



**ESSEC**  
BUSINESS SCHOOL

Enlighten. Lead. Change.

# ESSEC GLOBAL BBA

APPLYING WITH AN INTERNATIONAL HIGH SCHOOL DIPLOMA

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# ESSEC BUSINESS SCHOOL



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

CREATED IN 1907, ESSEC  
BUSINESS SCHOOL IS A  
WORLD-SCHOOL WITH  
FRENCH ROOTS. ITS PURPOSE  
IS TO INFUSE TOMORROW'S  
LEADERSHIP WITH MEANING.

ESSEC is a **business 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 **69,000 Alumni** all across the globe. 🇫🇷

## Key figures

69,000  
graduates worldwide

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

220 partner universities in 46 countries

31 double degree programs (24 international, 7 national)

169 permanent faculty of 37 nationalities including 23 Emeriti professors

24 learning and research chairs

+ 1000 partner companies

7,407  
students in full-time undergraduate and graduate programs

40.75% — +100  
international students nationalities represented

86 +100  
PhD students student organizations

5,000  
managers in executive education



# EDITORIAL

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

ESSEC Global BBA students learn how to master the management tools and theories they will need in their professional careers. As an international school with humanist values ingrained in our French roots, it is also important for us that our students use ethical values as a guide, being aware of the impact of their actions on our society and the environment.

Through classes and seminars, work experience, international exposure, and the support and guidance of renowned professors, our students transform themselves into bright, curious, engaged professionals, ready to imagine and build the world they want to live in.

Our aim is to make sure students have not only the highest quality education, but also that they have an amazing and enriching time at the school, getting involved in their community. Our students live a mind-opening, a life-changing experience, discovering and developing their talents, they become enthusiastic and ready to shape their future.

**Christina TERRA**  
Academic Director of the ESSEC Global BBA program

## EXPERIENCE THE WORLD WITH THE ESSEC GLOBAL BBA

### 1 DEGREE – 3 CAMPUSES – OVER 175 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.

The Global BBA program delivers 240 ECTS - (European Credits) and allows you to pursue your studies by an M2 (Master's Degree, equivalent to a one-year degree before postgraduate studies).

The Global BBA also delivers a French « Licence » degree.

### 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 **175** international exchange university partners in over **45 countries**

# 3

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

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

# 10 to 16

**months**  
of integrated professional experience

More than **50** nationalities

Established **1975**

### ESSEC Global BBA Rankings

**#1**  
**Le Point**  
(2023)

**#1**  
**Challenge**  
(2023)

**#1**  
**l'Étudiant**  
(2022)

**#1**  
**parcoursup**  
Centre de l'enseignement supérieur  
Since 2020

**#1**  
**LE FIGARO**  
**étudiant**  
(2023)







## 10-16 MONTHS OF PROFESSIONAL EXPERIENCE

### ■ 3-month internship "operational experience"

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

### ■ 1-month internship "Field Experience"

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-month managerial internship or embark on an apprenticeship. 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.

## 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, Singapore or Morocco, ESSEC makes it possible!

Whether campus students start the program on, they complete the first cycle with professional experiences including a three-month operational internship and a one-month Field Experience.

## YOUR STUDY PLAN

1 <sup>ST</sup> CYCLE			
	ESSEC FRANCE [CERGY CAMPUS] English Track	ESSEC ASIA-PACIFIC [SINGAPORE CAMPUS] English Track	ESSEC AFRICA [RABAT CAMPUS] English Track or French Track
YEAR 1	<ul style="list-style-type: none"> <li>2 academic semesters in France</li> <li>3-month internship "operational internship" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters in Singapore</li> <li>3-month internship "operational internship" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters in Rabat</li> <li>3-month internship "operational internship" (Summer)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>2 academic semesters with the possibility to apply for inter-campus mobility* (Rabat or Singapore)</li> <li>1-month internship "Social field experience" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters with the possibility to apply for inter-campus mobility* (Rabat or France)</li> <li>1-month internship "Social field experience" (Summer)</li> </ul>	<ul style="list-style-type: none"> <li>2 academic semesters with the possibility to apply for inter-campus mobility* (Singapore or France)</li> <li>1-month internship "Social field experience" (Summer)</li> </ul>

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





# 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 complete their credits by undertaking either a 6-month "managerial experience" internship or an apprenticeship. Students must choose one of the tracks or cohorts on offer (during their second year) or continue within the IBEA Track.

