ESSEC & MANNHEIM EXECUTIVE MBA

MODULAR & WEEKEND FORMAT
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Superior leadership skills, a flexible and innovative mind as well as a collaborative work style have become indispensable prerequisites for success in today’s dynamic and complex global markets. If you are an experienced, globally minded professional, wishing to further enhance these skills, then the ESSEC & MANNHEIM Executive MBA is the right choice for you.

Expect the best: Internationally accredited and with top ranking positions globally, ESSEC and Mannheim are among the best business schools worldwide. Together we offer you a unique and world-class learning experience, combining readily applicable business know-how with an interactive, team-based approach to executive education.

Our mission: Empowering you to achieve your goals, both personal and professional. In the course of the program, you will expand your general management knowledge, gain international experience through global study trips, hone your leadership skills and advance your personal development.

The program is designed so as to maximize the knowledge exchange with your peers, building on your professional network in the process – a network that will be a rich source of contacts and knowledge for years to come.

Learn more about the ESSEC & MANNHEIM Executive MBA, its various elements, the flexible study options designed specifically to fit your busy schedule and, most importantly, the tangible edge this investment in yourself and your career will give you.
Two partners, one goal: guiding you to the top

With the inception of the ESSEC & MANNHEIM Executive MBA in 2004, two of the leading European business schools joined forces.

Not only among the best in their respective countries, they are also internationally accredited and consistently ranked among the top business schools worldwide. Indeed, their joint initiative clearly reflects the economic leadership of their two nations: ESSEC and Mannheim are at the forefront of educational excellence, just as the two countries they represent are at the forefront of European economics.

Although European in tradition, the ESSEC & MANNHEIM Executive MBA is most definitely international in outlook. Our extensive network of international corporate partners as well as the alliances we have forged throughout the globe with partner business schools are testament to this ambition.

We are united with our partners in the view that a global approach to the issues facing business and society is needed, and as economic and political landscapes continue to change, so does the program: We never stop adapting and enhancing our curriculum, thus enabling you to meet and beat the challenges of new global market developments.

MANNHEIM BUSINESS SCHOOL

- First and only German business school to have achieved accreditation by AACSB, EQUIS and AMBA
- Consistently ranked best German business school in national and international rankings (e.g. Handelsblatt, Focus, Wirtschaftswoche)
- The Mannheim region is globally renowned for its innovations and quality in research, science and production
- 50% of Germany’s top 500 companies are based within 250 kilometers of Mannheim

ESSEC BUSINESS SCHOOL

- First business school accredited by AACSB outside of North America; EQUIS accredited
- Has been offering Executive MBA programs for almost 20 years
- Ranked among the top 10 business schools worldwide in Executive Education (Financial Times)
- 3 campuses: Paris, Cergy, Singapore
- Guided by the values of dialogue, creativity, innovation, responsibility, excellence and openness to the world
TOGETHER WE OFFER:

• Over 100 years of combined experience in business education
• An international faculty with more than 200 members, recognized globally for their academic excellence
• A professionally organized and service-oriented learning environment
• Corporate contacts to more than 3,500 companies
• An academic network of more than 150 prestigious partner business schools and universities worldwide
• A combined alumni network of more than 50,000 graduates

“Without the ESSEC & MANNHEIM Executive MBA I would never have gotten to where I am today. The program not only enabled me to hone my general management skills, but challenged me to become a better leader. Moreover, through the ESSEC & MANNHEIM experience, I have gained a network of peers, whom I trust implicitly and who are willing to serve as my sounding board.”

MATTHIAS KELLER
ESSEC & MANNHEIM Modular EMBA Class of 2009, Managing Director, Volvo Construction Equipment Germany GmbH
HONE YOUR SKILLS FOR A COMPETITIVE EDGE

The ESSEC & MANNHEIM Executive MBA gives you a tangible competitive advantage, as you not only gain necessary business knowledge, but share experience and knowledge with peers and experts, learn to identify changes and generate innovation, and refine your people-management and leadership skills.

BECOME A LEADER
A good leader takes a step back and considers the bigger picture, the birds-eye view. However, a good leader is also a motivator, someone who recognizes the importance of his or her team and empowers them to achieve their goals. Although leadership might sometimes appear to be innate or instinctive, it can be learned - and enabling you to enhance your leadership skills is one of the key objectives of the ESSEC & MANNHEIM Executive MBA.

