



**ESSEC**  
BUSINESS SCHOOL

*The pioneering spirit*

# ESSEC GLOBAL BBA

CREATE YOUR OWN PATH



# ESSEC BUSINESS SCHOOL, THE PIONEERING SPIRIT

INTERNATIONAL RANKINGS BUSINESS EDUCATION 2018



#8 European Business School

#4 Master in Management

#5 Master in Finance

#8 Executive Education Programs



CREATED IN 1907, ESSEC BUSINESS SCHOOL TODAY IS A WORLD-SCHOOL WITH FRENCH ROOTS. ITS PURPOSE IS TO GIVE MEANING TO THE LEADERSHIP OF TOMORROW AND HAVE A GLOBAL IMPACT.

ESSEC is a **graduate school** with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship **Master in Management** and **Global MBA** programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the “**Triple crown**” of accreditations for global business education: **EQUIS, AACSB** and **AMBA**.

At the core of the ESSEC learning experience is a combination of **excellence and distinctiveness**. ESSEC’s **unique educational model** is based on education by experiences, that foster the acquisition of **cutting-edge knowledge** with the development of **know-how** and **life skills**. At ESSEC, we aim to **empower** students and give them the keys to imagine, create, lead and have a **positive impact** in the business world of tomorrow that will be more complex and changing ever more rapidly.

ESSEC is a world-school. Our International campuses in **Asia-Pacific** and **Africa** are **dual gateways** that allow students to really immerse themselves into **different cultures** worldwide and develop **genuine**

**expertise** about business in those regions. They allow our school to build deeper alliances with academic, private and public partners in those regions that are growing at an accelerated pace and will be leaders of economic growth in tomorrow’s world. ESSEC has built a network of alliances with **academic partners worldwide** so that its students’ learning journey is a true international one.

ESSEC is a school with **French Roots** that trains **responsible leaders**. Being a responsible leader means being able to see beyond *business as usual*. Responsible leaders are able to value **long-term benefits** over short-term profits; they are able to blend corporate performance with **employees’ well-being**. To prepare its students for the world of tomorrow, ESSEC’s pedagogy seeks to awaken and develop **creative and critical thinking**, together with **the learning-by-doing** method. Responsible leaders are those who can see the broader picture.

ESSEC is a **full ecosystem** at the crossroad of rigorous and relevant research, innovation, business and society. At ESSEC we believe in bringing research and companies into the classroom, we also believe that learning doesn’t end with a degree: learning at ESSEC means becoming a **life-long learner** and joining a close-knit **community** of more than **55,000 Alumni** all across the globe. ■

**Vincenzo Esposito Vinzi**  
Dean and President  
of ESSEC Business School

## Key figures

55,000  
graduates worldwide

4 — +1  
campuses in Cergy, Paris-La Défense, Singapore and Rabat  
augmented digital campus

205 partner universities in 45 countries

2,000 degrees awarded each year, including 1,600 at graduate level

30 learning and research chairs

30 double degree programs (24 international, 6 national)

162 permanent faculty of 37 nationalities including 20 emeriti professors

6,097  
students in full-time undergraduate and graduate programs

34% — 98  
international students  
nationalities represented

+100  
student organizations

5,000  
managers in executive education

+500  
partner companies in education and recruitment



# EDITO

## STUDYING BUSINESS ADMINISTRATION AT ESSEC A LIFE-CHANGING EXPERIENCE

ESSEC Global BBA students will learn how to master managerial tools and theories, and gain new insights into society and the business world.

With the support and guidance of renowned professors, students will develop, equip and prepare themselves personally and intellectually for their career through classes and seminars, work experience and international exposure and by getting involved in the student community.

Our aim is to make sure students have not only the highest quality education but also have an amazing and enriching time at the school, opening-up their minds and encouraging them to display their talents so that at the end they are hungry and enthusiastic to join the world of work.

With the support and guidance of renowned professors, students will develop, equip and prepare themselves personally and intellectually for their career through classes and seminars, work experience and international exposure and by getting involved in the student community.

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**Hugues LEVECO**  
Dean, Global BBA  
Ph.D. in Information Systems,  
Stern School of Business, New York University

# EXPERIENCE THE WORLD WITH THE ESSEC GLOBAL BBA

## 1 DEGREE – 3 CAMPUSES – OVER 160 PARTNER UNIVERSITIES ACROSS THE GLOBE

The Global BBA is a multi-campus 4-year Bachelor's Degree that prepares students for a successful international business career. The program provides students with ample opportunities for international exposure as well as rich multicultural academic and professional experiences with a diverse faculty and student body.



### Key facts

## 4-YEAR

**Bachelor**  
(240 ECTS credits)  
Innovative mix of academic excellence, international exposure and hands-on professional experience.

Recognized by the French Ministry of Higher Education

More than **160** international exchange university partners in over **44 countries**

# 3

**campuses:**  
France (Cergy),  
Singapore,  
Morocco (Rabat).

Taught in **English** or in **French**

# 10 to 16

**months**  
of integrated professional experience

More than **90** nationalities

Established **1975**

### ESSEC Global BBA Rankings in France 2019





## INNOVATIVE MIX OF ACADEMIC EXCELLENCE, INTERNATIONAL EXPOSURE AND HANDS-ON PROFESSIONAL EXPERIENCE DIVIDED IN 2 CYCLES

**The first cycle** (years 1 and 2) is dedicated to acquiring the foundations in management. If you would like to start in France or Singapore, ESSEC makes it possible!

Whether campus students start the program on, they complete the first cycle with professional experience including a three-months operational internship and a one-month social internship. One of these internships should be done in a different country than the student's original campus.

From the second year students also have the chance to apply for the highly selective **IBEA Track**.