## THE 6-MONTH EXCHANGE TRACK

Students will alternate their studies between ESSEC and the country of their choice thanks to the ESSEC Global BBA international exchange network of partner universities.

## THE 1-YEAR DOUBLE DEGREE OR EXCHANGE TRACK

Students will alternate their studies between ESSEC and one of the ESSEC Global BBA double degree or one-year network partner universities.

## THE APPRENTICESHIP TRACK

The apprenticeship is a work/study program. It is contract between a student, the school and the company. During this period, students alternate between studying and working for the employer. They also study for one or two semesters on an international academic exchange.

2 <sup>ND</sup> CYCLE: GENERALIST TRACK					
TRACK	ONE-SEMESTER EXCHANGE	DOUBLE DEGREE OR ONE-YEAR EXCHANGE	ONE SEMESTER EXCHANGE AND APPRENTICESHIP		ONE-YEAR EXCHANGE AND APPRENTICESHIP
YEARS 3 AND 4	<ul style="list-style-type: none"> <li>1 semester of international exchange</li> <li>2 semesters of courses at ESSEC Cergy or Inter-campus mobility</li> <li>6 months of Managerial experience</li> </ul>	<ul style="list-style-type: none"> <li>2 semesters of international exchange</li> <li>1 semester of courses at ESSEC Cergy or Intercampus Mobility</li> <li>6 months of Managerial experience</li> </ul>	<b>Option 1</b> <ul style="list-style-type: none"> <li>1 semester of international exchange</li> <li>2 semesters of courses at ESSEC Cergy or Inter-campus mobility</li> <li>2 semesters in company</li> </ul>	<b>Option 2</b> <ul style="list-style-type: none"> <li>1 semester of international exchange</li> <li>1 semester of courses at ESSEC Cergy or Intercampus Mobility</li> <li>2 work-study semesters ESSEC Cergy/ business</li> <li>1 semester in company</li> </ul>	<ul style="list-style-type: none"> <li>2 semesters of international exchange</li> <li>2 work-study semesters ESSEC Cergy / business</li> <li>1 semester in company</li> </ul>

## RESPONSIBLE INTERNATIONAL LEADERSHIP, RIL - USC DARLA MOORE

In today's world, it is becoming increasingly important to make sustainable decisions which take into account the interests of all stakeholders, whether they are shareholders, employees, clients, suppliers. These also include the community and the environment.

## INNOVATION MANAGEMENT - UC BERKELEY EXTENSION - BERKELEY GLOBAL

This program offers a unique immersive experience in the leading research and innovation ecosystem of Silicon Valley and San Francisco.

## ECOTOPIA - TRAINING STUDENTS IN AN INTERNATIONAL ENVIRONMENT

This innovative 3-year certification cultivates globally-oriented students, fostering adaptability, sustainability, and lifelong learning in economics, management, finance, and business.

## INNOVATION AND DIGITAL MANAGEMENT

It is dedicated to learning the fundamentals of international management with an Africa focus. It also allows the acquisition of tools and skills necessary for their digital specialization, in particular courses in mathematics and statistics.

## International Business Education Alliance (IBEA)

At the end of the 1<sup>st</sup> year, students can apply to take part in the IBEA programme that provides them with a unique and comprehensive view of the global environment of business. Besides a strong local and regional exposure, students will gain hands-on global management experience by working closely with one corporate partner from each school.

2 <sup>ND</sup> CYCLE: SPECIALIZED TRACK						
TRACK	ECOTOPIA (SUSTAINABLE DEVELOPMENT)	INNOVATION MANAGEMENT	INNOVATION AND DIGITAL MANAGEMENT	RESPONSIBLE INTERNATIONAL LEADERSHIP	IBEA (INTERNATIONAL BUSINESS AND CONSULTING)	
2 <sup>ND</sup> YEAR	S4			ESSEC Cergy	University of Mannheim Business School	
	S5	International exchange (university of the ECOTOPIA alliance)	ESSEC Cergy or ESSEC Rabat	ESSEC Rabat or Mobility intercampus	ESSEC Cergy	Darla Moore School of Business, USC
3 <sup>RD</sup> YEAR	S6		UC Berkeley Extension - Berkeley Global	International Exchange	Darla Moore School of Business, USC	ESSEC Singapore
		Summer School				
4 <sup>TH</sup> YEAR	S7	Managerial Internship		ESSEC Rabat + Central School Casablanca		FGV-EBAPE, Rio of Janeiro
	S8	ESSEC Cergy or Intercampus Mobility	Managerial Internship	Managerial Internship	Managerial Internship	Managerial Internship

