



# EMIB Executive Master in International Business

DESIGNING TOMORROW

*online*







**Prof. Dr. Frank Bournois**  
Dean of ESCP Europe

Founded in 1819, ESCP Europe is the world's oldest business school. Its mission is to educate the next generation of transnational business leaders in order that they make the most of the opportunities offered by cultural diversity.

With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe has a truly European identity which allows it to impart a unique style of intercultural business education, and a global perspective on international management.

Through a combination of innovative educational techniques, multi-campus programmes, and an active-research faculty, ESCP Europe is an essential collaborator in the development of the culture of transnational management, which is so essential in today's global business environment.

ESCP Europe's network of almost 130 partner universities extends the school's scope from European to global. With the triple crown of accreditations (EQUIS, AMBA, AACSB), ESCP Europe welcomes 5,000+ students and 5,000 executives from 90 different countries each year, offering a wide range of programmes, both in general direction and in specialisations (Masters, MBA, Doctorate, and Executive Education).

The School's strong network of alumni has 55,000 members of 150 nationalities. In addition to its vast relationships with national and multinational businesses, this network allows ESCP Europe to offer unique professional opportunities at an international level.

ESCP Europe's aspiration is the creed of Europe: stay faithful to its humanist values and, at the same time, anticipate new global trends.

ESCP Europe, the only truly pan-European business school, has launched its new "Cultures for Business", or "C4B" strategy, which is designed to develop a new generation of international and transnational business leaders who can understand and make the most of the opportunities offered by cultural diversity.

"Study International Management at one of the best Management Business Schools in the world"



**Javier Tafur**  
EMIB Programme Director



**José Ramón Cobo**  
EMIB Academic Director



**Olga Alonso**  
Executive Education & Digital Solutions Director

Allow us to present an international management programme with a very complete range of courses, including 18 modules in all the key areas of business (finance, marketing, operations, human resources, business and organizations, IT and management skills) which will help you to focus and relaunch your career to be able to work in international environments, always with a vision geared towards decision-making. This is the Executive Master in International Business (EMIB), a programme which has been designed and developed by ESCP Europe, the world's first business school (Paris, 1819), with campuses in Berlin, London, Madrid, Paris, Turin and Warsaw.

If you are someone who believes that the world has no borders and that opportunities must be sought wherever they are, your search is at an end.

With your effort and our help, you will improve your knowledge and skills in order to be able to develop your career in international environments, fully confident of success.

# ESCP Europe rankings & accreditations

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## Rankings 2018

Financial Times worldwide ranking

# #2

Master  
in Finance

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# #11

European  
Business School

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# #5

Master in  
Management

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# #11

Executive  
MBA

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## Accreditations



ESCP Europe is among the 1% of  
business schools worldwide to be  
triple-accredited

## ESCP Europe **quick facts**

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The World's  
**1<sup>ST</sup>**  
Business School  
(est. 1819)

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**5.000**  
managers and  
executives  
in executive training  
each year

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**150**  
research-active  
professors  
representing  
20 nationalities

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**55.000**  
alumni in  
150 countries  
worldwide

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**#11**  
European Business  
School  
*Financial Times*  
Ranking

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**130**  
academic alliances  
worldwide

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**3**  
international  
accreditations  
AACSB, EQUIS  
and AMBA

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**5.000+**  
students  
representing

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# ESCP Europe

## 6 urban campuses

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### BERLIN

The Berlin campus is situated in the western part of the city centre, near the Charlottenburg Palace and its splendid gardens. Berlin is a fast-growing city characterised by a rich multifaceted economic structure and culture.

### LONDON

Located in West Hampstead in northwest London, this campus offers students state-of-the-art facilities in a traditional Victorian building.

### MADRID

Located only a couple of metres away from the National Park of Monte de El Pardo, the Madrid campus is an ideal place for students to focus on their professional development.

### PARIS

The Paris campus is conveniently located in the centre of the city. The campus enjoys easy access to all of the Capital's major business districts.

### TURIN

The Turin campus is located in a beautiful building with modern facilities. Turin is one of the main business centres of the Italian economy and home to many architectural masterpieces.

### WARSAW

Our campus is based at Kozminski University, located in Warsaw's northeast district of Praga Północ. It is one of the city's most historic neighbourhoods.



## ESCP Europe who is this programme aimed at?

Professionals who want to develop their managerial skills in an international setting, accessing the best management practices in key business areas.

Highly recommended for those with technical backgrounds who are moving on to perform managerial or business unit management responsibilities.