BE A TEAM PLAYER
Teamwork plays a crucial part, making up about 70% of the work involved in the program. Thus, you will observe first-hand the synergies of a team-oriented working style and gain further intercultural experience. Working in diverse ‘multi-competence teams’ will encourage you to reflect on your leadership style and creates a space where you can try out new and different approaches. Naturally, a team of professional coaches will be on hand, and both individual and team coaching sessions are part of the program.

KNOW YOUR BUSINESS
You will begin the program with core knowledge modules that form the backbone of general management, such as Organizational Behavior and Financial Accounting. As the program progresses, lectures will become more environment- and policy-oriented, focusing on topics such as Financial or Marketing Policy or International Strategy. Finally, you will be discussing issues arriving from and dealing with organizational change, for example Change Management, Leadership and Ethics.

BUILD A NETWORK
Program elements running over the whole program period, such as conferences with global business experts, the Social Class Project and the comprehensive Entrepreneurial Project, will further advance your personal development, as you will reflect on the social and ecological responsibilities of business leaders. They also turn the ESSEC & MANNHEIM Executive MBA program into a truly unforgettable, once in a lifetime experience through which you will forge a lasting network of potential business partners and friends.

REQUIREMENTS
In order to be admitted to the ESSEC & MANNHEIM Executive MBA Program, candidates are required to fulfill the following criteria:

• A minimum of 8 years’ work experience
• 1st academic degree
• Fluency in English
• Reliability as a team player
• Drive and commitment to pursue new challenges
LEADERSHIP & PERSONAL DEVELOPMENT
Reflect on your personal skill set and leadership style. Learn more about yourself and how you are perceived by others.
Supporting Elements:
- Teambuilding exercises at beginning of program
- Individual and group coaching
- Leadership journal
- Personality tests
- Courses and seminars on leadership

ENTREPRENEURIAL THINKING
Enhance your entrepreneurial skills and apply the cross-disciplinary knowledge acquired in the course of the program to your capstone experience, the Entrepreneurial Project.
Supporting Elements
- Sessions on Entrepreneurship and Business Plan Development
- Course in Entrepreneurial Finance
- Workshops on Communication, Innovation and Creativity

COMMUNITIES OF LEARNING & NETWORKING
Broaden your horizon through your joint learning experience, and expand your network.
Supporting Elements
- Class and work group interaction
- Conferences and networking events with other members of the ESSEC & MANNHEIM community
- Social Class Project
Leadership challenges in modern business vary from the level of the ‘captaincy’ of a small team right up to the stewardship of multi-national corporations. The courses, conferences and seminars that make up the curriculum of the ESSEC & MANNHEIM Executive MBA present contrasting analytical perspectives on these different types of challenges and deepen your understanding of them.

Furthermore, the eighteen months of the Executive MBA present an ideal opportunity for progressive leadership development: In a first step, personality profiles and workshops will help you assess your personal resources and capabilities as a leader. Further workshops and experiential training sessions, among others at renowned Saint-Cyr Military Academy, gradually lead you to greater reflexivity and to a fuller understanding of your own values, patterns of behavior and skill sets. Self-assessment questionnaires (SAQs) – for example on conflict management styles and emotional intelligence – are also part of the process.

Moreover, you will be asked to keep a ‘leadership journal’ so as to help you determine concrete objectives and track your development. This journal is a record of self-reflection and writing it is intended to be a stimulus to individual thought on the relationship between personal resources and the different types of leadership tasks and challenges. It is to be submitted at the end of the program in an anonymous format to the Academic Directors.

Throughout, coaches are at hand to aid you with the personal development you are undergoing and to assist you in formulating your thoughts: Being in close contact with the multi-competence teams and also providing individual coaching, they will prompt you on your development and serve as motivators. Naturally, your dialogue with our coaches is kept confidential.
“The ESSEC & MANNHEIM Executive MBA raised my awareness of different approaches to leadership and made me reflect on my own leadership skills. Moreover, the program’s focus on teamwork ensured that we had plenty of opportunity to try out new concepts and methods, allowing me to further explore my capabilities. Working with teams that were both international and multifunctional was not always easy, but it taught us about how culture also affects leadership and to recognize the benefits of diversity in teamwork. The experience has definitely made me a more effective and persuasive leader.”

