MBA in International Management

MEB Conversion Path

ESCP
BUSINESS SCHOOL

IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

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ESCP
Quick Facts

The World's
1st
Business School
(est. 1819)

Multi-accredited:
AACSB, EQUIS, EFMD MBA, EFMD EMBA, 5 European Higher Ed Standards

A comprehensive
portfolio
of 46 programmes: Bachelor, MiM, 27 Specialised Masters, MBA, 2 PhDs, 12 Executive Masters, EMBA, Global EPhD, as well as a custom and open programme offer

8,000+
students in degree programmes representing
122
different nationalities

6 ESCP urban campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw

170
research-active professors representing over 33 nationalities across our campuses

Over **140**
academic alliances in Europe and the world in 47 countries

5,000
high-level participants in customised trainings and executive education

68,000+
active alumni in over 150 countries in the world

6 Urban Campuses

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

République & Montparnasse

The Paris sites are conveniently located in the centre of the city. They enjoy 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
Rankings & Accreditations

Worldwide Financial Times

#2
Master in Finance *(2021)*

#7
Master in Management *(2021)*

#6
Executive MBA *(2021)*

#2
Career Progression
Executive MBA *(2021)*

#8
European Business Schools
(2021)

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.

AACSB ACCREDITED | EQUIS ACCREDITED | EFMD ACCREDITED MBA | EFMD ACCREDITED EMBA | 5 European Higher Ed accreditations

ESCP
It all starts here

In a world shaped by the economy, reorienting how this world evolves has become a duty of the sphere of business.

It's by giving meaning to business that we will be able to nurture society in a positive and sustainable way.
As a business school training leaders and entrepreneurs for more than 200 years, our role is central in teaching how to better anticipate change, and make decisions.

Because, in life as in business, everything starts with choices.

It is by making such choices that ESCP Business School upholds its values, its unique management style and its unique point of view on the world.

The era of responsible, augmented and collaborative leadership has arrived: a leadership aware of global issues, sustained by our values rooted in European humanism, our unrivalled worldwide diversity and multiculturalism.

Joining the international ESCP community is beyond embracing academic excellence; it is about learning how to make enlightened choices to be ready to meet the great challenges of our times with optimism.

Yes, with optimism because, like ESCP's founding fathers in 1819, we believe in progress.

We constantly explore new knowledge territories from sciences to humanities, allowing our graduates to reach a new level of insight and to engage with intelligence and responsibility.

For a successful career with a positive footprint, choose ESCP Business School.

It all starts here.

Prof. Frank Bournois
Executive President &
Dean of ESCP

Prof. Léon Laulusa
EVP, Dean for Academic and
International Affairs

Prof. Laura Reyero
Associate Dean
MBA in International Management

Zahia Bouaziz Semmani
Director of Studies
MBA in International Management

Welcome to a life-changing programme that will help you achieve your career goals and strengthen your entrepreneurial spirit. The MBA in International Management is a 10-month, full-time programme that provides the necessary learning and essential resources to manage and grow a business in our ever-changing, globalised, sustainable and digital world.

This programme is designed for business professionals and entrepreneurs and offers a holistic view of the corporate world. Participants will enhance their management skills, boost their career potential and become leaders of the 21st century.

If you want to be part of the managers who change businesses by making them more sustainable, digital and entrepreneurial, this is your MBA!

Cartier | **Cartier, official Class Sponsor**

ESCP Business School and Cartier join forces to offer the young professionals a unique learning experience. The partnership allows students of the programme to immerse themselves in the life of the Maison, through site visits and experience-sharing sessions with the jewellery house's employees. Cartier also takes part in MBA recruitment forums.

A diverse international Faculty

The ESCP Faculty endeavours to inspire students and help them take their first step towards an ambitious and exciting international career in today's diverse, multicultural business world.

Prof. Dr. Marion Festing

HRM and Intercultural Leadership

BERLIN CAMPUS

"The study of management in mixed groups at different campuses allows students to experience and practice cultural diversity, sharpen their international profile and prepare for the demands of a globalised economy."

Prof. Terence Tse

Finance

LONDON CAMPUS

"Combining students' abilities to grasp and apply the concepts, with their maturity as well as their diverse cultural and business backgrounds, the grand result is a recipe that guarantees wonderful class discussions and a superb preparation for their future careers."

Prof. Lorena Blasco-Arcas

Marketing

MADRID CAMPUS

"Multiculturalism, humanistic values and learning by doing define the ESCP experience, the perfect combination to prepare our students for the societal and businesses demands of the future."

Prof. Philippe Zarlovski

Management Control

PARIS CAMPUS

"Students are ESCP's wealth. The diversity of their backgrounds together with their commitment to their studies make each course an original learning experience that prepares them to take on responsibilities in a fast-changing and complex world."

Prof. Chiara Succi

Organisational Behaviour

TURIN CAMPUS

"Every time I teach ESCP students, I learn something new. Their varied backgrounds, cultures and experiences allow discussions to cover many different points of view and deeply explore the content."

Prof. Grzegorz Mazurek

Marketing

WARSAW CAMPUS

"ESCP with its history and pan-European perspective is associated not only with a high quality of teaching, superb knowledge and unique skills, but an amazing mixture of intercultural values which can be simply defined as the 'ESCP experience' – students are aware of that, appreciate it and take the most from it."

ERIM

ESCP Research Institute of Management is a state-recognised research laboratory that allows ESCP not only to deliver a Doctorate degree independently but also to apply for national research funding such as the ANR funding. ERIM also plays an important role in promoting research activities of ESCP Business School.