## Rankings 2018

# #5

Worldwide  
*Master in Management*

# #11

Worldwide  
*Executive MBA*

## what makes the EMIB programme exceptional?



### Multidevice

Connect whenever you want, wherever you want



### Learning-by-Doing

Immediately transfer everything you learn to the job being done



### Best Faculty

Same professors of our top notch programmes



### Continuous Tutoring

Same experience as in the classroom



### Credits Validated

From smaller Diplomas to bigger Degrees

# ESCP Europe Executive Master in International Business Curriculum

| TERM 1<br>(September)                                                                                                                                                 | TERM 2<br>(January)                                                                                                                                     | TERM 3<br>(April)                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Strategy</li><li>• Cross-Cultural Management</li><li>• MK in a globalised world</li><li>• Int. Business Development</li></ul> | <ul style="list-style-type: none"><li>• Digital Marketing</li><li>• HRM in international organisations</li><li>• Financial Statement Analysis</li></ul> | <ul style="list-style-type: none"><li>• International Project Management</li><li>• Negotiation</li></ul>                                                                        |
| <ul style="list-style-type: none"><li>• Managerial Economics</li><li>• Innovation</li></ul>                                                                           | <ul style="list-style-type: none"><li>• Operations Management</li><li>• Digital Transformation</li><li>• Cost Accounting</li></ul>                      | <ul style="list-style-type: none"><li>• Organisational Behaviour</li><li>• Leadership and EI</li><li>• Financial Management</li><li>• Big Data and Business Analytics</li></ul> |



# ESCP Europe selected faculty profiles\*



## Chris Halliburton

Master of Science in Economics  
Associate Professor. Marketing

### LONDON CAMPUS

Professor of International Management and Marketing. He has a degree from the University of Durham and from the London School of Economics (LSE) and has lectured at the London Business School and Cass Business School, London. He has taught on a number of MBA and executive education programmes in different countries. He has considerable experience in strategy and marketing consultancy numerous in consumer and industrial markets for such clients as Unilever, Gerber, Alliance Boots, Caterpillar, Xerox, IBM, as well as work for government. His research interests are in the field of international marketing and branding, especially in aspects of cross-border marketing in Europe.



## Diana Clarke

Affiliate Professor. Strategy,  
Organisational Behavior, and Human  
Resources

### MADRID CAMPUS

Affiliate Professor at ESCP Europe (Madrid Campus) in Cross-Cultural Management, Organisational Innovation and Leadership. She is a member of Top Ten, an association of prestigious consultants in the sphere of Human Resources and Management.

Her experience covers many fields, but above all Human Resources Development and Human Resources Consulting. For over seventeen years, Diana Clarke worked in Madrid for a multinational corporate and investment bank (Citibank, 1984-2000). She is currently a partner and co-founder of Managers Studio, a firm specialising in helping organizations develop Management and Communication skills.



## Christophe Thibierge

Doctor in Management Science  
Associate Professor. Finance

### PARIS CAMPUS

Associate Professor in the Finance department at ESCP Europe Paris Campus. He graduated from ESCP Europe with a Master in Management and from Ecole Centrale Paris with a Specialized Master. He holds a Doctorate in finance. Expert in the area of financial information and market valuation of firms. This encompasses financial statement analysis, security analysis and event-studies in financial communication. He gives classes for/at the master programmes, Executive MBA and executive programmes (both open-enrolment and customized programmes).



## Francesca Pucciarelli

Ph.D. in Entrepreneurial Culture.  
Assistant Professor. Marketing

### TURIN CAMPUS

Assistant in Marketing and Research Fellow at the ESCP Europe Turin Campus she has been involved in a number of applied research projects focusing on marketing and strategy. These include business models design, new product development, international market entry strategies, and change management. Her research interests are in strategies design and implementation within organizations, with an especial focus on entrepreneurial companies and family business.



## Emmanuel Zilberberg

Post-graduate DEA in Management and Administration.  
ESCP Europe Graduate  
Assistant Professor. Management Control

### PARIS CAMPUS

Affiliate Professor in the Management Control department at ESCP Europe Paris campus. He specializes in pricing, profit margin optimization and value creation. A graduate of ESCP Europe, he completed a post-graduate DEA in Management and Administration. He teaches Accounting and is responsible for an elective course on "Pricing and Margin Optimization". Since 1996 he has been an independent trainer and consultant.

\*for further information, please visit: [www.masteremib.com](http://www.masteremib.com)

# ESCP Europe selected faculty profiles\*



**José Ramón Cobo**

Ph.D in Management Science.