# SIGNIFICANT INTERNATIONAL EXPOSURE

THE ESSEC GLOBAL BBA HAS AN INTERNATIONAL EXCHANGE NETWORK OF OVER 175 PARTNER UNIVERSITIES WORLDWIDE

## 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* ● ●
- Toronto Metropolitan 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* ●
- Texas A&M University, Mays Business School - *College Station* ●
- University of Louisville College of Business - *Louisville, Kentucky* ●
- Marquette University College of Business Administration - *Wisconsin* ●
- UC Berkeley Extension - Berkeley Global - *California* \* ●
- 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* ●
- Northeastern University, D'Amore-McKim School of Business - *Boston* ●
- University of Northern Iowa - *Cedar Falls, Iowa* ●
- University of Southern California, USC Marshall School of Business - *Los Angeles, California* ●
- 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 - *Madison* ●
- Tulane University, Freeman School of Business - *New Orleans, Louisiana* ●

## LATIN AMERICA



### Argentina

- Universidad Argentina de la Empresa (UADE) - *Buenos Aires*
- Universidad Austral - *Buenos Aires or Pilar Campus*
- Universidad Austral - *Rosario*
- Universidad del CEMA (UCEMA) - *Buenos Aires*
- Universidad Nacional de Córdoba - *Córdoba*
- 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 or Viña del Mar campus* ● ●
- 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) - *Mexico* ● ●
- Tecnológico de Monterrey - *Guadalajara, Puebla, Queretaro or Mexico campus*

### Peru

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

### Uruguay

- Universidad ORT - *Montevideo*

## AFRICA



### Morocco

- AUI, Al Akhawayn University - *Ifrane* ●

### South Africa

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

### Kenya

- **NEW 2022** - Strathmore Business School

## ASIA



### China & Hong Kong

- City University of Hong Kong - CityU **(DD)** ● ●
- Fudan University, School of Management - *Shanghai* ● ●
- Peking University (PKU) - Guanghua School of Business - *Beijing (DD)* ● ●
- **NEW 2022** The Chinese University of Hong Kong, Shenzhen ●
- **NEW 2022** The Chinese University of Hong Kong, Hong Kong ●
- The Hong Kong University of Science and Technology ●
- The University of Hong Kong (HKU) ●
- The University of Nanjing - *Nanjing*
- Shanghai Jiao Tong University, Antai College **(DD)** ● ●
- Tongji University SEM - *Shanghai (DD)* ● ●
- Tsinghua University - *Beijing* ● ●
- Xi'an Jiaotong University, School of Management - *Shaanxi* ●
- Zhejiang University, School of Management - *Hangzhou* ● ●

### 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 ●
- SolBridge International School of Business - *Daejeon* ●
- 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*

### Vietnam

- **STARTING FALL 2023** - Vin University

## 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 ● ●

## 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* ● ● ●
- **NEW 2023:** IT University of 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 ● ●
- 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

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

### 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

### Portugal

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

### Russia

- Higher School of Economics - *Moscow or St Petersburg campus*
- 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 Ramon 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*
- Universitat Pompeu Fabra, Faculty of Economics and Business - *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 - *Bath* ●
- Cardiff University Business School - *Cardiff, Wales*
- City, University of London, Bayes 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* ● ●

## MIDDLE EAST



### Israel

- Reichman University, *Herzliya*

### 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)







“The flexibility and dynamism of the ESSEC Global BBA are what excites me the most, as it uniquely balances academics, exposure and practical experience. Moreover, having a degree that is spread over different countries is something that I greatly value, as it gives me a multicultural and multilingual edge, alongside broadening my horizons.”