Research Centres & Institutes

BIG DATA RESEARCH CENTRE

CERALE
Centre for European / Latin American Research

CERS
Centre for Research in Sociology

CIM
Excellence Centre for Intercultural Management

CMC
Creativity Marketing Centre

ECDC
European Center for Digital Competitiveness

EMC
Energy Management Centre

HappyMgt
Happiness & Management Research Centre

HMI
Health Management Innovation Research Centre

IREFIM
Institute of Real Estate Finance and Management

SustBusy
Business & Society - Towards a Sustainable World

TIB
Teams in International Business

TMI
Talent Management Institute

Labex RéFi
Laboratory of Excellence for Financial Regulation

Chairs & Professorships

- Circular Economy & Sustainable Business Models — Deloitte.
- Creativity Marketing — L'ORÉAL
- Factory for the future — SAFRAN; Fondation d'entreprise MICHELIN — L'HOMME EN MOUVEMENT
- Fashion and Technology — LECTRA
- Future of Retail in Society 4.0 — E.Leclerc; BearingPoint.
- Industrial Relations and Firms' Competitiveness — AIRBUS; GROUPE RENAULT; sodexo; SOLVAY
- Intercultural Management — GROUPE RENAULT
- International Corporate Governance — KPMG
- Internet of Things — Schneider Electric; SOCIETE GENERALE Banque & Assurances; Valeo
- Jean-Baptiste Say Institute — RCi BANK AND SERVICES; EY
- New Generation Management — KPMG
- Real Estate — BNP PARIBAS REAL ESTATE
- Reinventing Work — BiVWAK! BY BNP PARIBAS; BNP PARIBAS

MBA IN INTERNATIONAL MANAGEMENT

MEB CONVERSION PATH

The **Programme**

After 22 years of existence, ESCP Business School's Master in European Business (MEB) has evolved into an MBA in International Management. The MEB will remain in the portfolio of programmes of the ESCP Alumni Association including all graduates' names since its creation.

Yet, we think **the MBA in International Management will add a real value to your career with an even stronger brand recognition.**

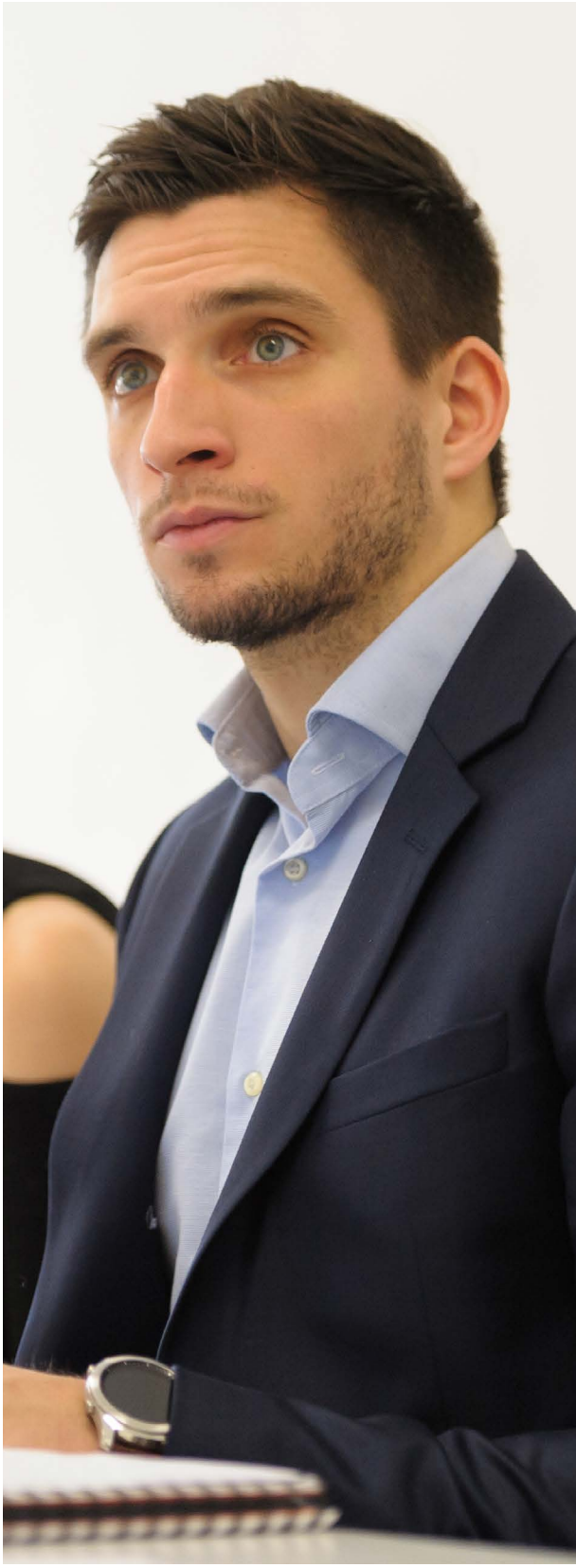
We have specifically designed the Conversion Path for MEB Alumni who wish to top up their professional profile with an MBA degree that will allow them to **strengthen their skill sets and network while pursuing their career progression.**

REQUIREMENTS

- Open to MEB Alumni with at least 3 years of professional experience.
- You must attend 2 online courses, 4 on-site electives (to choose out of the 24 available) with the MBA in International Class of 2022, 3 hours of one-on-one coaching, and submit a Business Plan (individually or in group).

TIMELINE (April to July 2022)

- Online courses take place from April to May 2022.
- Electives take place from 13 June to 2 July 2022.



The **Content**

2 Online Courses

Students will complete 2 online courses:

① **International Negotiation**

② **Digital Transformation**

Each course will have two sessions available between April and May 2022.