## CHOOSE YOUR TRACK ACCORDING TO YOUR PERSONAL AND PROFESSIONAL PROJECT

**The second cycle** (years 3 and 4) focuses on core and elective advanced courses and seminars as well as more international exposure thanks to an international exchange program of either six months or one year.

During this period, students may complete their credits by undertaking either a 6-months managerial internship or an apprenticeship (2 X 6 months).

Students must choose one of the three tracks on offer (during their second year) or continue within the IBEA Track:

### The 6-months Exchange Track

Students will alternate their studies between ESSEC in France and the country of their choice thanks to the ESSEC Global BBA international exchange network of partner universities. Different routes are available.

### The 1-year Double-Degree/Exchange Track

Students will alternate their studies between ESSEC in France and one of the ESSEC Global BBA double-degree or one-year network partner universities. Different routes are offered.

### The Apprenticeship Track

The apprenticeship is a work/study program. It is a 2-years contract between a student, school and employer. During this period, students alternate between studying in France and working for the employer. They also study for one semester on an international exchange. The students get their tuition fees for the last 2 years of study paid by the company as well as a monthly salary. Different routes are available.

## WHY SINGAPORE?

Midway between India and China, Singapore boasts the ideal location to get a global vision of Asia. Singapore has always been in the vanguard of Asian development and continues to attract multinationals from all over the world. Since 2005, ESSEC Asia-Pacific has been ushering its students into the heart of major economic, commercial and financial crossroads, offering an ideal platform to understanding the forces, complexity, diversity and challenges of that region.

## GAIN 10-16 MONTHS PROFESSIONAL EXPERIENCE IN THE BUSINESS WORLD

### 3-months Operational Internship

During the summer of their first year, students are immersed in a company for a three-months internship. They tend to complete assignments in the fields of international client relations, financial control and operational marketing.

### 1-month Social Mission

Students undertake a one-month internship in a social or educational environment during the summer of their second year.

### 6-month Managerial Internship or 1 year Apprenticeship

In the final part of their studies, students complete either a six-months managerial internship or embark on an apprenticeship (2 x 6 months periods). This allows them to carry out a function with greater responsibilities and aims to help them define their career plan.

Internships take place worldwide, and students find them easily via the extensive ESSEC Business School network.

## YOUR STUDY PLAN

1 <sup>st</sup> CYCLE			
	ESSEC France (Cergy) In English or in French 4 SEMESTERS	ESSEC Asia-Pacific (Singapore) In English 4 SEMESTERS	IBEA Track (France or Singapore)
YEAR 1	<ul style="list-style-type: none"> <li>2 academic semesters in France (S1 &amp; S2)</li> <li>3-months internship "operational experience" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters in Singapore (S1 &amp; S2)</li> <li>3-months internship "operational experience" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters in Singapore or France (S1 &amp; S2)</li> <li>3-months internship «operational experience» (Summer)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>2 academic semesters (S3 &amp; S4) with the possibility to apply for inter-campus mobility* for one of them (Rabat or Singapore)</li> <li>1-month internship "social mission" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters (S3 &amp; S4) with the possibility to apply for inter-campus mobility* for one of them (Rabat or Singapore)</li> <li>1-month internship "social mission" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>1 academic semester on the campus you chose in year 1** (S3)</li> <li>1 academic semester in Germany at Mannheim University (S4)</li> <li>1-month internship "social mission" (Summer)</li> </ul>

2 <sup>nd</sup> CYCLE				
	6-month Exchange Track 4 SEMESTERS	1 year Double-Degree/ Exchange Track 4 SEMESTERS	Apprenticeship Track*** 5 SEMESTERS	IBEA Track 4 SEMESTERS
YEAR 3 & 4	<ul style="list-style-type: none"> <li>1 international exchange academic semester</li> <li>2 academic semesters in France</li> <li>6-month international internship "managerial experience"</li> </ul>	<ul style="list-style-type: none"> <li>2 international exchange academic semesters</li> <li>1 academic semester in France, Rabat or Singapore</li> <li>6-month international internship "managerial experience"</li> </ul>	<ul style="list-style-type: none"> <li>2 international exchange academic semesters</li> <li>1 academic semester in France, Rabat or Singapore</li> <li>6-month international internship "managerial experience"</li> </ul>	<ul style="list-style-type: none"> <li>1 academic semester in the USA</li> <li>1 academic semester in Singapore**</li> <li>1 academic semester in Brazil</li> <li>6-months international internship "managerial experience"</li> </ul>
	<b>3 possible routes France, Rabat or Singapore</b> <ol style="list-style-type: none"> <li>Exchange - France - Internship - France, Rabat or Singapore</li> <li>France, Rabat or Singapore - Exchange - Internship - France, Rabat or Singapore</li> <li>France, Rabat or Singapore - Internship - Exchange - France, Rabat or Singapore</li> </ol>	<b>2 possible routes</b> <ol style="list-style-type: none"> <li>Exchange - Exchange - Internship - France, Rabat or Singapore</li> <li>France, Rabat or Singapore - Exchange - Exchange - Internship</li> </ol>	<b>2 possible routes</b> <ol style="list-style-type: none"> <li>Company - Exchange - Company - France, Rabat or Singapore (X 2)</li> <li>France, Rabat or Singapore - Company - Exchange - Company - France, Rabat or Singapore</li> </ol>	<b>1 route</b> <ul style="list-style-type: none"> <li>- University of South Carolina (USA)</li> <li>- ESSEC Asia-Pacific (Singapore)</li> <li>- FGV EBAPE (Brazil)</li> <li>- Internship</li> </ul>

\* The allocation will be based on grades and language fluency (as applicable), subject to available slots and visa approval.

\*\* Students enrolled in the IBEA Track and having chosen Singapore in year 1 may also choose to study in France during the S3.