**Simran,**  
ESSEC Global BBA 1<sup>st</sup> year student  
(ESSEC Asia-Pacific)

## ESSEC GLOBAL BBA'S LEARNING GOALS

### THE PROGRAM TEACHES STUDENTS TO:

#### Manage business 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.

#### 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.

#### 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.

#### 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.

## WHAT WILL YOU LEARN?

### SAMPLE OF COURSES & SEMINARS\*

CORE COURSES			
1 <sup>ST</sup> CYCLE	<ul style="list-style-type: none"> <li>Geopolitics</li> <li>Team Building &amp; Intercultural Seminar</li> <li>Financial Accounting I &amp; II</li> <li>Microeconomics for Business</li> <li>Marketing I &amp; II</li> <li>Mathematics I &amp; II</li> <li>Excel and introduction to descriptive statistics</li> <li>MOOC</li> <li>English + 2 foreign languages</li> </ul>	<ul style="list-style-type: none"> <li>Business game: SimFirm</li> <li>Business Law</li> <li>Macroeconomics</li> <li>Programming in Python</li> <li>Statistics</li> <li>Introduction to Entrepreneurship</li> <li>Climate fresco</li> <li>Costs &amp; Budgets: introduction &amp; practices</li> <li>Business Law</li> <li>Finance I &amp; II</li> </ul>	<ul style="list-style-type: none"> <li>International Economics</li> <li>Responsible Leadership SPOC</li> <li>People &amp; Organisations</li> <li>Responsible Marketing</li> <li>E-Business</li> <li>European Kaleidoscope</li> <li>Companies and Climate Change SPOC</li> <li>Diversity fresco and Diversity &amp; Inclusion SPOC</li> <li>Entrepreneurship II</li> </ul>
	2 <sup>ND</sup> CYCLE	<ul style="list-style-type: none"> <li>Cost &amp; Budgets</li> <li>Business Law</li> <li>International Economics</li> <li>Finance · Python</li> <li>Marketing Studies</li> <li>Experiential Learning</li> <li>European Kaleidoscope</li> <li>Entrepreneurship</li> <li>People &amp; Organisations</li> </ul>	<ul style="list-style-type: none"> <li>International Marketing</li> <li>Project Management</li> <li>Preparation Field Experience</li> <li>Leading &amp; Managing Teams</li> <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</li> </ul>

ELECTIVE COURSES More than 150 courses offered			
2 <sup>ND</sup> CYCLE	<ul style="list-style-type: none"> <li>Decisions and international geopolitical issues I &amp; II</li> <li>Circular Economy</li> <li>International Business Law</li> <li>Environmental economics</li> <li>Contemporary Issues in International Economics</li> <li>World Economy and the BRICs</li> <li>Private Equity &amp; Venture Capital</li> <li>Investing in Promising Companies</li> <li>Debt and new financing paradigms in African economies</li> </ul>	<ul style="list-style-type: none"> <li>Financial markets</li> <li>Advanced Excel</li> <li>UX/ UI Design</li> <li>Innovation &amp; Design Thinking</li> <li>Non-Profit Organisation Management</li> <li>Sustainable Development</li> <li>Digital Transformation</li> <li>Change Transformation</li> <li>The foundations of strategy</li> <li>Consumer Behavior</li> <li>Luxury Retail Management</li> <li>Communication &amp; Media</li> </ul>	<ul style="list-style-type: none"> <li>Product Innovation</li> <li>Innovative Merchandising</li> <li>Communication</li> <li>Management of Sales Action Plan</li> <li>Product Management</li> <li>Socially Responsible Marketing</li> <li>Sustainable Marketing</li> <li>Strategic Marketing</li> <li>Influence and Marketing</li> <li>Supply Chain Management</li> </ul>

3 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>	

\*This list is subject to change. \*\*List may be different depending on the campus of study



# 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 3<sup>rd</sup> year is the beginning of a new phase where students are encouraged 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 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.