Students will be able to choose the session that best suits their schedule.

Further details on the timings of the courses will be shared at a later date.

4 Electives

Students will be able to choose their electives in February 2022 (first-come, first-served basis with a waiting list) provided they have paid the deposit.

The electives are offered during **3 blocked weeks from 13 June to 2 July 2022** in Semester 2 (see calendar, p. 14-15).

Each elective lasts 12 hours and accounts for 2 ECTS. Assessments will be variable depending on topic, course structure, and teaching methods (e.g. group projects or individual online quiz).

Out of a total of 24 electives offered in 7 locations, students are asked to choose 4, via a dedicated online platform.
Each class has its maximum capacity (see calendar p. 14-15).

3 Hours of individual coaching

MBA Conversion Path students can benefit from 3 hours of confidential, one-to-one coaching sessions.

These can be used to explore themes that are relevant to your career development.

Alternatively, you can choose to focus on personal decision-making and identify the actions for achieving your professional/personal goal.

Masterclasses & Networking Events:
Students have an unlimited access to MBA masterclasses and networking event sessions throughout the year.

Electives
Portfolio 2022

1 Business Plan

In order to validate the MBA Conversion Path, students are required to write, individually or in small groups, the Business Plan of a new venture.

Students are free to select a start-up concept of their own or they will be provided with real-life entrepreneurial projects chosen among ESCP's wide network of entrepreneurs.

Students will be evaluated on their ability to transform an idea into a real business, ensuring its economic viability and enhancing its social impact.

BERLIN

- Financial Reporting for International Capital Markets
- Global Knowledge Management
- Managing Global Work
- Portfolio Management

LONDON

- Creativity Marketing
- Sourcing and Supply Chain Management
- Energy Risk Management
- Mergers and Acquisitions

PARIS

- Innovation 2.0 and Business Law for Managers
- Customer Value Management
- Organisational Transformation
- Social Entrepreneurship
- Negotiation Dynamics

TURIN

- Financial Modelling
- International Capital Markets and Trading Techniques
- International Luxury Management
- Brand Management

WARSAW

- Entrepreneurial Marketing
- Strategic Digital Marketing

MADRID

- Social Media and Digital Marketing
- A Stakeholder Approach: Happiness, Wellbeing, and Management
- Family Business Management
- Total Leadership

BEIRUT

- Doing business in Lebanon, a gateway to the Middle-East

Electives **Calendar** (Subject to changes)

Students can choose through these electives either to get a wider ESCP Business School experience or to discover/deepen a management topic of their choice.

WARNING: When choosing electives, topic, location, and dates must be compatible!

Each elective lasts 2 days: Monday-Tuesday & Thursday-Friday.
Wednesday is free to travel from one campus to the other.

All electives will be followed by a social event from 6:00 pm to 8:00 pm each Monday and Thursday.

BERLIN	LONDON	MADRID	PARIS	TURIN	WARSAW	BEIRUT
MONDAY 13 / TUESDAY 14 JUNE						
Global Knowledge Management Prof. Markus Bick / Claas Wenzlik 40 Students		**Family Business Management** Prof. Miguel Palacios 40 students **Social Media and Digital Marketing** Prof. Lorena Blasco-Arcas 30 students	**Organisational Transforma-tion** Prof. Isaac Getz 25 Students	**Brand Management** Prof. Regina Brix 32 Students		
THURSDAY 16 / FRIDAY 17 JUNE						
Financial Reporting for International Capital Markets Prof. Martin Schmidt 45 Students	**Sourcing and Supply Chain Management** Prof. Joe Miemczyk 50 Students			**International Luxury Management** Prof. Benoit Heilbrunn 32 Students		
MONDAY 20 / TUESDAY 21 JUNE						
Portfolio Management Prof. Houdou Basse Mama 30 Students	**Creativity Marketing** Prof. Marie Taillard 50 Students		**Innovation 2.0 and Business Law for Managers** Prof. David Chekroun 20 Students **Negociation Dynamics** Prof. Thomas Sorreda 20 Students		**Strategic Digital Marketing** Prof. Grzegorz Mazurek 35 Students	

BERLIN	LONDON	MADRID	PARIS	TURIN	WARSAW	BEIRUT
THURSDAY 22 / FRIDAY 24 JUNE						
Managing Global Work Prof. Marion Festing 40 Students	**Mergers and Acquisitions** Prof. Othman Cole 50 students	**Total Leadership** Prof. Carlos Casanueva 30 students	**Social Entrepreneurship** Prof. Adrien Baudet 40 Students		**Entrepreneurial Marketing** Prof. Marcin Awdziej 35 Students	
MONDAY 27 / TUESDAY 28 JUNE						
	Energy Risk Management Prof. Soon Heng Leong 50 students	**Happiness Well-Being and Management** Profs. Charlotte Gaston-Breton & Philippe Gabilliet 40 Students	**Customer Value Management** Prof. Michael Haenlein 42 Students	**International Capital Markets and Trading Techniques** Prof. Vittorio de Pedys 32 Students		
THURSDAY 30 JUNE / FRIDAY 1 JULY						
		Total Leadership Prof. Carlos Casanueva 32 Students		**Financial Modelling** Prof. Stefano Branca 32 Students		**(30 June, 1 & 2 July)** **Doing business in Lebanon, a gateway to the Middle-East** Prof. Olivier Delbard 30 Students