Associate Professor. Information and Operations Management

Academic Director of the Specialized Master in International Project Management

## **MADRID CAMPUS**

Associate Professor at ESCP Europe. He lectures in Master Programmes and in Executive Education for international companies and multilateral agencies. He is certified as Project Management Professional PMP® from the Project Management Institute PMI®. Over the last six years, José Ramón Cobo has developed an applied research focus in a broad range of areas in the field of Project Management, including the optimization of processes, the configuration of project management offices, the organisational design of complex projects, entrepreneurship of industrial projects, and the development of management skills in cross-cultural contexts.



**Fabienne Fel**

Doctor in Management Science.

Associate Professor. Information and Operations Management

Scientific Director of the Specialized Master in Strategic Management of Purchasing and Supply Chain

## **PARIS CAMPUS**

Associate professor in the Information and Operations Management Department of ESCP Europe Paris campus. She is a graduate of HEC. She holds a doctorate (doctoral thesis: aspects of new product development). Her teaching assignments cover subjects such as Operations Management, Project Management and Quality Management to New Products. Her interest is currently in the field of Concurrent Engineering. She is also a member of the Review Committee on Quality & Price Performance.



**Yannick Meiller**

Ph.D. in Computer Science

(Artificial Intelligence – Industrial systems)

Assistant Professor. Operations Management

## **PARIS CAMPUS**

Head of the RFID European Lab. Expert for BPI (Banque Publique d'Investissement - French innovation funding organization). He has a wide and diverse experience of innovation, of intermediation between research and industry, and of exchanges between technologies and management sciences. He worked for scientific research public institutions (Universities, ONERA – The French aerospace lab), in France and in the USA, in the field of decisional Artificial Intelligence.



**Béatrice Collin**

Doctor in Management Science.

Associate Professor.

Strategy, Organisational Behavior, and Human Resources.

Faculty Dean Scientific Director of the Specialized Master in Strategy and Organization Consulting

## **PARIS CAMPUS**

Professor of International Strategy and Management at ESCP Europe. She also lectures in Master Programs at the University of Paris II. Her main research concern is about cultural diversity as a competitive advantage for companies going global. Béatrice Collin has worked with companies from various industries, including Arcelor-Mittal (Steel), L'Oréal (Cosmetics), Credit Agricole (Banking), Carrefour (Retailing) as well as medium-sized companies.

For the last years, Béatrice has designed and developed executive education seminars for European companies willing to prepare their future leaders to manage successfully and efficiently in their global and culturally diversified organizations.



**Almudena Cañibano**

Ph.D. in Employment Relations and Organisational Behaviour at the London School of Economics and Political Sciences.

Assistant Professor. Strategy,

Organisational Behavior and Human Resources

## **MADRID CAMPUS**

Lecturer in Human Resource Management at the ESCP Europe Madrid Campus. Her research focuses on the study of innovative work organization systems, flexible working practices, human resource management and their effect on occupational health, employee wellbeing and organisational performance.

# ESCP Europe selected faculty profiles\*



## Anthony J. Evans

Ph.D. in Economics.

Associate Professor. Economics, Law and Social Sciences

### LONDON CAMPUS

Associate Professor of Economics at ESCP Europe. His research interests are in corporate entrepreneurship, monetary theory, and transitional markets. He has authored policy papers for the Conservative Party, European Investment Fund, Financial Reporting Council and the Competition Commission on a range of market-process issues, and has conducted applied research projects with a number of corporate sponsors.



## Martin Kupp

Ph.D. Strategy, Organisational Behavior and Human Resources

Associate Professor. Strategy, Organisational Behavior, and Human Resources

### PARIS CAMPUS

Associate professor for entrepreneurship at ESCP Europe Paris campus and a visiting professor at EGP Business School in Portugal and the European School of Management and Technology, Berlin. Before that, Martin worked as a program director at ESMT, Berlin and a lecturer and research assistant at the University of Cologne, where he also received his doctoral degree. Martin's area of expertise lies in entrepreneurship, strategic innovation, competitive strategy and organisational creativity. He has worked for clients such as Bosch, ThyssenKrupp, Siemens, MAN, Coca-Cola, Deutsche Bank, Axel Springer and Bertelsmann.



## Chiara Succi

Ph.D. in Communication Sciences.

Assistant Professor

Strategy, Organisational Behavior, and Human Resources

### TURIN CAMPUS

Assistant Professor of Organisational Behavior at ESCP Europe. Since 2003, she collaborated to several research projects in the framework of the Swiss Virtual Campus Programme funded by the Swiss National Foundation with the aim to explore the conditions for the successful realization of e-learning activities.