\*\*\* For students outside the European Union, French law requires a minimum period of 12 months in France to be eligible for an apprenticeship.



# ESSEC GLOBAL BBA'S LEARNING GOALS

## THE PROGRAM TEACHES STUDENTS TO:

### Manage process

- Understand and know how to use corporate accounting documents.
- Master corporate financial decisions.
- Know how to put into place management control tools.
- Master the marketing function.
- Understand the role that information systems play in a company.
- Understand the place and principles of human resources, logistics, purchasing and the legal services.

### Rise to leadership

- Master software that allows students to prepare effective oral and written presentations.
- Know how to use the appropriate techniques to resolve conflicts and find solutions.
- Be capable of working effectively in environments that incorporate a high degree of diversity and cultural differences.

### Face complexity

- Be capable of using and analyzing figures in complex situations.
- Be able to identify pertinent data and use the appropriate tools in order to understand complex internal situations and contribute to change.
- Know how to use tools necessary to understand corporate strategic situations in national and international contexts.
- Be capable of developing a business plan.

### Integrate societal context of business

- Have a global perspective of the world in which companies function.
- Have understanding of cultural differences and the diverse ways that companies function.
- Understand the corporate internal and external environment.
- Integrate the legal institutional contexts.

“ I wanted to move towards a course that combines practical and theory, and that's what I found ESSEC through the «Learning by Doing. By integrating the school. I made the choice to follow an innovative program who demands constant effort but that allows you to open your mind to the world of tomorrow.”

François,  
2<sup>nd</sup> year student

# WHAT WILL YOU LEARN?

## SAMPLE OF COURSES & SEMINARS

CORE COURSES		
1 <sup>ST</sup> CYCLE	<ul style="list-style-type: none"> <li>Geopolitics in Asia</li> <li>Financial Accounting</li> <li>Team Building and Intercultural Seminar</li> <li>Microeconomics for Business</li> <li>Excel</li> <li>Mathematics Applied to Economics &amp; Finance</li> </ul>	<ul style="list-style-type: none"> <li>Productive Behavior</li> <li>Business Intelligence Module</li> <li>Principles of Marketing</li> <li>MOOC</li> <li>Experiential Learning</li> <li>Introduction to Legal Questions</li> <li>Document Search Workshop</li> </ul>
		<ul style="list-style-type: none"> <li>Statistics</li> <li>Introduction to Entrepreneurship</li> <li>International Mobility Seminar</li> <li>Business Game: SimFirm</li> <li>Experiential Learning</li> <li>Introduction to programming</li> <li>Macroeconomics</li> </ul>
2 <sup>ND</sup> CYCLE	<ul style="list-style-type: none"> <li>Cost &amp; Budgets</li> <li>Asian Cultures &amp; Societies</li> <li>Business Law</li> <li>International Economics</li> <li>Finance</li> <li>Python</li> <li>Marketing Studies</li> <li>Global Challenge (Business Game)</li> <li>MOOC by Coursera</li> <li>Experiential Learning</li> </ul>	<ul style="list-style-type: none"> <li>Operational internship validation</li> <li>European Kaleidoscope</li> <li>Business Law</li> <li>E-Business</li> <li>Entrepreneurship</li> <li>People &amp; Organisations</li> <li>International Marketing</li> <li>Project Management</li> <li>Preparation Field Experience</li> <li>Leading &amp; Managing Teams</li> </ul>
		<ul style="list-style-type: none"> <li>iMagination Week Global BBA</li> <li>Research Methods</li> <li>Field Experience Validation</li> <li>Dissertation preparation</li> <li>Managing International Business in Asia (IBEA)</li> <li>Asian Company Challenge (IBEA)</li> <li>Strategic Management Control</li> <li>International Negotiation</li> <li>Bachelor Dissertation</li> <li>Strategic Management</li> </ul>
ELECTIVE COURSES		
2 <sup>ND</sup> CYCLE	<ul style="list-style-type: none"> <li>Digital Business Law</li> <li>Real-Estate Principles</li> <li>Contemporary Issues in International Economics</li> <li>Is Economics Serving Mankind?</li> <li>Behavioral Economics</li> <li>SimTrade</li> <li>Private Equity &amp; Venture Capital</li> <li>Financial Markets</li> <li>Portfolio Management</li> <li>Introduction to Risk Management &amp; Derivatives</li> <li>Advanced Excel</li> <li>E-Business</li> <li>Webdesign for Managers</li> <li>Introduction to Business History</li> <li>The Science of Happiness</li> <li>Intellectual Property Law for Business</li> <li>Commodity Markets</li> <li>Programming Artificial Intelligence</li> <li>Change Management</li> <li>Supply Chain Management</li> <li>Data Privacy &amp; the Cookie Monster</li> <li>Financial Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Internet of Things</li> <li>Entrepreneurship II</li> <li>Innovation &amp; Design Thinking</li> <li>Innovation 3.0 : New Paths to Innovation</li> <li>Dream Hunter (CSR): Turn your Passion into an Impactful CSR Project</li> <li>Digital Transformation</li> <li>Conscious &amp; Mindful Leadership</li> <li>Working Across Cultures</li> <li>Business Ethics</li> <li>Cultural Intelligence for Global Leaders</li> <li>Big Data for Corporate Strategy</li> <li>Consumer Behavior</li> <li>Communication</li> <li>Business as War</li> <li>Human work in the 21<sup>st</sup> Century: Globalisation, Robots &amp; Meaning</li> <li>International Trade</li> <li>Advanced Excel</li> <li>Sustainable Development</li> <li>Artificial Intelligence &amp; Big Data</li> <li>Law &amp; Economics</li> <li>Merger &amp; Acquisition &amp; Private Equity</li> <li>Civilization</li> </ul>
		<ul style="list-style-type: none"> <li>Web Marketing</li> <li>Luxury Marketing</li> <li>Product Innovation</li> <li>Innovative Merchandising (Omnichannel)</li> <li>Management of Sales Action Plan</li> <li>Global Challenge (Serious Game)</li> <li>Brand Manager</li> <li>Socially Responsible Marketing</li> <li>CRM and Value Generation</li> <li>Influence &amp; Marketing</li> <li>Operations Management</li> <li>Purchasing Management</li> <li>Easter Europe Today</li> <li>The Pirates of the Caribbean: the Panama Papers</li> <li>Social Innovation &amp; Alternative Organisations</li> <li>Behavioral Economics</li> <li>Programming in Python for Business</li> <li>Digital Transformation</li> <li>Competitive Intelligence</li> <li>Eureka: Probing 10 cultural conundrums of our times</li> <li>International Cash Management</li> <li>European Economics</li> </ul>
MANDATORY LANGUAGES		
	<ul style="list-style-type: none"> <li>English</li> <li>German</li> <li>Italian</li> <li>Russian</li> </ul>	<ul style="list-style-type: none"> <li>Japanese</li> <li>French</li> <li>Spanish</li> <li>Mandarin</li> </ul>
		<ul style="list-style-type: none"> <li>Arabic</li> <li>Portuguese</li> </ul>