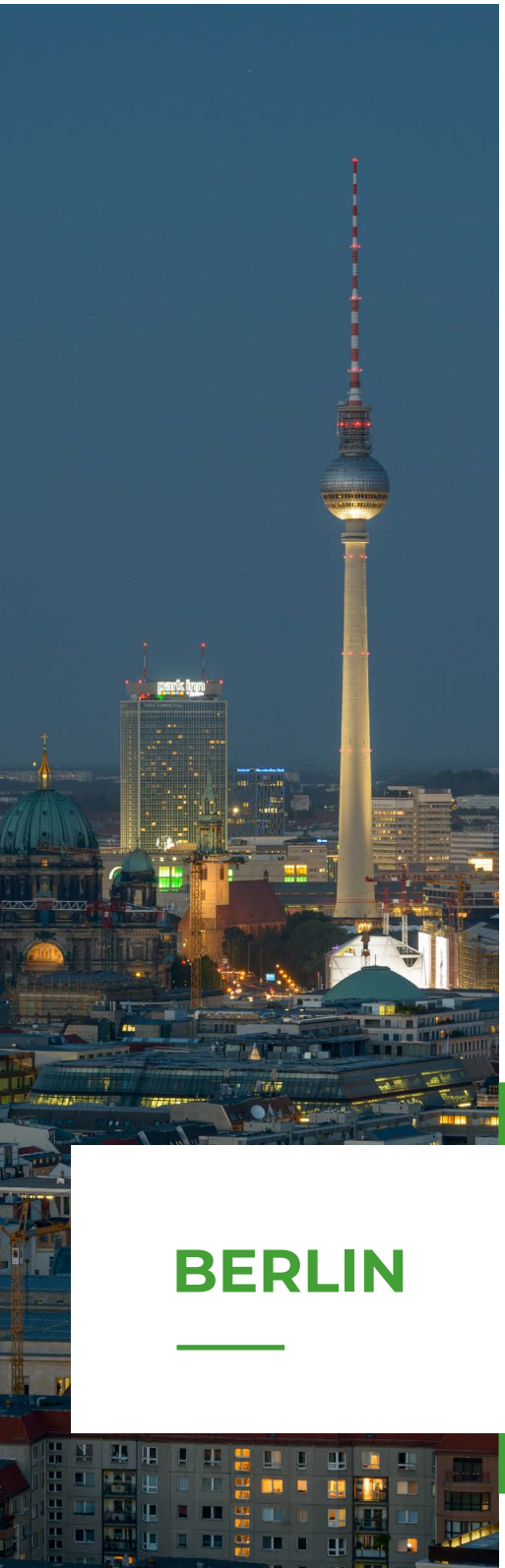
Electives
Weekly Timetable (Subject to changes)

ELECTIVE 1

Monday	Tuesday	Wednesday	Thursday	Friday
10:30 – 12 :30	09:30 – 12 :30	**Free day**	10:30 – 12 :30	09:30 – 12 :30
14 :00 – 18:00	14 :00 – 17:00	**or travel day**	14 :00 – 18:00	14 :00 – 17:00
Social Event			**Social Event**	

ELECTIVE 2

Course
Outlines



BERLIN

Financial Reporting International Capital Markets

Prof. Martin Schmidt

This elective aims at advancing and deepening the expertise on international financial reporting from a general management perspective.

The primary objectives of this elective are to:

① deepen the understanding and increase critical awareness of financial information used for making decisions (for managers within a company or investors and users outside of a company)

② deepen the understanding of financial reporting within corporate governance, by looking at ways to communicate information in publications other than financial statements: Management reports, sustainability reports, CSR information, as well as the interaction with the auditor.

In terms of financial reporting standards, we will focus on International Financial Reporting Standards (IFRS) since IFRSs are the most widely used financial reporting standards worldwide.

Managing Global Work

Prof. Marion Festing

Inherent in globalisation is the increasing importance of an international perspective on human resource management.

The (future) international managers need to understand the core policies and practices of international human resource management (IHRM) in order to design their own careers. This includes the choice of employers, which enable and support international careers, as well as successfully coping with the challenges in global talent management processes from talent selection to talent development and the negotiation of appropriate reward packages.

This course is designed to better understand these key issues in international human resource management and to develop respective skills in order to prepare their international careers.

Portfolio Management

Prof. Houdou Basse Mama

This course is intended primarily for students who seek to further their understanding of the theory and practice of investments.

The course focuses on quantitative equity portfolio management. To ensure that the focus of the course is properly directed towards the practical application of quantitative methods (portfolio optimisation), the material will be presented in a unique way.

The entire course will be devoted to solving successively more complex versions of a single problem: How should a «rational» investor decide to allocate his wealth among a collection of (risky) investments? Course requirements include regular attendance and intrinsic motivation for the class requires intensive in- and after-class commitment.

Prerequisite needed: Students may have had exposure to Corporate Finance or Investment.

Global Knowledge Management

Profs. Markus Bick / Claas Wenzlik

This elective takes a broad view of the subject, covering communications, information management, intellectual capital, tools, and knowledge management capability.

We will focus on knowledge in a variety of organisational contexts ranging from multinationals, small and medium-sized businesses to the public sector. In an increasingly interconnected world, knowing how to manage knowledge to meet new opportunities and challenges is becoming a growing priority for practicing managers.

The main objective of the workshop is to explore the activity of managing knowledge from different perspectives, providing you with conceptual frameworks and models, practical management tools and guidelines.

LONDON

Creativity Marketing

Prof. Marie Taillard

Marketing as a discipline is undergoing a drastic evolution, some would say that it is having to reinvent itself. Many contextual factors and some internal factors have precipitated this evolution.
Technological progress has given consumers, and more generally customers, easier access to information for which they used to rely largely on marketers.