## Miguel Palacios

Ph.D. Strategy, Organisational Behavior and Human Resources  
Associate Professor.

Academic Director of the Entrepreneurship Chair,  
Executive Education Academic Director

### MADRID CAMPUS

Associate Professor in Entrepreneurship and Organisational Behavior at ESCP Europe, as well as the Executive Education Academic Dean on Madrid Campus. He is also the Ph.D. Advisor at the Universidad Politécnica de Madrid in the areas of Business Models, Social Entrepreneurship and High Growth Entrepreneurship. Since October 2012, he is part of the area of Business Planning in the European Commission- funded project Eureka.



## Veronique Tran

Ph.D. in Psychology. Associate Professor  
Strategy, Organisational Behavior, and Human Resources

### PARIS CAMPUS

Associate Professor of Organisational Behavior at ESCP Europe, Paris Campus. Veronique Tran teaches Organisational Behavior at the Masters and Executive MBA level, and research methods at the PhD and Masters thesis level. She supervises Masters thesis and professional thesis. She is member of the Academy of Management (AOM), the Society for Industrial and Organisational Psychology (SIOP), the European Association of Work and Organisational Psychology (EAWOP), the International Society for Research on Emotion (ISRE), and EMONET – Emotions in Organisational Settings.

\* for further information, please visit: [www.masteremib.com](http://www.masteremib.com)

# ESCP Europe the EMIB - Executive Master in International Business is geared towards

talented and ambitious professionals with managerial experience, who strive to take their career to the next level. We welcome high potential students/professionals who are ready to share their insights with their peers and are willing to learn from them.