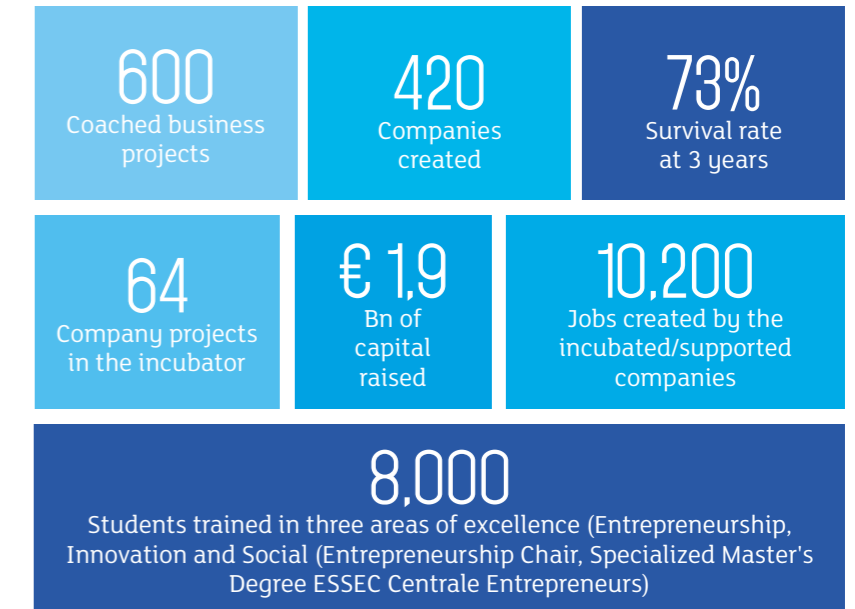
# RECOGNIZING EXCEPTIONAL IDEAS AND TALENTS

## CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Since its creation, ESSEC has always cultivated a spirit of entrepreneurship and innovation, which lies at the very core of its educational approach, research, and managerial practices. At ESSEC, we believe that everyone can be an entrepreneur, and that entrepreneurial experiences encourage a capacity to find solutions to tomorrow's problems and to adapt to the changes and challenges which we all face.

**Our ambition is to ensure that each ESSEC graduate views uncertainty as a call to action.**

### KEY FIGURES



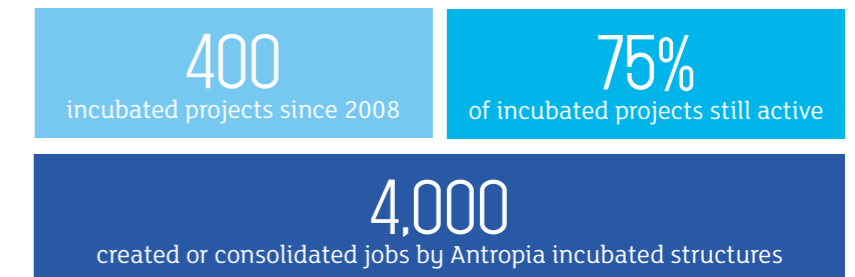
"I always wanted to be my own boss, to start my business and to become an entrepreneur. If you share my ambition, ESSEC Business School will make it possible for you just like it did for me! ESSEC Ventures, the school's incubator, helped me create my online language learning."

**Kareena,**  
3<sup>rd</sup> year ESSEC Global BBA student, IBEA Track

## ANTROPIA ESSEC

Antropia ESSEC was created in 2008 by the ESSEC Innovation and Social Entrepreneurship Chair to provide specific support to social entrepreneurs who create, develop and maximize the impact of organizations that are socially useful, environmentally virtuous and economically sustainable.

### OUR IMPACT





# STUDENT'S PATHS

VEDANSH

YEAR	SEMESTER 1	SEMESTER 2	SUMMER
1	ESSEC Cergy campus		Internship <b>BrandSouth LLC</b> (Valdosta, GA, USA) <i>Junior Consultant</i>
	Student association: General Secretary of ESSEC Dance Crew		
2	ESSEC Cergy campus	<b>University of Mannheim</b>   IBEA Track	Fiel Experience <b>Emmaüs Dunkerque</b> (France) <i>Volunteer</i>
	Student association: Member of ESSEC Dance Crew	Corporate Project <b>EY</b> (Mannheim, Germany) <i>Student Consultant</i>	
3	Darla Moore School of Business   IBEA	<b>ESSEC Asia-Pacific</b>   IBEA Track	Preparatory work for the thesis
	Corporate Project <b>South Carolina Small Business Development Centre</b> (Columbia, South Carolina, USA) <i>Student Consultant</i>	Corporate Project <i>Student Consultant</i>	
4	<b>FGV - EBAPE</b>   IBEA Track	<b>6-month managerial internship</b>	Submission and defense of the thesis
	Corporate Project <i>Student Consultant</i>		

MARCELLA

YEAR	SEMESTER 1	SEMESTER 2	SUMMER
1	ESSEC Cergy campus Student association: ESSEC Volleyball team		Internship : <b>Global GSSA aviation export import</b> (SP Brazil)
2	ESSEC Cergy campus ESSEC Foundation ambassador		Fiel Experience: <b>Regional Health Agency (Vaccination Center - France)</b> Volunteer
3	Apprenticeship track: <b>Procter &amp; Gamble</b> Supply Chain Operations Parisian suburbs	ESSEC Cergy campus	Preparatory work for the thesis
	ESSEC Global BBA student ambassador		
4	University of Michigan, Ross Business School   International academic exchange	Apprenticeship track: <b>Procter &amp; Gamble</b> Supply Chain Operations Parisian suburbs	Submission and defense of the thesis
5	ESSEC Cergy campus		







## INTERACT WITH MAJOR COMPANIES

### CAREER SERVICES

Ongoing career orientation and support is provided to help students find suitable positions upon graduating. 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 career guidance, professional development workshops, mock interviews, conferences with alumni and events to meet with recruiters. An online Career Success Center with advice and tools and over 16,000 apprenticeship, internship, jobs, VIE offers targeting ESSEC students.