This module will investigate uses of creativity in a range of marketing domains and show that its use is associated with best practices in many areas.
It is the foundation of a marketing practice that begins to address the crucial issues faced by marketers and to strengthen the case for marketing as a key management function.

Sourcing & Supply Chain Management

Prof. Joe Miemczyk

Purchasing has grown tremendously as a business discipline both in practice and in academia over the past 20 years or so. Many organisations across the private and public sectors worldwide have elevated purchasing to a strategic business responsibility; the emergence of the Chief Procurement Officer (CPO) is a symbol of the rising profile of purchasing.
The trend towards outsourcing of non-core activities has clearly had a positive impact on the profession as a very high proportion of value adding now stems from suppliers, and many organisations have woken up to this fact and manage purchasing accordingly.

Hence the aim of this elective is to provide insights into how sourcing and purchasing have a strategic impact on the business and in particular how it can have significant influence on a company's level of innovation and sustainability, which are key topics of business today.

Workload: reading two case studies, then group based in class presentation and a final group assignment.

Energy Risk Management

Prof. Soon Heng Leong

This elective provides the basic concepts and tools necessary to understand modern financial derivative contracts and their applications. It sets the basis for financial engineering which is a multi-disciplinary field that relates to the creation of new financial instruments and investment strategies.

The main objectives of this course are to provide more advanced training in the study of options, futures and other derivative securities.

Students will be able to select appropriate derivative securities for different risk management applications, use models for pricing those derivatives and learn how to hedge certain market risks using derivatives. In addition, students will show they understand the fundamental pricing principles used in the markets and appreciate the importance of financial derivatives contracts.