# ACADEMIC EXCELLENCE

## IMAGINATIONWEEK

### TRANSITION FROM THE FIRST TO THE SECOND CYCLE

During the first 2 years, students will have already lived valuable academic, international and professional experiences. The 3rd year is the beginning of a new phase where students are forced to make their own decisions, define future steps and face new challenges.

iMaginationWeek helps students ease into this new stage of the program by looking at past experiences and how these transform and make them grow as a person. Your time before joining the school as well as your time in the program whether it is in France, Singapore or Morocco plus internships have all contributed to your personality and objectives.

iMaginationWeek focuses on imagination, creativity and transdisciplinarity. It aims to accompany you in making a change, imagining the possibilities, and to put your experiences to use in terms of both know-how and life skills.

### PEDAGOGICAL APPROACH FOCUSED ON LEARNING BY DOING

The program relies on a wide range of teaching methods including lectures, case study analysis, personal development seminars, in-class exercises as well as hands-on experience.

## A SUPPORTIVE AND INVOLVED FACULTY FROM ACROSS THE GLOBE

The three assets that best characterize ESSEC Business School's faculty are academic excellence, a global frame of mind and original and outstanding teaching.

ESSEC's reputation is grounded in the expertise of its dedicated faculty members. Representing some 30 nationalities, ESSEC professors hail from some of the world's most prestigious institutions and publish their cutting edge research in the world's best international academic journals.

Language courses are offered by native speakers.

In addition to ESSEC's faculty, the program also calls upon visiting professors and industry professionals who bring their business expertise to the class.



Louis Bataille & Guillaume Caffin, creators of "Les Deux Gourmands"

## RECOGNIZING EXCEPTIONAL IDEAS AND TALENTS

### ESSEC VENTURES

It consists of a classic talent incubator, a dedicated seed fund and events that bring entrepreneurs and investors together. Since its creation, ESSEC Ventures has:

- Incubated 475 projects
- Created 354 companies
- 38 companies financed by the ESSEC Fund raising
- Created more than 800 jobs
- Signed 45 external partnership agreements
- A 72% survival rate
- Startups which have raised more than €400 million

### ESSEC ANTROPIA

It supports individuals wanting to launch their social and/or environmental start-up projects. Today Antropia has accompanied more than 80 innovative projects on their entrepreneurial journey.

“ ESSEC has given me the tools I needed to create my Startup without fear. ”

Kevin,  
second year student

### EXAMPLES OF GLOBAL BBA ENTREPRENEUR TALENTS INCLUDE:

- Thomas Lacroix & Paco Petrynka, class of 2018, founders of Monoretti Ltd
- Corentin Grenon & Jacques Sagot, class of 2017, founders of Leqto
- Sébastien Bencherqui, class of 2013, founder of Bubblz
- Patrick Dalsace, class of 1999, founder of La Fourchette
- Corinne Vigreux, class of 1987, founder of Tom-Tom





# SIGNIFICANT INTERNATIONAL EXPOSURE

THE ESSEC GLOBAL BBA HAS AN INTERNATIONAL EXCHANGE NETWORK OF OVER 162 PARTNER UNIVERSITIES WORLDWIDE (DD=DOUBLE DEGREE).

## North America



### Canada

- University of British Columbia - Sauder School of Business - *Vancouver* ●
- University of Calgary - Haskayne School of Business - *Calgary, Alberta* ●
- Concordia University - *Montreal, Quebec* ●
- Université Laval, Faculté des Sciences de l'Administration - *Québec* ●●
- Ottawa University - Telfer School of Management ●●
- Université du Québec à Montréal - ESG - *Montreal* ●
- Queen's University, Smith School of Business - *Kingston, Ontario* ●●
- Ryerson University - Ted Rogers School of Business - *Toronto, Ontario* ●
- York University - Schulich School of Business - *Toronto, Ontario* ●
- University of Victoria (UVic) School of Business - *Victoria, British Columbia* ●●
- University of Western Ontario - Richard Ivey School of Business - *London, Ontario* ●