<p>Career modules embedded in the career path of each program</p>	<p>140 events with companies</p>	<p>Recruitment fair "Talent Days" : 2 days, with more than 100 companies</p>	<p>11 "Working Abroad Weeks"</p>
<p>On-campus career fairs specialized in certain fields finance, consulting, law, start-up and innovative companies</p>			



## STUDENTS AND ALUMNI JOURNEYS



"I remember my first day clearly when I met colleagues from all over the world: Korea, India, China, the United States, Armenia...the list goes on. I am French-American, and we have been on an intense, exponential learning curve not only because of our diverse backgrounds but our mutual support to succeed. They are three characteristics that would best describe my first year at ESSEC: diversity, novelty, and evolution."

**Aela,**  
ESSEC Global BBA 2<sup>nd</sup> year student (ESSEC Cergy)



"Being able to reach out to some ESSEC alumni in sufficiently large companies in many countries is a valuable asset. I've been grateful to make use of tips they can provide you with prior to internships and opportunities they may propose to you."

**Niklas,**  
ESSEC Global BBA 3<sup>rd</sup> year student,  
(ESSEC Cergy)



"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, the program offers infinite opportunities. 6 months before the end of my apprenticeship, I was offered a permanent position at Thalès."

**Anne,**  
ESSEC Global BBA alumnus,  
Digital Platform Product Line Manager at Thalès



"What makes ESSEC Asia-Pacific stand out among other business schools is the fact that the Asian-focused curriculum kick-starts my goal to build a career in Asia. I started my studies at the Singapore campus and I'm currently pursuing a 2-year double degree at the renowned Peking University, Guanghua School of Management."

**Alexandre,**  
ESSEC Global BBA 3<sup>rd</sup> year student  
(ESSEC Asia-Pacific)



"Thanks to the quality of the ESSEC Global BBA program and the school's reputation, I was able to join another prestigious institution to continue my academic path."

**Zakaria,**  
ESSEC Global BBA alumnus (ESSEC Africa),  
INSEAD MIM 1<sup>st</sup> year student





# CAMPUS LIFE

## 1 ESSEC GLOBAL BBA EXPERIENCE, 3 CAMPUSES WORLDWIDE



### ESSEC CERGY CAMPUS (FRANCE)

Welcome to ESSEC Business School's original campus located only 35 minutes away from Paris. ESSEC established its original campus in this student haven in 1973. Set in a vast green space, the campus features the very best teaching tools: auditoriums equipped with facilities, libraries rooted in the digital era, language labs, etc. It is also a convivial site with places to eat, student residences, sport facilities, practical services, and more!



### ESSEC ASIA-PACIFIC CAMPUS (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 Asia development and continues to attract multinationals from all over the world. Since 2005, ESSEC's third campus has been ushering its students into the heart of a major economic, commercial and financial crossroads, offering an ideal platform for understanding the forces, complexity, diversity and challenges of a key region in the 21<sup>st</sup> century.



### ESSEC AFRICA CAMPUS (RABAT, MOROCCO)

Fully assimilated to its environment, the ESSEC Africa campus works with Moroccan and African leaders to address the continent's economic, cultural and social challenges. This 6,000 m<sup>2</sup> campus, idyllically located, is home to ESSEC's academic activities: a business incubator and research activities conducted in partnership with top-level Moroccan academic institutions.