## Current Participants Profile

**+140**

Participants

**+50**

Nationalities

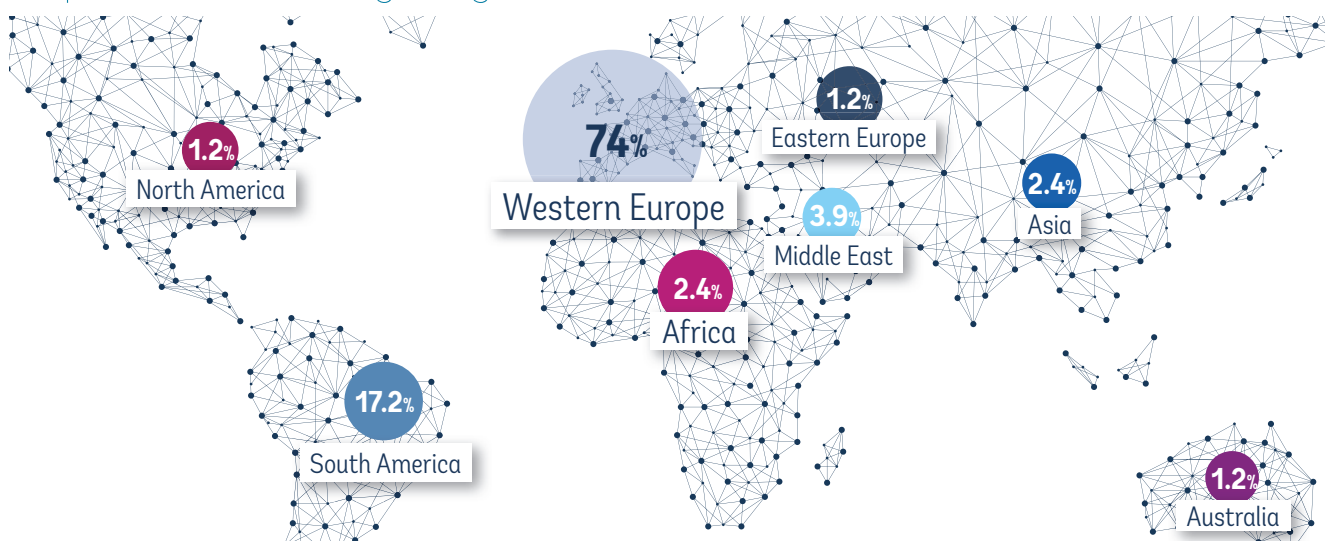
**34**

Average Age

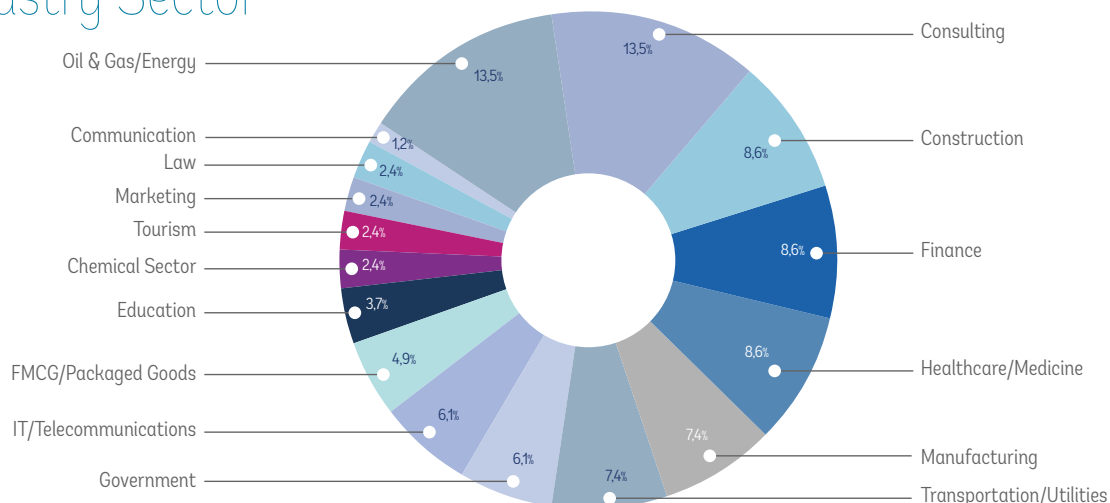
**+7 years**

Average  
Professional  
Experience

## Representation by Regions



## Industry Sector



# ESCP Europe choose your diploma/degree\*

## 5 Certificates

- International Finance **12 ECTS**
- International Marketing **12 ECTS**
- International Operations Management **12 ECTS**
- People and International Organisations **12 ECTS**
- International Digital Business **12 ECTS**

## Advanced Certificate

- Advanced Certificate in International Business **24 ECTS**

\* Credits are validated among different programmes.

## Master Degree

- Executive Master in International Business **60 ECTS**



# ESCP Europe

## maximum flexibility: three degrees to work towards

### 12 ECTS CERTIFICATE

Five options to choose:

#### CERTIFICATE IN INTERNATIONAL FINANCE

- Cross-Cultural Management
- Managerial Economics
- Financial Statement Analysis
- + 1 Specialized Course

#### CERTIFICATE IN INTERNATIONAL OPERATIONS

- Cross-Cultural Management
- Strategy
- Operations Management
- + 1 Specialized Course

#### CERTIFICATE IN PEOPLE AND INTERNATIONAL ORGANISATIONS

- Cross-Cultural Management
- Strategy
- HRM in International Organisations
- + 1 Specialized Course

#### CERTIFICATE IN INTERNATIONAL MARKETING

- Cross-Cultural Management
- MK in a Globalised World
- Digital MK
- + 1 Specialized Course

#### CERTIFICATE IN INTERNATIONAL DIGITAL BUSINESS

- Digital Transformation
- Digital MK
- Big Data and Business Analytics
- + 1 Specialized Course

### 24 ECTS ADVANCED CERTIFICATE

#### ADVANCED CERTIFICATE IN INTERNATIONAL BUSINESS

##### 6 CORE COURSES

- Strategy
- Cross-Cultural Management
- MK in a Globalised World
- HRM in International Organisations
- Financial Statement Analysis
- International Project Management

##### 2 OPTIONAL COURSES (to choose)

- Innovation
- Digital MK
- Digital Transformation
- Negotiation
- Leadership and EI
- Big Data and Business Analytics

### 60 ECTS EXECUTIVE MASTER DEGREE

#### EXECUTIVE MASTER IN INTERNATIONAL BUSINESS

##### 9 CORE COURSES

- Strategy
- Cross-cultural Management
- MK in a Globalised World
- International Business Development
- Digital Marketing
- HRM in International Organisations
- Financial Statement Analysis
- International Project Management
- Negotiation

##### 5 OPTIONAL COURSES (to choose)

- Managerial Economics
- Innovation
- Operations Management
- Digital Transformation
- Cost Accounting
- Organisational Behaviour
- Leadership and EI
- Financial Management
- Big Data and Business Analytics

### + MASTER THESIS

ESCP Europe declares that the Executive Master in International Business is a private ESCP Europe diploma. This Master does not lead to an official diploma in Spain (Decree 84/2004 BOCM).