### United States

- Emory University, Goizueta Business School - *Atlanta, Georgia* ●
- Florida Atlantic University ●
- George Washington University (GWU) - *Washington* ●
- Iowa State University, College of Business - *Ames, Iowa* ●
- University of Louisville College of Business - *Louisville, Kentucky* ●
- Marquette University College of Business Administration - *Wisconsin* ●
- University of Michigan, Ross School of Business - *Ann Arbor* ●
- University of North Carolina, Kenan-Flagler Business School - *Chapel Hill* ●
- University of North Florida, Coggin College of Business - *Jacksonville, Florida* ●
- Northeastern University, D'Amore-McKim School of Business - *Boston* ●
- University of Northern Iowa - *Cedar Falls, Iowa* ●
- Rensselaer Polytechnic Institute, Lally School of Management, *Troy* ●
- University of Richmond, Robins School of Business - *Richmond, Virginia* ●
- San Diego State University - *San Diego, California* ●
- University of South Carolina (USC) - *Darla Moore Business School - Columbia* ●
- University of Wisconsin-Madison, Wisconsin School of Business ●
- Tulane University, Freeman School of Business - *New Orleans, Louisiana* ●

## Latin America



### Argentina

- Universidad Argentina de la Empresa (UADE) - *Buenos Aires*
- Universidad Austral - *Pilar*
- Universidad Austral - *Rosario*
- Universidad del CEMA (UCEMA) - *Buenos Aires*
- Universidad Torcuato di Tella - *Buenos Aires*

### Brazil

- FGV EAESP - *São Paulo* ●●
- Fundação Gêtúlio Vargas (FGV) EBAPE - *Rio de Janeiro (DD)* ●●
- Pontificia Universidade Católica (PUC) - *Curitiba*
- Pontificia Universidade Católica (PUC) - *Rio de Janeiro*
- USP, School of Economics, Business and Accountancy - *São Paulo* ●

### Chile

- Universidad Adolfo Ibáñez - *Santiago* ●●
- Universidad de Chile, School of Economics and Business - *Santiago* ●

### Colombia

- Universidad de Los Andes, School of Management - *Bogotá* ●●

### Mexico

- Instituto Tecnológico Autónomo de México (ITAM) - *México* ●●
- Tecnológico de Monterrey - *Cuernavaca, Puebla, Queretaro or México campus*
- Tecnológico de Monterrey - *Guadalajara campus*

### Peru

- ESAN Peru - *Lima* ●
- PUC del Peru - *Lima*

## Africa



### Morocco

- AUI, Al-Akhwayan University - *Ifrane* ●

### South Africa

- Stellenbosch University - *Bellville - Cape Town* ●●

## Asia



### China & Hong Kong

- Beida University - Guanghua School of Business - *Beijing (Peking) (DD)* ●●
- Fudan University, School of Management - *Shanghai* ●●
- The Hong Kong University of Science and Technology ●
- The University of Hong Kong (HKU) ●
- The University of Nanjing - *Nanjing (Nankin)*
- Shanghai Jiao Tong University, Antai College (DD) ●●
- Tongji University SEM - *Shanghai (DD)* ●●
- Tsinghua University - *Beijing (Peking)* ●●
- Xi'an Jiaotong University, School of Management (Shaanxi) ●

### India

- Symbiosis International University, *Pune*

### Japan

- Hitotsubashi University - *Tokyo*
- Keio University - *Tokyo (DD)* ●●
- Kobe University, School of Business Administration - *Kobe*
- Osaka University, School of Economics - *Osaka*
- Sophia University - *Tokyo*
- Waseda University School of Commerce - *Tokyo*

### Malaysia

- Monash University Malaysia - *Bandar Sunway*

### Singapore

- Nanyang Technological University ●●
- Singapore Management University ●●
- National University of Singapore ●●

### South Korea

- Korea University Business School - *Seoul* ●●
- Seoul National University, College of Business Administration ●
- Yonsei University - *Seoul (DD)* ●●

### Taiwan

- National Chengchi University, College of Commerce - *Taipei* ●●
- National Taiwan University - *Taipei* ●

### Thailand

- Chulalongkorn University - *Bangkok* ●●
- Mahidol University International College - *Bangkok*

## Oceania



### Australia

- Monash University - *Melbourne* ●
- The University of New South Wales - *Sydney*
- The University of Queensland - *Brisbane* ●●
- The University of Western Australia - *Perth* ●●

### New Zealand

- University of Auckland ●●
- Victoria University of Wellington Business School ●●

## Europe



### Austria

- University of Economics and Business (WU) - *Vienna* ●

### Belgium

- KU Leuven - Faculty of Economics and Business (KUL) ●
- Louvain School of Management (UCL) - *Mons* ●

### Croatia

- Zagreb School of Economics - *Zagreb* ●●

### Czech Republic

- University of Economics, *Prague (VSE)* ●

### Denmark

- Aarhus University, School of Business and Social Sciences (BSS) - *Aarhus* ●●
- Copenhagen Business School - *Copenhagen* ●●●

### Finland

- Aalto University - *Helsinki* ●●
- Turku School of Economics - *Turku*

### Germany

- Fachhochschule Dortmund (DD)
- Frankfurt School of Finance and Management ●●
- Hochschule Regensburg, University of Applied Sciences
- Ludwig Maximilians Universität - *München*
- Universität Mannheim ●●
- Pforzheim University ●
- RWTH Aachen University, School of Business & Economics ●
- WHU - Otto Beisheim, School of Management - *Koblenz* ●●

### Hungary

- Corvinus University of Budapest - *Budapest* ●
- International Business School - *Budapest*

### Ireland

- University College Dublin, Quinn School of Business - *Dublin* ●●
- Trinity College Dublin

### Italy

- Ca'Foscari University of Venice - *Venice*
- Università degli studi di Firenze - *Florence*
- Università degli studi di Torino, School of Management, SAA - *Turin*
- Università Commerciale Luigi Bocconi - *Milan* ●●
- LUISS Guido Carli - *Rome*

### Netherlands

- Erasmus School of Economics, Erasmus University
- University of Groningen, FEB - *Groningen* ●●●
- Hogeschool van Amsterdam, School of Economics and Management
- IBS, Hanze University - *Groningen*
- University of Maastricht ●●
- Rotterdam School of Management, Erasmus University ●●