## LEARNING CENTER

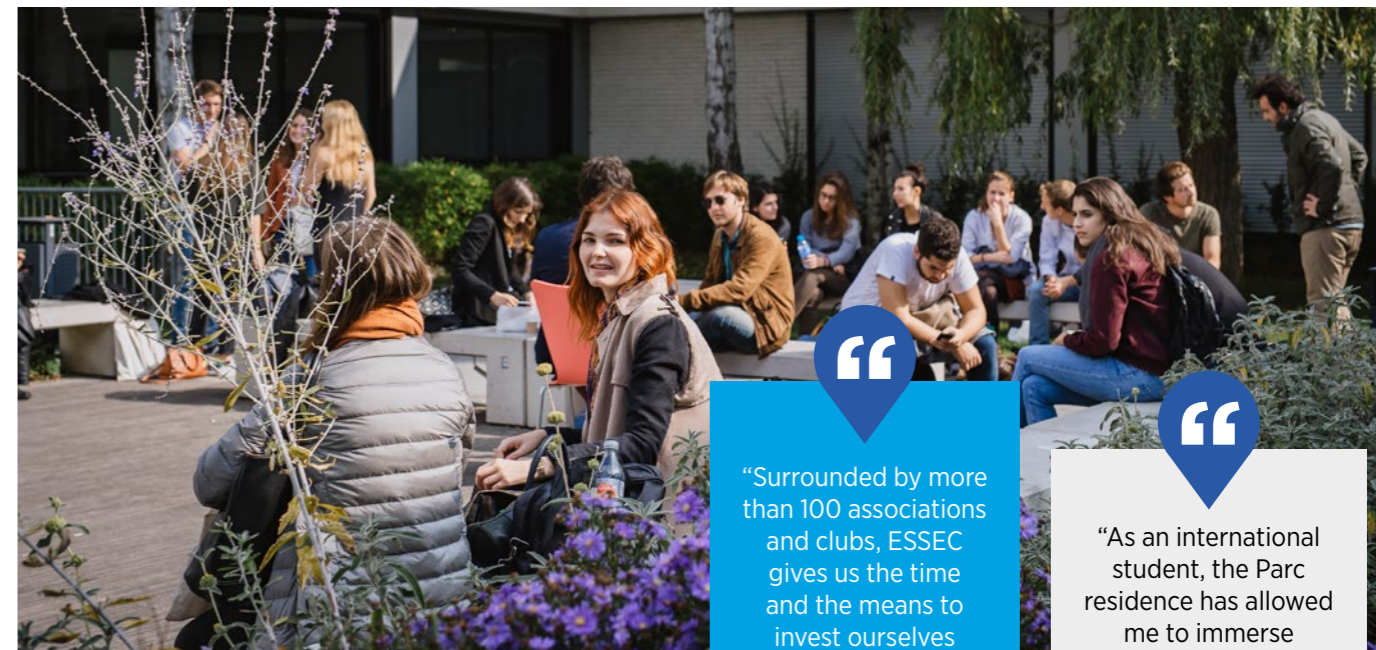
The Learning Center\* is the ESSEC library. Located at the heart of the Cergy campus, the Learning Center is a 2000 m<sup>2</sup> space on two levels offering more than 300 seats. It provides rooms for individual or teamwork and direct access to more than 50,000 documents. The Learning Center also includes the Knowledge-Lab, an innovative space dedicated to Research and Pedagogy.

*\*A Learning Center is also present in Singapore, on ESSEC Asia-Pacific campus and in ESSEC Africa campus (Rabat).*



"Having a space such as the Knowledge Lab on campus allows students to develop their creativity and analysis as much as possible in and out of class since these advanced, appropriate tools are made available."

**Marcella,**  
3<sup>rd</sup> year Global BBA student ambassador



"Surrounded by more than 100 associations and clubs, ESSEC gives us the time and the means to invest ourselves fully. Involvement in associations is a great plus at ESSEC, allowing us to live experiences that are as rich in human terms as they are recognized on our CV!"

**Emma**  
President of ESSEC COM Association



"As an international student, the Parc residence has allowed me to immerse myself directly in the atmosphere of ESSEC. Being in a flat-sharing allowed to meet people from all over the world. It is an experience that I don't regret having lived and that I recommend to everyone!"

**Aïda,**  
ESSEC Global BBA

## STUDENT LIFE

Over the years, the successive batches of ESSEC Business School students have founded and run **more than 100 clubs and associations with a wide variety of themes: sporting, cultural, humanitarian, international...:** there is something for everyone! Every beginning of the school year, the students organize the "Nuit des Assos" to let their new classmates discover and join it. **A brochure is available on the [essec.edu](http://essec.edu) website.**

## RÉSIDENCE DU PARC



## ACCOMMODATION

### ESSEC CERGY CAMPUS - ALEGESSEC

Through ALEGESSEC (ESSEC's student housing association), ESSEC Business School offers comfortable and well-equipped rooms and studio apartments near the campus, as well as other amenities to help simplify day-to-day life. Each residence offers its own unique atmosphere from the rich cultural diversity: **Résidence du Parc, Résidence du Port, Résidence des Linandes** and **Résidence des Hauts-de-Cergy**.