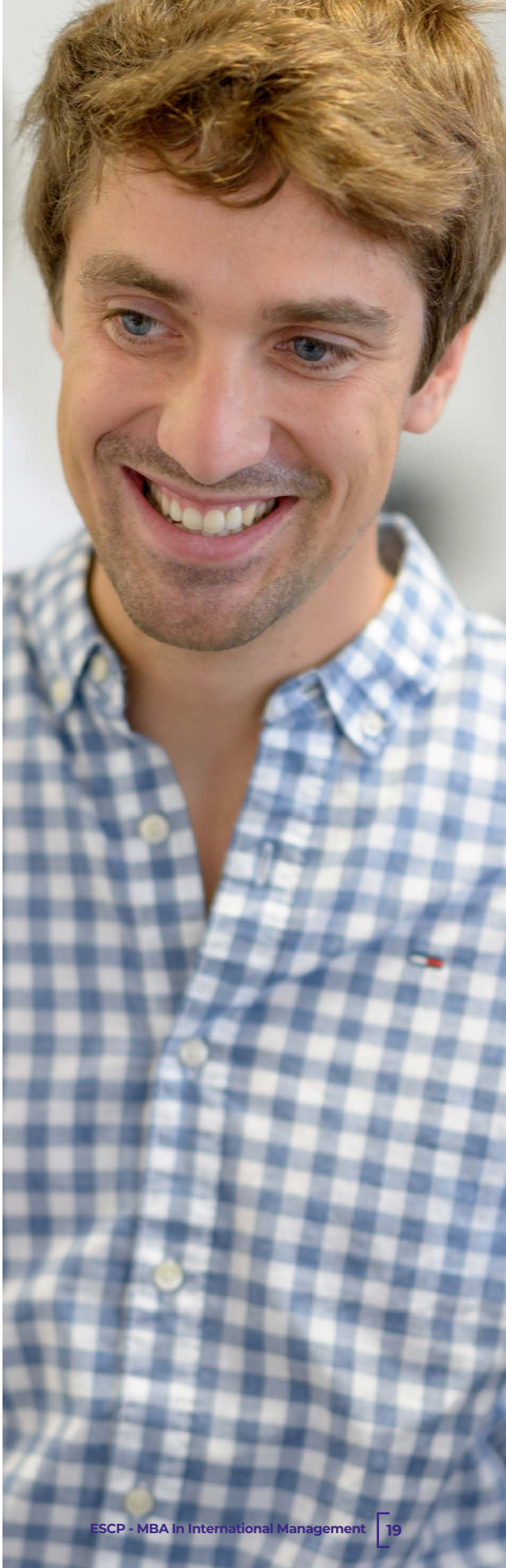
Mergers & Acquisitions

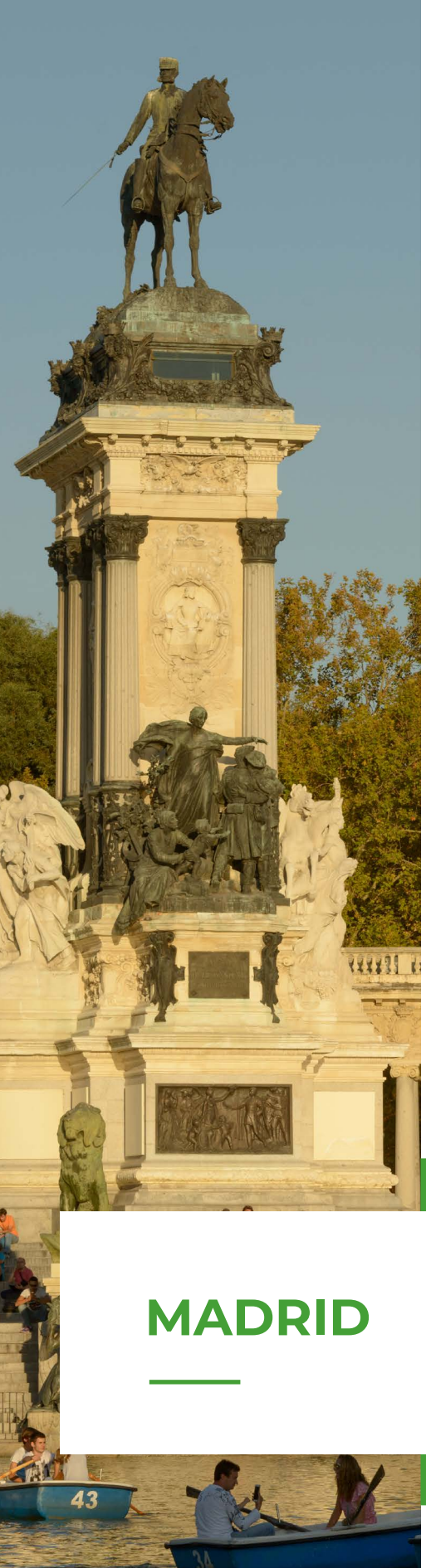
Prof. Othman Cole

Technological advances, globalisation and the slowdown in the world's economy are but a few of the forces likely to lead to increased corporate restructuring and greater merger and acquisition (M&A) activity.

It is therefore essential for students and professionals to appreciate the concepts and mechanics behind these transactions. This course provides the basic concepts and tools necessary to understand and evaluate M&A deals.

The course starts by offering a background to M&A, covering topics such as M&A history and recent trends, M&A types, and then delves into areas such as M&A strategy, financing, valuation, tactics, and performance measurement.





MADRID

Social Media & Digital Marketing

Prof. Lorena Blasco-Arcas

The course will provide a solid foundation for students to develop a cohesive social media and digital marketing plan, including the strategies, tools and tactics that digital marketers employ.

You will learn how to research customer interests, integrate these tools to create buzz, drive communications and marketing goals, forecast and evaluate the achievement of business objectives.

Topics include researching your customer base, interpersonal communication in digital media, online advertising, search engine marketing, social media marketing, content marketing, mobile marketing and social media and digital planning.

Happiness, Well-Being & Management

Profs. Charlotte Gaston-Breton/ Philippe Gabilliet

In the last two decades, societal, economic and political actors have paid increasing attention to the definition, measurement, antecedents and consequences of human happiness (Judge & Kammeyer-Mueller, 2011).

Indeed, numerous voices have called for indicators other than performance and gross domestic product to be used as standard indices of prosperity at organisation and national levels (Pfeffer, 2010; Stiglitz, Sen, & Fitoussi, 2009).

In this context, happiness and well-being have emerged as fundamental constructs to explore and manage for corporations.

Family Business Management

Prof. Miguel Palacios

Family business represents in most countries a significant part of the business and employment.
Managing a family business or working at a family business is different than working for other types of companies. In this course we will cover key concepts when dealing with family businesses and issues related to the professionalisation of management of these types of companies.

Specifically we will talk about the founder and founding family, the commonalities/differences between family and business, the family protocol and non-family management. The course is devoted both for people who have/are part of a family business or people interested in understanding how to evaluate whether and how to work for a family business.

Total Leadership

Prof. Carlos Casanueva

Total Leadership (TL) helps us “to be a Better Leader and have a Richer Life.” This elective is based on the book Total Leadership of Professor Stewart D. Friedman from The Wharton School.

The goal is to have sustainable and measurable impact to produce more effective leaders who are living richer lives with improved performance at work, at home, in the community, and for their personal lives (mind, body, and spirit).
The TL program has been shown to produce these results. Each participant will leave with a game plan and a scorecard for a specific experiment – some new action that is designed to produce a “four-way win” (improved performance by integrating work, home, community, and one’s private life).

For this we will go through three steps:

① Be Real: Clarify what’s Important / Take the Four-Way View

② Be Whole: Respect the Whole Person / Talk to Your Stakeholders

③ Be Innovative: Design Experiments

PARIS

Innovation 2.0 & Business Law for Managers

Prof. David Chekroun

The law has become a central subject in the world of business online and offline, setting the rules and regulations under which managers operate.

This Elective explores the legal environment of business online and offline. The students will be introduced to business contracts, business negotiable instruments and the business organisations such as sole proprietorships, partnerships, limited liability companies and different topics that dictate how to form, buy, manage, run, close or sell a business.

This course will then examine on how the law deals with global digital networks and social media, such as the Internet, and digital technologies that enhance businesses to access, store, manipulate, and transmit vast amounts of information.

Customer Value Management

Prof. Michael Haenlein

It is widely accepted in management literature that the primary objective of corporate strategy is the creation of a sustainable competitive advantage which usually reflects in creating superior economic value.
Hence, with the potential exception of non-profit organisations and some privately held companies, the creation and maximisation of shareholder value or market capitalisation is a key managerial concern for every CEO.

While many different marketing actions can help to create value for customers (e.g., developing superior products, building brand equity through advertising or setting up a unique distribution structure), the options to extract value are more limited.
Leaving aside purely financial operations (e.g., investing excess cash in financial markets), the only source for profit and ultimately shareholder value creation are a firm's customers who pay a given price for specific products or services. This makes customer value management a central building block of any firm's value extraction strategy.
The purpose of this elective is to provide insights into how firms should manage customers in a profitable manner.

Organisational Transformation

Prof. Isaac Getz

The dominant hierarchical organisational model of today traces its origins to the Industrial Revolution of the late 18th century, or *-following Alfred Chandler-* the emergence of railroads in the mid-19th century. It was a powerful model to command and control the mostly uneducated workforce which propelled the productivity of the industrialised nations to the unheard of heights. Its hidden costs though were both the rigidity of companies and the disengagement - even suffering -of the majority of employees.
The VUCA world we live in demands a different type of companies. Called agile or anti-fragile they require a freedom of initiative and responsibility from everyone.
How to transform the traditional organisation into a freedom - and responsibility-based one is the subject of this class.