XAVIER CHAPUIS
ESSEC & MANNHEIM Weekend EMBA Class of 2008,
Industrial Director for Fashion Jewelry,
Christian Dior Couture
“The ESSEC & MANNHEIM Executive MBA not only enabled me to directly apply the concepts discussed in class to the real world, the program in fact empowered me to step off the cliff and found my own company – together with two classmates from the program. It provided additional general management knowledge and also taught us to be better leaders, to consider different perspectives and leverage each other’s complementary skills to best advantage.”

JÖRG WIEMER
ESSEC & MANNHEIM Weekend EMBA Class of 2009, CEO, Treasury Intelligence Solutions GmbH
The Entrepreneurial Project, one of the key program elements, enables participants to apply the theoretical knowledge acquired throughout the program to a real business project. It will encourage you to thoroughly explore your functional and social abilities, test your strength in adapting to an unfamiliar environment and challenge you to apply your knowledge in creative and innovative ways.

**FROM IDEA TO REALITY**

It could be the creation of a brand new business or the development of a new product or market for your company. With the Entrepreneurial Project, you are free to develop your own ideas, which you will then have to ‘sell’ to your classmates in order to recruit a team to implement your project with. If you already have a project you hold dear, this could be your chance to take it to the next level, and start to make it more than just a dream.

Along the way, we will support you and your team through courses and workshops, e.g. on Business Planning or Innovation Management. Experienced faculty members will act as tutors, providing guidance and sharing their research with you.

As your project takes shape, you may discover a taste and talent for entrepreneurship you never knew you had and indeed, about 10% of all Entrepreneurial Projects go on to become real businesses afterwards.

**FROM THEORY INTO PRACTICE**

From initial research to the final presentation of your business plan, the Entrepreneurial Project takes about a year and is clearly one of the most challenging elements of the ESSEC & MANNHEIM Executive MBA program: You will learn more about your abilities and those of your team members than you could possibly imagine and will be surprised by the strong bonds it creates.

**CREATING VALUE FOR YOURSELF AND YOUR COMPANY**

However, it is by no means the participants only who profit from the Entrepreneurial Project, but also sponsor companies: They might for example gain a detailed market analysis, a strategic plan on a yet unexplored project or benefit from an impartial, third-party assessment of an existing business.
The ESSEC & MANNHEIM Executive MBA is one of the most international programs of its kind and allows you to gain direct business exposure in three of the most important economic regions in the world – Europe, North America and Asia. While the majority of courses take place in Mannheim and Paris, the program also includes residencies at renowned business schools in Asia and the U.S.

**BROADEN YOUR HORIZON**
Designed to bring you as close as possible to local life and local business, our residencies are organized in close cooperation with trusted academic partners. During your time abroad, you will meet Executive MBA participants from those partner institutions and gain invaluable insights into the schools’ areas of expertise. Current academic partners include:

- Indian Institute of Management Ahmedabad
- New York University Leonard N. Stern School of Business
- Tongji University, School of Economics & Management
- University of California, Los Angeles, Anderson School of Management

**CONNECT THE DOTS**
Residencies focus on a specific topic, such as ‘Managing Emerging Markets’ or ‘Global Corporations and the Environment’, and courses and conferences will be designed accordingly. In addition, company visits will provide you with the opportunity to interact closely with senior-level professionals in the respective markets and experience a broad variety of business styles and practices first-hand.*

*Destinations and topics are subject to change.
“Our visit to one of the oldest and most influential business schools in the U.S. was without a doubt one of the program highlights and a truly eye-opening experience. The schedule was packed, making no allowance for our jetlagged minds, but we left feeling like we had indeed reached a different, more global level of thinking.”

NADJA SCHUSTER
ESSEC & MANNHEIM Weekend EMBA Class of 2010, Manager, d-fine GmbH
SHARE THE VALUE OF SOCIAL RESPONSIBILITY

Integrity, social commitment and professional responsibility are key principles underlying our mission to educate responsible executives who will make a difference in the business world. Throughout the program, we will raise issues of sustainable development and business ethics, encouraging you to reflect on the values that influence your own business practices and decision-making. This is also why the so-called Social Class Project is an integral and mandatory element of the program.

