



MASTER IN INTERNATIONAL BUSINESS

A FRENCH GRANDE ECOLE MASTER
IN INTERNATIONAL BUSINESS

- Study in English
 - Angers (Loire Valley), France
 - Budapest, Hungary
 - Shanghai, China



ANGERS • PARIS • BUDAPEST • SHANGHAI

www.essca.eu



A FRENCH GRANDE ECOLE MASTER DEGREE ALL TAUGHT IN ENGLISH !

As a member of the prestigious “Conférence des Grandes Ecoles”, ESSCA (Ecole Supérieure des Sciences Commerciales d’Angers) is an unmistakably French but at the same time resolutely European and international School of Management. It offers a state accredited Master in Management degree (diplôme Grande Ecole) which attracts students from all over the world.

In 2006 the ESSCA Master programme was the first French graduate programme in management to obtain the EPAS* label of excellence awarded by the European Foundation for Management Development. In May 2009 the programme was re-accredited for the maximum period of 5 years.



As part of the internationalisation process, ESSCA is offering two specialisations of the “Grande Ecole Master degree” in English, with more to come.



We offer:

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



PROGRAMME STRUCTURE

SEMESTER A (ANGERS)

European Business Environment

A compact pluridisciplinary introduction to graduate management studies. The semester provides the knowledge required to analyse the business environment, as well as the tools to understand the rapidly evolving European single market and its cultural background.

The semester is composed of:

- Contemporary Europe
- European Economics (a study trip to Brussels is organised)
- Intercultural Communication
- Principles of Management
- Marketing Essentials
- Corporate Finance Essentials
- Additional:
 - Integration seminar
 - Personal & professional project workshop
 - French language classes

SEMESTER B (BUDAPEST)

Central & Eastern European Business

The semester offers a large choice of courses, including classes with a special focus on business in the Central European region, as well as two pre-specialisation courses. The semester is composed of:

- European Business and Law
- International Human Resource Management
- Business Strategy Game
- Doing Business in Central & Eastern Europe
- Electives:
 - Central & Eastern European Economy and Politics
 - Central & Eastern Europe and the World
 - Introduction to Hungarian Culture and Society
 - Operations management
 - International Marketing
 - International Trade
 - Career Development
 - French language (continued)
 - Hungarian language

SEMESTER B (SHANGHAI)

Asian Business

This semester, with a specific focus on China and Northeast Asia, enables students to understand the business dynamics and evolving geo-politics of the Asian region. It combines classroom teaching, company visits and hands-on field research project.

The semester is composed of:

- Cross-Cultural Corporate Strategy and Global Sourcing
- Economic Integration and Geopolitics in Asia
- Cross-Cultural Management and Negotiation
- Asian Business Research Project
- Chinese Language
- Electives:
 - Marketing and the Asian Consumers
 - Financial Auditing in China and Asia

SEMESTER C (ANGERS)

International Business: Markets, Strategies, Supply Chains

A specialisation curriculum designed to enable students to develop the professional techniques and strategic competencies required to conduct business in an international environment.

Taught in Angers, this semester is composed of 4 core courses:

- International Marketing and Business Strategy
- Business Internationalisation
- International Business development project
- Global study Chain Management

These are completed by electives:

- China in the World
- Business in Europe
- Advertising Management in the 21st century
- International Marketing in the car sector
- Luxury Marketing
- French

SEMESTER D

Applied Research Semester

Students will show their academic excellence through a closely monitored applied research master thesis. The master thesis:

- should focus on a concrete topic of international business or management and fit coherently in each student's professional project
- must include a significant part of empiric in-company field work
- is written under regular supervision by a faculty member
- may be completed within the framework of a professional internship

During semester 'D' students can work at any one of ESSCA's campuses. The master thesis is awarded 30 ECTS credits.

GRADUATION: students who have obtained a total of 120 ECTS credits will be awarded the ESSCA Master in International Business.



PRACTICAL INFORMATION

ELIGIBILITY

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

- have obtained a first degree (bachelor/licence) and, ideally, a first professional experience in a job or a longer internship
- can provide a GMAT (Graduate Management Admission Test) score with their application (info under <http://www.gmac.com/gmac/thegmat/>)
- have a real international spirit, a coherent professional project, and open-mindedness towards people from different cultural backgrounds

APPLICATION AND ADMISSION

Please consult our website for information on the application process.

