managerial skills sought after by world-leading global luxury companies. Through projects, field visits, conferences and case studies the programme covers a broad range of luxury sectors, including fashion & leather goods, wines & spirits, cosmetics & perfumes or hospitality & tourism. This hands-on learning approach will enable you to fully understand the forthcoming strategic business challenges faced by the industry.

Why this Programme?

- Live, study and work in the heart of the world's biggest luxury market!
- Master the creative and managerial skills sought after by world-leading global luxury companies
- A programme co-created by 2 pioneering institutions, that offers outstanding value

Course Structure

The programme lasts 18 months (1 month in Paris) including an internship.

CAREER PERSPECTIVES

Our specialist Masters degrees will help you develop intellectual and personal skills which are highly valued by employers, ensuring that you stand out as an exceptional candidate in the global marketplace.

Graduates are primarily destined to positions of:

- Marketing and Communication Manager
- Customer Experience
- Strategic Transformation Project
- Buyer and Product Manager
- Sales Manager
- Event Coordinator
- Social Media Manager
- Public and Press Relations Manager



MSc in **EU-ASIA** **DIGITAL MARKETING & BUSINESS**

Double Degree MSc by ESSCA + Specialized MBA by EFAP

SHANGHAI

This pioneering double degree will offer you the knowledge and expertise to be the bridge for digital transformations between Europe and China.

Overview

This joint programme was co-created by ESSCA School of Management and EFAP School of Communication in partnership with the Hub Institute, the leading international French think tank at the heart of the world's digital transformation.

Digitalisation is a global process led by the exponential growth of China's digital economy over the last 20 years supported by massive foreign direct investment. As China's digital giants such as Alibaba, Tencent or Huawei look to expand their activities abroad, exciting opportunities are emerging for graduates who are able to understand the specific nature of the digital ecosystem in China and use this knowledge and expertise to play a key role in the digital cooperation with European companies.

Why this Programme?

- A pioneering double degree programme delivered by 2 world-leading French schools
- Gain unique insights and develop expertise in the fast-evolving Asian and emerging European digital markets
- Develop a unique and deep understanding of contemporary business challenges to stand out on the global job market!

Course Structure

The programme will take place over a period of 6 to 12 months in Shanghai:

- 6 months of on-site teaching (400 contact hours) in Shanghai
- 4.5 to 6 months of work placement internationally with a thesis

CAREER PERSPECTIVES

Our specialist Masters degrees will help you develop intellectual and personal skills which are highly valued by employers, ensuring that you stand out as an exceptional candidate in the global marketplace. ESSCA's international profile and strong links with business means we can offer our graduates unrivalled opportunities to become leaders in their fields and make valuable contributions to society.

Graduates are primarily destined to positions of:

- Digital Project Manager (web, e-commerce, mobile)
- Brand Manager
- Account Manager
- Social Media Manager
- E-business Consultant
- Entrepreneur



HOW TO APPLY?

Master in Management

ENTRY REQUIREMENTS	<ul style="list-style-type: none">• A 3-year undergraduate degree (or 180 ECTS)• Proof of English Proficiency: B2 minimum
HOW TO APPLY	<ol style="list-style-type: none">1. Online registration (application fee: €90)2. Submit your online application form to ESSCA (in English)3. Admission interview4. Review of pre-selected applications by the postgraduate selection committee. Entry to this course is competitive, so please apply early. The final deadline for receiving applications for the September intake is June30, 2022
TUITION FEES 2022-2023	<p>€11,910 1st year – €12,150 2nd year</p> <p>Different types of scholarships available for international students.</p>

Masters of Science

ENTRY REQUIREMENTS	<ul style="list-style-type: none">• A 4-year undergraduate degree (or 240 ECTS)• Proof of English Proficiency: B2 minimum
HOW TO APPLY	<ol style="list-style-type: none">1. Online registration (application fee: €90)2. Submit your online application form to ESSCA (in English)3. Admission interview4. Review of pre-selected applications by the postgraduate selection committee. Entry to this course is competitive, so please apply early. The final deadline for receiving applications for the September intake is June30, 2022
TUITION FEES 2022-2023	<p>€16,225 per year</p> <p>Different types of scholarships available for international students.</p>

Double Degree Qualification: MiM + MSc

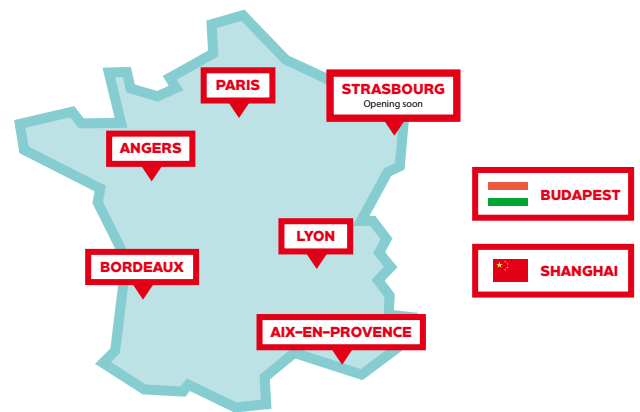
What if I have an undergraduate degree and I want to enrol on one of ESSCA's MSc programmes? Applicants with an undergraduate qualification can apply for our Double Degree in Master in Management and MSc of their choice. This track allows students to gain the extra credits, knowledge and skills required to join our MSc programmes. Students choosing this option will follow an accelerated programme of study leading to a double degree qualification in 2.5 years.

ESSCA Scholarships and Financial Support

ESSCA's goal is to recognize and recruit the most talented individuals wherever they may be, regardless of their background or financial situation. We offer partial scholarships to support academic excellence and non-academic achievement and Early Bird waivers to our international students.

8 CAMPUSES FOR INTERNATIONAL STUDIES

ESSCA offers the opportunity to study on 6 campuses located in France, and 2 international campuses in Hungary and China. Students benefit from a stimulating multicultural learning environment where they develop cross-cultural skills working with multinational groups of students led by international academic experts.



Discover more

<https://international.essca.fr/>



CONTACT: international.admissions@essca.fr

APPLICATION: apply.essca.fr



AACSB, AMBA and EQUIS accredited
Member of the FESIC network and the Conférence des Grandes Ecoles
Associate member of UCO (Université Catholique de l'Ouest)



WWW.INTERNATIONAL.ESSCA.FR