### A COMPLETE STUDENT LIFE EXPERIENCE

Living in one of the 4 ALEGESSEC residences is stepping into a world rich in cultural diversity and broadening your experiences in a convivial and dynamic environment. ALEGESSEC accommodates one ESSEC student in four and counts over **67% international students**.

ALEGESSEC offers 1095 bedrooms, studios and apartments, all of them located in the surrounding areas of the campus.

On ESSEC Asia-Pacific and Rabat campuses, the different batches organize themselves on colocation and the Student Affairs Office provides the students with addresses.



# A WORLD OF OPPORTUNITY AWAITS

## 60%

of students choose to continue their studies at Master's level.

They do so both at ESSEC Business School or in the most prestigious universities worldwide:

Warwick Business School, London School of Economics, Bocconi University, HSG St. Gallen, National University of Singapore (NUS), IE Business School, INSEAD, Sciences Po Paris, Stanford University, University of Sydney, etc.

## 40%

enter the job market. 9% of them create their own company in various sectors

## 95%

find a job within 6 months of graduation

## 70%

work in an international environment

## € 49K

average annual starting salary

## BACHELOR TO MASTER ALLIANCE PASSPORT

ESSEC Cergy and Asia-Pacific campuses and 5 leading business schools\* from three different continents have created the Bachelor-to-Master (B2M) passport. The objective of B2M is to encourage global mobility for students in management education by facilitating the members' respective bachelor students to pursue their studies with a master degree at another member institution.

The B2M passport provides individual support, waiver of application fees, and other advantages (such as guaranteed invitation to admission interviews for some partners) for 20-30 highly selected undergraduate students from each B2M member school, who wish to pursue their studies in a top master program.

\* In partnership with IE Business School (Spain), School of Business and Management of The Hong Kong University of Science & Technology (Hong Kong, China), Smith School of Business of Queen's University at Kingston (Canada) University of Mannheim Business School (Germany) and Warwick Business School (United Kingdom).

## GRADUATES FIND POSITIONS IN VARIOUS INDUSTRY SECTORS

### MARKETING & COMMUNICATION 39%

Marketing Officer, Digital Media Manger, Strategic Planner...

### CONSULTING 36%

Business Analyst, SEA/Digital Consultant, Project & Research Impact Officer...

### PROJECT MANAGEMENT & LEADERSHIP 19%

Project Manager, Assistant Trader, Sales Administrator



# 69,000 ALUMNI

## A POWERFUL NETWORK

With over 70 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.

## ALUMNI POSITIONS

- Marketing Manager
- Market Manager
- Europe Home Care Finance Manager
- Product Manager
- Head of Finance
- Account Strategist
- Specialist Fund Data Management
- Financial Planning Analyst
- Sales Development
- Chief Marketing Officer
- APAC Sales Director
- Marketing and Social Media Principal
- Worldwide Product Manager and Concept Planner
- Digital Platform Product Line Manager





## YOU WANT TO KNOW MORE ABOUT THE ESSEC GLOBAL BBA PROGRAM?

JOIN US ON OUR PROGRAM PAGE ON [WWW.ESSEC.EDU](http://WWW.ESSEC.EDU) WHERE YOU WILL BE ABLE TO...



Scan this code to join our program page

- Discuss with enrolled students on ESSEC Talk
- Get personalized advice from ESSEC promotion managers from your zone
- Be aware of the worldwide fairs we're participating in
- Refer to news, testimonials, admission process and schedule
- Begin a virtual tour of our campuses from France, Singapore and Morocco
- Emerge yourself into the ESSEC Business School student life
- ... and apply online!

## 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 IB OR OTHER NATIONAL DIPLOMA.

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

### 2 entrance tracks

■ Students applying with an international High School diploma.  
Entry to the 1<sup>st</sup> year of the ESSEC Global BBA.

■ Scan this code to know the supporting documents required:



■ **Interview for shortlisted 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.

■ 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](http://www.concours-sesame.net)



“When it came right down to it, I wanted to travel and have unique experiences all the while getting a great education. Out of all the schools I applied to, only ESSEC’s Global BBA really fit that criterion. There’s such a focus on being bigger than you are and always raising the limits that continue to inspire me every day. All these ideas that the program promotes are perfect for adapting to today’s fast-paced world.”

**Clémentine**



FOLLOW US









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ESSEC | CPE Registration number 200511927D  
Period of registration: 30 June 2023 - 29 June 2029  
Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)

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