Social Entrepreneurship

Prof. Adrien Baudet

This course concentrates on a specific branch of entrepreneurship, i.e. social entrepreneurship, which originates from the Anglo-Saxon world and has known a strong development over the last 10 years in Europe. The module will investigate the range of practices among entrepreneurs wishing to put social/environmental values and objectives at the heart of their business models, and the difficult challenge of reconciling economic and social interests.
Theoretical background will be complemented and illustrated by real case studies. Students will also be asked to be actively involved in team projects.

Negotiation Dynamics

Prof. Thomas Sorreda

The main objective of this course is to help you understand how complex negotiations work and to master the fundamental mechanisms of this decision making processes. Our purpose is also to make you aware of your strengths and your weaknesses through negotiating with other classmates.

Additionally to these objectives the course aims to give you insights on the most important stages and elements of negotiation independently of the context in which it takes place. This is to make you able to effectively prepare and conduct the real negotiations in which you're involved.
These key elements refer specifically to :

- the negotiation planning
- the strategy elaboration
- the effective negotiation tactics
- the communication traps to avoid
- the effective conclusion of a negotiatio

TURIN

Financial Modelling

Prof. Stefano Branca

The course aims to enrich student's knowledge of Excel tools applied to corporate finance from basic functions to what-if analyses.
The course is based on a Business case that will allow students perform analyses as those developed by professional analysts. Students will learn how to read and manage company's financials and develop sensitivity analyses, from reading the historical performances to building up the financial forecasts.
At the end of the course participants will be able to manage financial data to solve corporate finance problems that financial analysts face every day.

International Capital Markets & Trading Techniques

Prof. Vittorio de Pedys

This course will look at global financial market and how they are related to macroeconomic fundamentals. It introduces students to standard concepts of international finance as well as financial markets institutions and instruments.
The course is intended for students who would like to apply these concepts to practical markets questions and are interested in understanding the complex mechanics of how international financial markets work.

In today's world Finance drives everything and financial markets are the place where things happen first and foremost. The days in which markets reflected the economy are long gone, replaced by an acute need of understanding why economic factors have such a strong impact on everybody's life.
For this reason we will explore stock markets, interbank unlisted markets, derivatives, complex instruments and how decisions made by the big players.

The course will highlight three components: institutional set up (the jungle), techniques used by the big guys (the predators), and psychological traits of market behaviour (the herd).

Prerequisite needed: Students may have had exposure to International Finance or Macroeconomics

Brand Management

Prof. Regina Brix

This course focuses on the challenges of Brand Management in the modern corporation. Primary emphasis will be placed on cases of success and failure in formulating, building, and sustaining branding decisions, as well as their implementation through the use of tactical marketing elements. Both, off and online marketing tools will be continuously presented with examples of how to grow your business through the right branding decision. The latest branding concept, the strategic decision of developing a brand purpose will be an important element of the class.

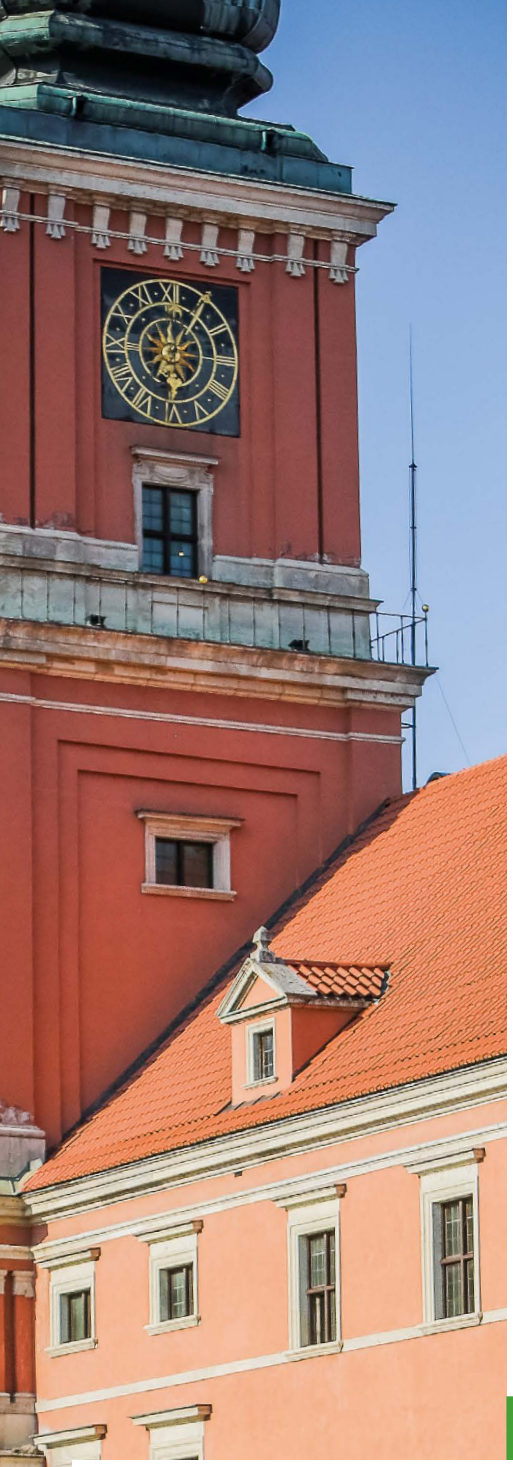
International Luxury Management

Prof. Benoit Heilbrunn

The global luxury market keeps on growing on an annual basis and is worth 1.044 billion euros in 2015 (Bain & Company – Altagamma).