# ESCP Europe participants on the go



## **Herbert Paixoto • Brazilian**

Civil Engineer

Ghella S.p.A., Brazil

*Before knowing ESCP Europe, I was looking for a course that could offer me a broader business knowledge and give me flexibility to study anywhere in the world with internet connection. I spent a long time searching for several courses, until one caught my attention, surprising me with its antiquity. The ESCP Europe is the first business school in the world, and it made me start to think about the quantity and quality of experience and knowledge it has. I may say that the EMIB far exceeded all my expectations. The course is didactic, practical and has great teachings. The teachers have high qualifications and the study material has excellent content. Although the online course is flexible, it requires a lot of discipline and determination from the student, which demonstrates that the course is for those who want to study with quality and explore their ability to acquire new knowledge by themselves.*



## **Fabien Mainemare • French**

Sales Engineer

Elanco (Elli Lilly), France

*My name is Fabien Mainemare, I am a French agriculture engineer and I work in the pharmaceutical industry. I have always been frustrated to leave my engineering school without a strong business education background. After few years of experience, I decided to go further and invest in my education joining the EMIB! I must say, that's the best personal investment I have ever made. I knew ESCP Europe as a famous business school but I didn't expect I could become a part of it, cause that's really what you become by joining their programs. First I have been pretty impressed by the quality of the courses, the incredible availability of the professors (I still didn't find their trick to answer my emails by night) and the deep and strong experience they have. Day to day I feel like more and more globally minded and open to an appealing international career. The EMIB is providing everything I need to get to the next step. Join us!*



## **Barbara Josefina Archila Mendoza • Venezuelan**

Cash Collector Latam

British Telecom Group, Brazil

*The first thing that caught my attention was the reputation of the School, second was the fact that a school like this teaches a Master 100% online. I wanted to study in an international environment and in a recognized school, so ESCP Europe was my choice. I don't regret a thing, I can study anywhere, any time, the teachers are great, the staff is always looking after you and ready to assist you. Although I have found some courses challenging, I am learning a lot thanks to the teaching method they use. So far, my experience with the EMIB has exceeded my expectations.*



## **Fernando Flores Redondo • Spanish**

Senior Software Engineer, Project & Program Manager  
Axwave Inc, USA

*I have a technical background (Telecommunications Engineer) and recently have moved to the business development side of the startup I work for, so I started looking for a program that could narrow the eternal gap between technology and business knowledge. But there was a big constraint: in the last few years, I have lived in 3 different countries (and timezones), and because of the unpredictability that comes along with the startup experience, who knew where I was going to be living or working in the next month, semester or year. So the ESCP EMIB turned out to fit my needs perfectly: prestigious business school, online classes, and the possibility to take the exams remotely or in campus; it was a no-brainer, so I visited the Madrid campus, met the Programme Officer and enrolled.*

*And now that I'm part of the program, I can't be happier with it. It has a full practical approach, all the professors (seasoned professionals in different sectors) use real-life business cases instead of boring theory. Assignments have to be delivered every two weeks in most of the cases, so the learning process is really incremental and enables engagement from the very first days of the program.*

*The programme gives a full view of the business cycle (operations, sales, human resources etc) with a special focus on internationalization issues. The content is pretty close to what an MBA offers, for a fraction of the cost and with way more flexibility. I encourage you to join or reach out to me if you need more information*

# ESCP Europe chairs and professorships

Knowledge creation and transmission are in the hands of the School's full-time faculty members. Our faculty's research not only gives rise to publications in the most prestigious international and national scientific journals but also contributes to nourishing the professional community: companies, public authorities, and professional associations. ESCP Europe develops close links with companies through its many Chairs, Research Centres, Professorships and Institutes.

chairs, research centres,  
professorships and institutes

## ESCP Europe Chair for Entrepreneurship Research

[www.chaireeee.eu](http://www.chaireeee.eu)



Launched in 2007 thanks to its sponsors, EY and the ESCP Europe Foundation, the Entrepreneurship Chair (ChaireEEE) supports the development of tomorrow's entrepreneurs through specific programmes and support structures. The ESCP Europe Entrepreneurship Chair has 4 main activities:

## Future of Retail in Society 4.0 Chair



This Chair aims to foster forward-looking in-depth reflection on the business and retail industry of tomorrow. In an environment undergoing profound change, E. Leclerc, a key player in business and the retail industry, was looking for opportunities for teaching and debate where it would be possible to promote new forms of business and discuss new business ecosystems in the era of company 4.0.

## Financial Innovation and Transformation Chair



The common goal of BNP Paribas CIB and ESCP Europe is to create a reference point for research in the field of responsible innovation and transformation in the financial sectors.