### Norway

- BI Norwegian School of Management - *Oslo* ●●
- Norwegian School of Economics & Business Administration (NHH) - *Bergen* ●

### Poland

- Cracow University of Economics
- Kozminski University - *Warsaw* ●●
- SGH, Warsaw School of Economics

## Middle East



### Israel

- IDC Herzliya Arison School of Business - *Tel Aviv*

### Kuwait

- Kuwait University Business School ●

### Lebanon

- ESA Business School - *Beirut (DD)*

### DD = Double Degree

- AACSB accredited institution
- EQUIS accredited institution
- EPAS accredited institution (International Business and Management programs)

### Portugal

- Universidade Católica Portuguesa - *Lisbon* ●
- Universidade Nova SBE de Lisboa - *Lisbon* ●●

### Russia

- Higher School of Economics - *Moscow and St Petersburg*
- Plekhanov Russian University of Economics - *Moscow (DD)*

### Slovenia

- University of Ljubljana, Faculty of Economics - *Ljubljana* ●●

### Spain

- Universitat de Barcelona, Facultat d'Economia i Empresa - *Barcelona*
- Universidad Carlos III (UC3M) - *Madrid*
- Escuela Superior de Gestión Comercial y Marketing (ESIC) - *Madrid (DD)*
- IE Business School - *Madrid* ●●
- IQS - Universitat Ramón Llull - *Barcelona* ●
- Universidad de Navarra, School of Economics and Business Administration - *Pamplona*
- Universidad Pública de Navarra - *Pamplona*
- Universitat Pompeu Fabra - Escola Superior de Comerç Internacional (ESCI) - *Barcelona*
- Universidad Pontificia Comillas, ICADE - *Madrid*
- Universidad de Salamanca - *Salamanca*

### Sweden

- University of Gothenburg School of Business, Economics and Law - *Gothenburg* ●●
- Jönköping International Business School (JIBS) - *Jönköping* ●●●
- Linköpings Universitet, School of Management - *Linköping*
- Lunds Universitet - *Lund* ●
- Stockholms Universitet SBS - *Stockholm*
- Stockholm School of Economics - *Stockholm* ●

### Switzerland

- University of St. Gallen (HSG) - *St Gallen* ●●
- University of Zurich - *Zurich* ●●

### Turkey

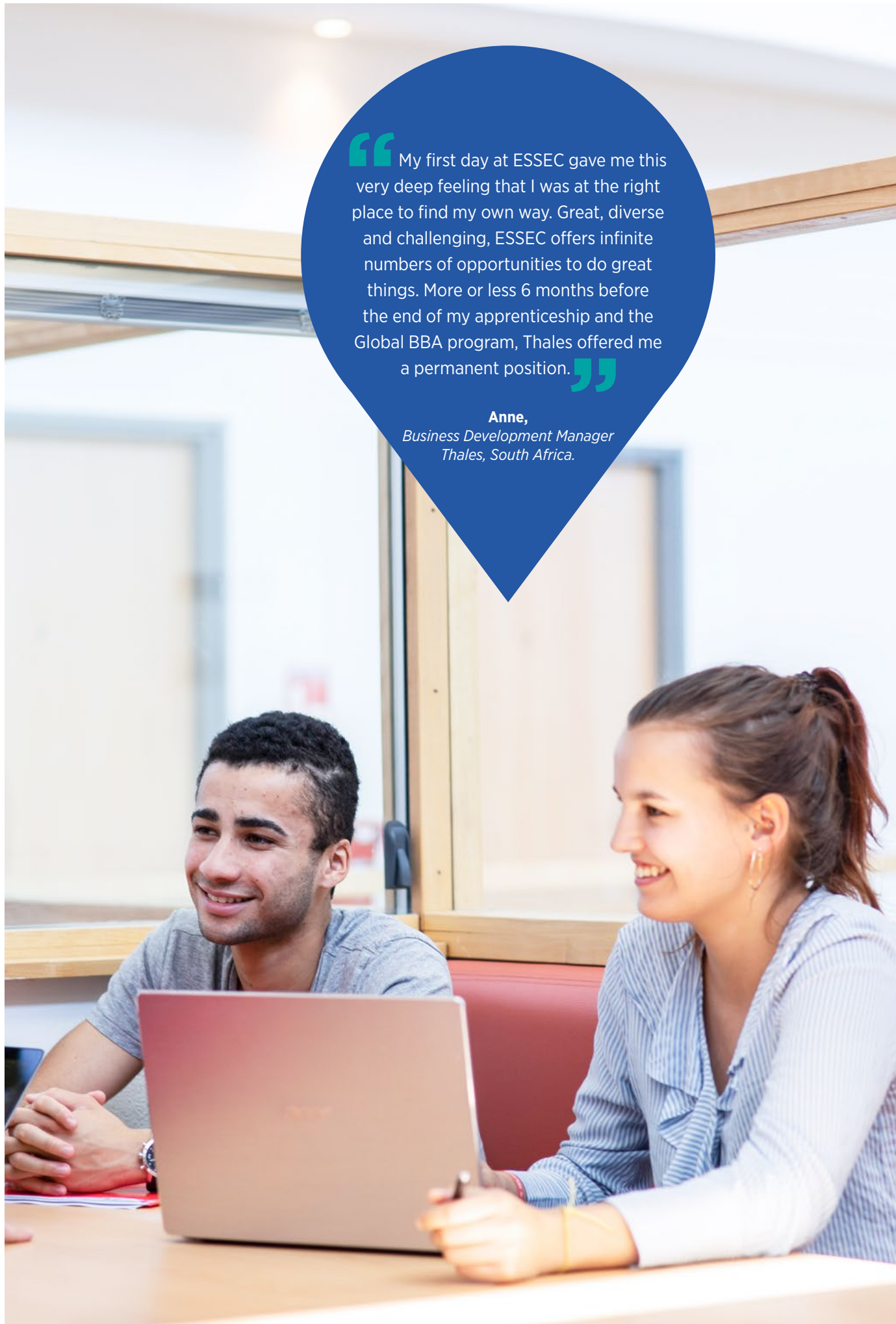
- Bogaziçi Üniversitesi, Faculty of Economics & Administrative Sciences - *Istanbul*
- Koç Üniversitesi - *Istanbul* ●