- If you have any questions, please contact:
International admissions: infomaster@essca.fr
- For questions on programme content, please contact
Dr Lydia Kernevez: lydia.kernevez@essca.fr

Applications must be submitted by early June, 2012.

TUITION FEES

Tuition fees in ESSCA's graduate programme are :

2012-2013 : 7 800 € / year

2013-2014 : 7 950 € / 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 both in Angers, Budapest and Shanghai assist students in their search for accommodation and with their administrative formalities.

Contacts:

- Nadège Picquenard - Angers and Shanghai campuses
nadege.picquenard@essca.fr
- Robert Rahner - Budapest campus
robert.rahner@essca.fr

ACADEMIC CALENDAR

MASTER 1

- **Semester A** in Angers starts at the beginning of September with three special welcome days and a one week integration seminar. A study trip to Brussels is organised mid-November, exams in December. The Semester finishes end of December.
- **Semester B** in Budapest or Shanghai runs from late-January to the end of May. Students have the possibility to complete an optional internship or company placement between June and August.

MASTER 2

- **Semester C** with specialisation courses runs from the beginning of September to the end of December in Angers.
- **Semester D** starts at the beginning of January. It is an applied research semester focusing on a Master thesis.



STUDENT FEEDBACK



Charisse from the Philippines

"One of the qualities that attracted me to ESSCA is its international dimension : not only was I able to follow a programme organised in two countries that are very representative of the EU today, but I also enjoyed studying in a truly multicultural learning environment."



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 European 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."



Anne-Flore from France

"I sincerely believe that my education at ESSCA has allowed me to improve my international profile and the professional skills which have enabled me to seize the great opportunity to obtain a position as junior purchaser for CARREFOUR Belgium in Brussels. I can only recommend the programme for all it has given me."



Peach from Thailand

"I have gained a lot of valuable and unforgettable experiences from my master studies at ESSCA. After graduation, I have been selected to be part of the marketing team of a truly global firm like HEINEKEN. With the help of ESSCA, I have developed my abilities in understanding the complexities of international markets which I believe every organisation is looking for today."

SOME OTHER CAREERS

- **Zoltan (from Hungary) is Junior Manager at the brand-new DECATHLON sports store in Budapest**
- **Elodie (from France) is in charge of international development of DELTA MACHINES in Paris**
- **Georges (from Luxemburg) has started his own business with some friends in the sector of mobile phone payment and marketing services**
- **Zhang Kun a.k.a. Christina (from China) works for an intercultural consultancy firm in Paris**
- **Eszter (from Hungary) has joined the New Talents programme of CEMEX in Rugby (UK)**
- **Wang Aixiang a.k.a. Sam (from China) is sales developer for Asia in a European manufacturer of printers for customized plastic cards.**

MUCH MORE ABOUT ESSCA

ESSCA ANGERS

A new 4,400 m² building was opened on the Angers campus in September 2009



ESSCA BUDAPEST

ESSCA in Budapest is now located on the second floor of a brand new building in the heart of the Pest side of the city, next to the central market



ESSCA SHANGHAI

ESSCA in Shanghai is located in the same building as the Alliance Française, very close to the heart of the city.



HISTORY

Since its foundation in 1909 ESSCA has drawn inspiration from the prestigious heritage of the French "Grandes Écoles", the top graduate schools of management in France.

At the beginning of the 21st century ESSCA represents an innovative and forward-looking organisation with 2,400 French and international students on four different campuses, conscious of its tradition yet open to change and new ideas.

In September 2006 ESSCA opened a centre in the heart of the 21st century new business capital, Shanghai.

FACULTY

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

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 2,000 companies each year for a range of activities including consulting, executive education, market research and student internships.

2 COMPLEMENTARY LOCATIONS

The English Track of the ESSCA Grande Ecole Master is held on two different locations in Western and Central Europe or China, thus combining two different perspectives on business and culture.

> Angers

Semesters A and C are taught in Angers, a beautiful, green & lively city in the Loire Valley in Western France with around 160,000 inhabitants (among whom 30,000 students).

> Budapest

Semester B is taught in Budapest, the exciting metropolis of 2 million inhabitants, which has become a dynamic, fast-changing hub for business in Central Europe.

> Shanghai

Semester B in Shanghai, a vibrant and cosmopolitan city, providing easy access to the rest of the country and other parts of Asia. Once named Paris of the Orient, it is now the "dragonhead" of China's economy, playing a key role as the country's financial and logistics centre.

CONTACTS

INTERNATIONAL ADMISSIONS

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