## Fashion and Technology Chair



The Fashion and Technology Chair aims at analysing and promoting the role of the technology as a catalyst of innovation for the Fashion and Luxury sectors; not only to ESCP Europe students and alumni, but also to a wider community interested in such issues.

## Organisations, Leadership and Society Chair



The Organisations, Leadership and Society Chair aims at taking a step back to reflect on the changes that will affect the functioning of organisations, and exploring topics such as responsible management and labour relations in rapidly changing environments; organisations in the face of complexity; and relationships with money.

## IoT (Internet of Things) Chair



The IoT (Internet of Things) Chair aims to develop a better understanding of business and managerial issues related to digital evolution and the development of connected objects.

## Public Service and Managerial Performance Chair



The objective of ESCP Europe and Deloitte in partnership with ENA, is to set up an academic reference pole on the questions of managerial performance within the public sphere.

## Creativity marketing centre (CMC)

[www.creativitymarketing.org](http://www.creativitymarketing.org)

The Creativity Marketing Centre (CMC) is a platform for thought-leadership and knowledge exchange on the role of creativity as a driving force of value in marketing. The Centre brings together academics, marketing practitioners and experts from all sectors, eager to participate in harnessing creativity to rethink the rules of the game in marketing. The Centre engages in cutting-edge academic research on creativity and its role in strategic rethinking and marketing.

## Research centre for energy management (RCEM)

[www.rcem.eu](http://www.rcem.eu)

The RCEM Centre's aim is to build a strong proactive partnership between energy corporations, government agencies, and the academic community, in preparation for a new energy era. This will be achieved through the promotion of rigorous and objective empirical research on issues related to energy management, finance and policy, in order to support decision-making by both government and industry.



## European Research Centre for Finance and Society

The CERFS Centre aims at not only promoting high quality research and education but also enforcing a strong alliance between academia and industry. The CERFS research draws on the expertise of the ESCP Europe finance faculty members who frequently conduct the cross-disciplinary research projects.

## L'Oréal Professorship in Creativity Marketing

### L'ORÉAL

The objective of this partnership is to explore a cutting edge research field with real-world management implications, establishing L'Oréal as a business at the forefront of innovative management thinking. As part of this agreement, L'Oréal became a Founding Corporate Member of ESCP Europe's Creativity Marketing Centre (CMC).

## KPMG Professorship in International Corporate Governance



The objective of the Professorship is to gain perspective on the integration of risk management and performance into corporate strategy. For many years, KPMG has operated in the field of governance, either as auditor or consultant. International corporate governance is a major challenge for companies.