### United Kingdom

- Aston University, ABS - *Birmingham* ●●
- University of Bath School of Management ●
- Cardiff University Business School - *Cardiff, Wales*
- City, University of London, Cass Business School - *London* ●●
- University College London, UCL - *London*
- University of Durham, Durham Business School - *Durham* ●●
- University of Edinburgh Business School - *Edinburgh, Scotland* ●●
- University of Hull - *Hull* ●●
- King's College, King's Business School, *London*
- University of Leeds, LUBS - *Leeds* ●●
- Newcastle University Business School - *Newcastle* ●●
- University of Reading, Henley Business School - *Reading* ●●
- Royal Holloway, University of London - *Egham, Surrey*
- Sheffield Hallam University - *Sheffield*
- University of Kent, KBS - *Canterbury*
- University of Stirling - *Stirling, Scotland*
- University of Surrey, Surrey Business School - *Guildford* ●
- University of Warwick, WBS - *Coventry* ●●

In addition to our International Double Degrees, students with a good level of French can apply to our French Double Degree with the University of Paris II Panthéon-Assas to obtain a Master's Degree in Media, Information & Communication. Students will be selected according to their academic results and language skills (English & French).





“ My first day at ESSEC gave me this very deep feeling that I was at the right place to find my own way. Great, diverse and challenging, ESSEC offers infinite numbers of opportunities to do great things. More or less 6 months before the end of my apprenticeship and the Global BBA program, Thales offered me a permanent position. ”

**Anne,**  
Business Development Manager  
Thales, South Africa.



“ ESSEC Career Services helped me in my apprenticeship search process. They were highly supportive! Thanks to the large alumni network I got in contact directly with the Company I was interested in. ”

**Steve,**  
3<sup>rd</sup> year student

## INTERACT WITH MAJOR COMPANIES

### CAREER SERVICES

Ongoing career orientation and support is provided to help students find suitable positions upon graduating. These services include personal development coaching which has been designed to help students capitalize on their skills and experience, so they become conscious of their assets. By defining a personal strategy to market their skills, students and graduates optimize their chances of succeeding on their chosen career path.

The Career Services also organize individual counseling, workshops, mock interviews, conferences and opportunities to meet with executive search consultants, industry leaders/CEOs and HR Directors.

Over  
**+500**  
partner companies  
in education  
and recruitment

### EACH YEAR THERE ARE:

- **On-campus career fairs** specialized in certain fields (finance, consulting, law, etc.).
- **Recruitment fairs** in Europe and Asia.
- **250** meet-and-greet with business professionals.
- **21,000** apprenticeship, internship, VIE (international volunteer program) offers.
- **6,000** job offers.
- Online CV profiles consulted by more than **2,500** companies.



# A WORLD OF OPPORTUNITY AWAITS

60%

Chose to continue their studies at Master's level.

They do so both at ESSEC Business School or in the most prestigious universities worldwide such as Warwick Business School, London School of Economics, Bocconi University, Dauphine University, ESADE Business School, London Business School, HSG St. Gallen, Stanford University, University of Sydney, etc.

40%

Enter the job market or create their own company in various industry sectors

38%

of students find a job prior to graduation

97%

of students find a job within 3 months of graduation

40%

work in an international environment

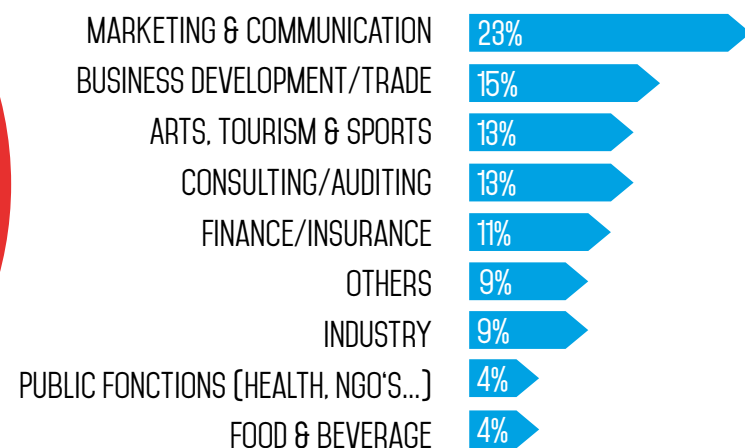
€ 40K

average starting salary

“ I never thought of having so many founding experiences on campus and beyond. With a very complete program, the bachelor has above all allowed me to discover myself in a stimulating and rewarding environment. Humanly, thanks to a lot of meetings and associative life. Intellectually, because of its multicultural aspect and its openness to the world. ESSEC BBA is the perfect springboard to the future. If I had the choice to start my studies again, I would do the same, and each time. ”

Kevin,  
Equity Sales at  
Kepler-CheuvreuxPte Ltd

## Graduates find positions in various industry sectors



## A powerful network of 55,000

With over 71 chapters in major capital cities, ESSEC Alumni offers a wide range of services and organizes special events throughout the year all over the world and in all business sectors, as well as giving career advice to graduates.