Notably, this market presents several aspects of interest, including the articulation between personal luxury goods and brands (e.g. cosmetics, fashion, jewels, watches, etc.) versus other luxury goods and brands (e.g. automotive, hospitality, wines, etc.); the diversification of luxury customers, from heavy spenders to new luxury shoppers (both in terms of country and spending power); the proliferation of luxury branding models beyond established luxury businesses to include new domains (e.g. fine food and beverages); the challenges the digitalisation of customer experience and purchase bring into established luxury brand management decisions.

All together, these trajectories of change are multiplying luxury meanings that brand managers have to tackle in an increasingly complex environment where everything and its contrary seem to be true.



WARSAW

Entrepreneurial Marketing

Prof. Marcin Awdziej

The aim of the course is to familiarise students with the rules of planning and implementing marketing activities in a small company and/or startups. Students will be equipped with knowledge and skills that will allow them to identify business opportunities, and assess the feasibility of business proposition.
They will learn what entrepreneurial approach to marketing means, and what traits should entrepreneurial marketer exhibit. During the course students will acquaint with challenges faced by small businesses and startups, understand the importance of creativity, flexibility, and customer intimacy.
The focus of the course is placed also on planning and implementing marketing activities under budgetary and personnel constraints, typical for entrepreneurial activities. Therefore students will familiarise with alternative marketing approaches, for example buzz and lifestyle marketing, maintaining dialogue with customers via social media, and conducting cost effective marketing research.

Prerequisite needed: Students may have had exposure to Principles of Marketing

Strategic Digital Marketing

Prof. Grzegorz Mazurek

Students will be provided with knowledge and skills, necessary to indicate the potential strengths and weaknesses of contemporary internet marketing usage, see the opportunities and challenges deriving from virtual environment. Students will be acquainted with newest trends in internet marketing and its management issues (company's perspective) – social listening, social media marketing, crowdsourcing, virtual organisation of marketing actions etc.
The special focus will be given to measurement of social media marketing activities and its implications for real-time marketing and its organisational implications. They will also be aware of many potential managerial challenges which arise during implementation of newest internet marketing tools and strategies such as privacy issues, harvesting of data, trust to e-sources etc.

Prerequisite needed: Students may have had exposure to Principles of Marketing

BEIRUT

Doing business in Lebanon, a gateway to the Middle-East

Prof. Olivier Delbard

ESA is a historical partner of ESCP Buisines School.

This double elective provides a way to expand your network and to experience another region of the world.

It will tackle both academic and professional lectures, focusing on the geopolitical aspects, context, guidelines, along with topics related to digital and incubator, best practices, etc.

Class of 2022
Student Diversity

72 Students | **20** Nationalities

41% *Asia*

29% *Europe & Russia*

14% *North & South America*

13% *Middle East*

3% *Africa*

Average age
30 years old

Gender breakdown
40% women

Average Professional Experience
6 years

Previous studies completed by MBA students

- Arts
- Business Management
- Communication Marketing
- Computer Science
- Economics
- Engineering
- Fashion
- Finance
- Health
- Languages & Literature
- Law
- Mathematics
- Political Sciences
- Sciences
- Technology/IT

ESCP BUSINESS SCHOOL ALUMNI

ESCP Alumni

ESCP Alumni is an international and rich network of 68,000 members worldwide. ESCP Alumni supports its members by boosting their career, developing their network and promoting the ESCP brand. We offer you professional services in several languages, as well as physical and digital links to stay connected and share your experience and expertise. ESCP Alumni have access to 50,000 job opportunities per year.

Each month we host a variety of networking and career events all around the world, aimed at bringing together our community.

For further information:
info@escpalumni.org
+33 (0)1 43 57 24 03
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ESCP BUSINESS SCHOOL FOUNDATION

ESCP Foundation

Launched by the alumni in 2005, the ESCP Foundation became a public utility foundation by a decree.

The Foundation's aim is to support the ambitions and the academic excellence of ESCP through four initiatives:

- **Diversity and international appeal**
- **High-level research**
- **Teaching innovation**
- **Influence of ESCP worldwide**

For further information:
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How to **Apply**

Application Deadlines

Online applications will be open from 1 November 2021 to 24 January 2022.

The admissions jury will take place on Thursday 27 January 2022.

Results of the admission process will be communicated on Monday 31 January 2022.

Enrolment will be confirmed by a deposit of €1,500, 2 weeks after admission.

Fees

Application fee
€180

Programme fee
€8,900

Deposit
€1,500

Payment options

- payable in 1 instalment of €7,400 *(mid-March 2022)*
- or 2 instalments of €3,700 *(mid-March and mid-May 2022)*

MBA graduation juries: November 2022 for students having completed all academic requirements or passed all modules & February 2023 for students still needing resits.

Admission Process

- MEB Alumni will receive an email announcing when the online application opens, with a link to apply. **The online application will be open between 1 November 2021 to 24 January 2022.**
- There will be up to **100 seats per year** for the MEB Alumni willing to take the Conversion Path.
- The admissions process will take into account **MEB results, diversity, professional achievements, and professional projects.**
- The Admission Jury will be composed of the members of the MBA in IM Board of Studies.

Contact **Information**

If you have any questions about the MBA Conversion Path please contact:

Isabelle Perna

Head of Recruitment | MBA in International Management

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mbaparis@escp.eu

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BUSINESS SCHOOL

MBA in International Management

MEB Conversion Path

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.

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10134 Torino, Italia

WARSAW
c/o Kozminski University
International Relation Office
57/59 Jagiellońska St.
03-301 Warsaw, Poland

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