## Professorship in Economics and Marketing in the Professional Events Industry

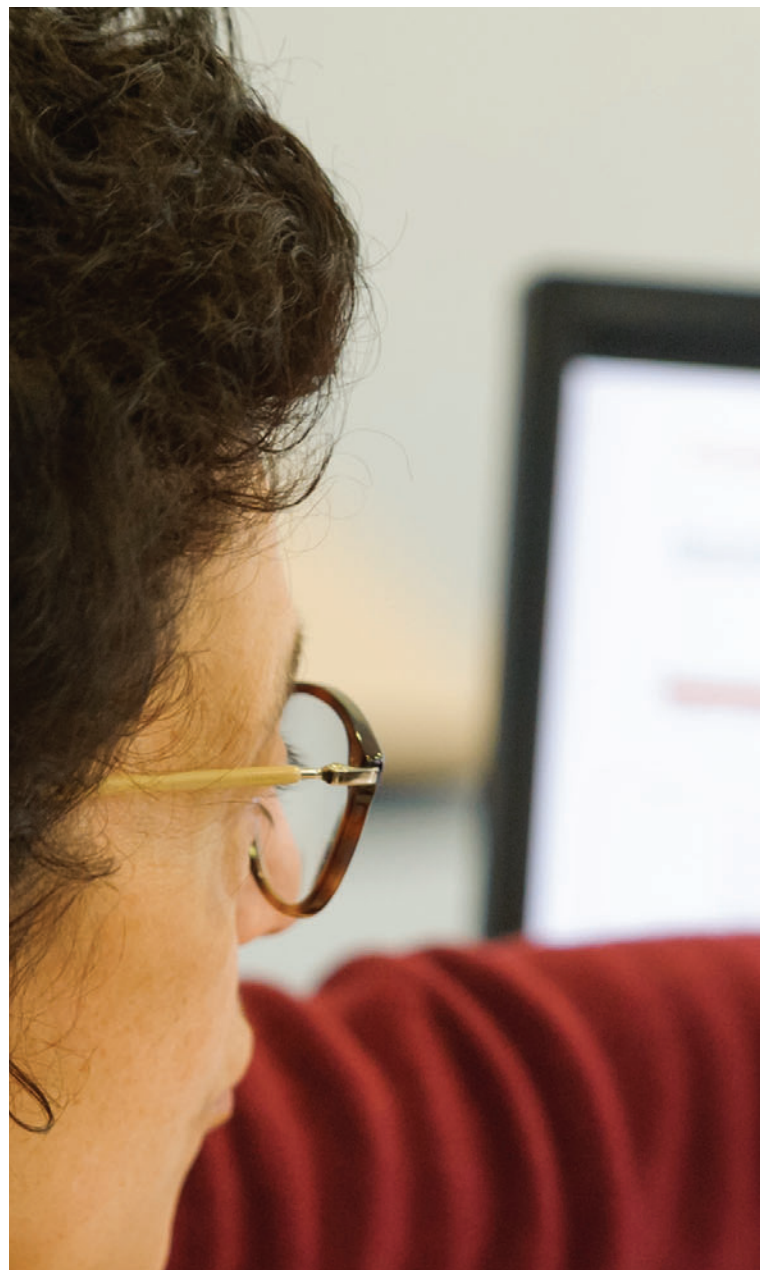


The common goal of Unimev, Viparis and ESCP Europe when creating this Professorship was to recognise the events industry as a major current economic opportunity.

## i7, the Institute for Innovation and Competitiveness



The Institute was created and supported by ESCP Europe to promote a broad vision of innovation, stimulating the development of present practices and corporate interests related to innovation, and a broad vision of competitiveness, including non-price competitiveness.



A diverse  
cutting-edge faculty

**150**

full-time faculty members  
working across the 6 campuses

**120**

affiliate and  
visiting professors

**+800**

working professionals, with long experience  
and strong expertise in their fields

# ESCP Europe admission process

## Duration of the programme

You can choose the language  
of every course (English or French)

**The Programme has been  
designed to be completed  
in up to 3 years**

**The Programme starts  
every year in:**

- September
- January
- April

## STEP 1 The online application and admission test

Apply online on the website:  
[www.masteremib.com](http://www.masteremib.com)

## STEP 2 Personal interview by phone or Skype\*

\*Optional, depending on the  
candidate's profile

Contact:

**Ana Vrsalovic**  
Programme  
Manager

Tel: +34 913 359 249

[avrsalovic@escpeurope.eu](mailto:avrsalovic@escpeurope.eu)



## Tuition fees

EMIB Degree: 13,500€

Advanced Certificate: 6,200€

Certificate: 3,100€

## Admission requirements

Admission criteria:

### EMIB / Executive Master in International Business

- Bachelor / Master degree  
**and**
- 2 years of professional experience  
related to the program

### Advanced Certificate in International Business

- Bachelor / Master degree  
**or**
- 2 years of professional experience  
related to the program

### Certificate

- Bachelor / Master degree  
**or**
- 2 years of professional experience  
related to the program

Documents to attach:

- |                         |                            |                        |
|-------------------------|----------------------------|------------------------|
| • Copies of diplomas    | • Motivation video         | • Copy of passport     |
| • Recommendation letter | • Updated Curriculum Vitae | • Photo in jpeg format |

# EMIB Executive Master in International Business

online  
CP

DESIGNING TOMORROW

ESCP Europe is among the  
1% of business schools worldwide  
to be triple-accredited.



## BERLIN

Heubnerweg 8 - 10  
14059 Berlin, Deutschland  
T: + 49 30 320070

## LONDON

527 Finchley Road  
London NW3 7BG, United Kingdom  
T: + 44 20 7443 8800

## MADRID

Arroyofresno 1  
28035 Madrid, España  
T: + 34 91 386 25 11

## PARIS RÉPUBLIQUE

79, av. de la République  
75543 Paris Cedex 11, France  
T: + 33 1 49 23 20 00

## PARIS MONTPARNASSE

3, rue Armand Moisant  
75015 Paris, France  
T: + 33 1 55 65 56 57

## TURIN

Corso Unione Sovietica, 218 bis  
10134 Torino, Italia  
T: + 39 011 670 58 94

## WARSAW

c/o Kozłowski University  
International Relation Office  
57/59 Jagiellońska St.  
03-301 Warsaw, Poland  
T: + 48 22 519 22 89