“ ESSEC Global BBA is for me an empowering and enriching journey from a academic and cultural point of view. It's a program that allows me to study on an international model of higher education. These four years will help me to gain the necessary experience to choose a master that suits me best. ”

Estelle,  
First year student

“ The student life at ESSEC is very rewarding and allows us to meet people from different backgrounds. One of ESSEC's stronger qualities is the diversity of career choices we can make after getting our diploma. ”

Pep Julià,  
2<sup>nd</sup> year student,

## TOP RECRUITERS

ACCENTURE	LEGRAND
ADIDAS GROUP	LOUIS VUITTON
BANG & OLUFSEN	LVMH DIOR
BLIZZARD	MCDONALD'S
ENTERTAINMENT	MCKINSEY
CARTIER	MICROSOFT
CHANEL	NATIXIS
CRÉDIT AGRICOLE	ORANGE
CSC	PERNOD RICARD
DANONE	SOCIÉTÉ GÉNÉRALE
DASSAULT SYSTEMES	THE SINGAPORE STRAITS WINE COMPANY
DÉCATHLON	TOTAL
EIFPAGE	UBISOFT
CONSTRUCTION	WAGRAM MUSIC
GOOGLE	
HERMÈS	
J.P. MORGAN	
KPMG	and many more...
LAFARGE	

## ALUMNI POSITIONS

- **Business Development Manager**  
THALES (South Africa)
- **Marketing Manager**  
COTY (France)
- **Brand Manager**  
ANGLISS (Singapore)
- **Market Manager**  
DANONE (France)
- **Europe Home Care Finance Manager**  
PROCTER & GAMBLE (Switzerland)
- **Product Manager**  
ESTEE LAUDER (France)
- **Head of Finance**  
TARKETT (Germany)
- **Account Manager**  
FACEBOOK (France)
- **Euro Services Delivery Manager**  
WEBTRENDS EMA (UK)
- **Pricing Analyst**  
SERVIER (France)
- **Account Strategist**  
GOOGLE (Ireland)
- **Purchaser**  
MONOPRIX (France)
- **Consumer & Market Insight Manager**  
L'ORÉAL (UK)
- **Account Manager**  
ORANGE (France)
- **Specialist Fund Data Management**  
SCHRODERS (Luxemburg)
- **Marketing Manager**  
SOCIETE GENERALE (France)
- **Key Account Manager**  
PERNOD RICARD (China)
- **Financial Planning Analyst**  
SCHNEIDER ELECTRIC (France)
- **Account Manager**  
THE ICONIC (Australia)
- **Product Manager CRM & Communication**  
VACHERON CONSTANTIN (France)
- **Sales Development**  
LINDEKIN (Ireland)
- **Sales Manager**  
TF1 PUBLICITE (France)
- **Account Director**  
YOUNG & RUBICAM (Canada)
- **Operations Coordinator**  
TIFFANY & CO. (France)
- **Purchaser**  
YOOX NET-A-PORTER (Italia)
- **Business Developer**  
SMILE & PAY (France)
- **Chief Marketing Officer**  
MICROSOFT (Germany)
- **Project Manager**  
SANTEC (France)
- **APAC Sales Director**  
ERAMET (China)



# WHO CAN APPLY?

THE ESSEC GLOBAL BBA IS A SELECTIVE UNDERGRADUATE PROGRAM DESIGNED FOR HIGH-POTENTIAL STUDENTS CURRENTLY PURSUING (OR HAVING OBTAINED) A HIGH SCHOOL DIPLOMA GIVING ACCESS TO HIGHER EDUCATION SUCH AS THE GCE A-LEVEL, IB OR OTHER NATIONAL DIPLOMA. APPLICANTS WITH RELEVANT DIPLOMAS ARE ALSO WELCOME.

Applicants are expected to have excellent grades and be open-minded, internationally oriented and demonstrate leadership potential.

## 2 entrance tracks

► Students applying with a French Baccalaureat  
Entry to the 1<sup>st</sup> year of the ESSEC Global BBA.

• Concours SESAME

www.concours-sesame.net



► Students applying with an international  
High School diploma (CGE A-Level, IB etc.).  
Entry to the 1<sup>st</sup> year of the ESSEC Global BBA.

• Online application file including  
supporting documents:

- Academic transcripts of at least 3 years of high school
- Certificate of attendance or High School diploma if you have already graduated
- Resume/CV
- 2 recommendation letters (2 academic letters)
- English test: TOEFL (minimum 90) or IELTS (minimum 6.5), TOEIC (minimum 850) or Cambridge (minimum 175)  
The English test is not required if the applicant is an English native or if the last 2 years of applicant's academic curriculum are taught entirely in English
- Passport or ID Card
- 2 recent ID photos
- 2 essays in English

• Interview for short-listed applicants: individual interview to get to know you better, to understand your personality and to identify your values and your ways of reasoning.

Several rounds of applications per year Intake in September.

“ ESSEC has really contributed to my vision of the world, I have become more open-minded as it has raised my cultural awareness. It has also made me realize that I sometimes have to get out of my comfort zone but not to the point where I don't recognize myself anymore. Hence values and principles are still very important. Amazing people, amazing experiences, all in all ESSEC is a very big family which I'm proud of belonging to. ”

Alima,  
1<sup>st</sup> year student



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## TYPICAL STUDENT PROFILES

30%

hold an international diploma

70%

hold a French diploma

More than

90

nationalities

## MORE ABOUT THE ESSEC GLOBAL BBA

Discuss...  
with an enrolled student on ESSEC Talk.

Meet us  
Refer to...  
news, testimonials, admission process and schedule.

Apply online

Finance...  
your studies.

Student life...  
at ESSEC Business School

[www.essec.edu](http://www.essec.edu)





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ESSEC | CPE Registration number 200511927D  
Period of registration: 30 June 2017 - 29 June 2023  
Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)

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