A DIFFERENT KIND OF PLAYING FIELD
The Social Class Project allows you to directly apply the knowledge and methods taught in class, but challenges you to do so in a completely different setting, as the project should make a positive contribution to society on some level: renovating a playground, raising money to help children with cancer or families affected by autism – it is up to each class to define the scope as well as the organizational structure of their project.

ONE CLASS, ONE CHALLENGE
Regardless of its focus, the Social Class Project is also meant to increase the cohesion of your class and strengthen class spirit. To this end, it is designed as a concerted group effort, with all class members involved both in the initial decision making as well as the actual implementation.
“The Social Class Project is a wonderful and at the same time challenging experience. Just imagine having to agree with nearly 50 people on a project, raising funds, preparing and implementing on-site action – and all of it on top of our actual jobs and classes! For us, it was important to find something we could contribute to with our most valuable asset – our time. For the benefit of children and youths we decided to collect donations for materials and to renovate a daycare and a youth center in the greater Mannheim area by ourselves. Looking back, though, I would say that not only the kids benefited: ‘Renovate for Children’ was a great time for all of us and clearly strengthened our class spirit.”

SERGEJ SEROV
ESSEC & MANNHEIM Modular EMBA Class of 2011, Consultant, The Boston Consulting Group
COMMUNITIES OF LEARNING
The ESSEC & MANNHEIM Executive MBA places central importance on learning from shared experience, which is why so much of the coursework is done in groups. These communities of learning work on several levels, linking you as the individual to small teams for group projects and your class as a whole for the Social Class Project. The concept emphasizes the value of individual experience to the whole, whilst also recognizing collective responsibility. Most importantly, it is not limited to the classroom or the duration of the program: Our corporate and academic networks as well as our vibrant alumni community make the ESSEC & MANNHEIM Executive MBA a life-long learning experience.

A WORLD CLASS FACULTY
Our faculty members are without exception recognized experts in their field and respected throughout the world, both for their academic and their teaching excellence. More than half of them have an international background and roughly 96% of them hold a PhD. They are widely published, both nationally and internationally, and you can expect to gain in-depth insights from their latest research as well as the tools and methods necessary for real-life application. They are complemented by a carefully selected adjunct faculty from other renowned institutions as well as the corporate world.

“I have been teaching in the ESSEC & MANNHEIM Executive MBA program since its inception, and the experience continues to be a joy and a privilege. The participants are, without exception, highly ambitious and capable individuals who bring a wealth of diverse experience to the classes. Discussing fast moving subject matters such as eBiz/eCommerce with these seasoned executives is indeed invigorating.”

PROF. DR. GODWIN WONG
PhD Harvard University, Haas School of Business, University of California, Berkeley
AN EXTENSIVE CORPORATE NETWORK

ESSEC and Mannheim Business School foster close relationships with international companies on various levels, so as to provide participants with business insights and contacts they wouldn’t otherwise have access to. Lectures by industry experts, company visits and conferences allow you to experience the workings and strategies of major multinational companies first-hand.

Also, many companies view the ESSEC & MANNHEIM Executive MBA program as a tool to develop and retain executive talent and may choose to support their top managers in the pursuit of their degree.

A GLOBAL ALUMNI COMMUNITY

Upon graduation, you will gain access to a network of over 50,000 alumni worldwide – including more than 1,000 Executive MBA alumni. Regional chapters and interest groups, conferences and networking events will provide plenty of opportunities to grow your professional and private networks. Moreover, true to our principle of life-long learning, you will continue to have access to career services and coaching offers.

“Internationality, drive and substance – as the world’s leading chemical company, this is what we expect from our executives, but also from our partners. The ESSEC & MANNHEIM Executive MBA program more than lives up to these expectations and our employees greatly benefit from the experience: It deepens their understanding of functions other than their own, thus broadening their overall business perspective, and provides them with the tools and skills to not only be even better managers, but to become great leaders as well.”

DR. KURT BOCK
Chairman of the Board of Executive Directors
and Chairman of the MBS Board of Trustees
“Ranging from Corporate Strategy to Financial Analysis and Human Resources, the curriculum of the ESSEC & MANNHEIM Executive MBA covered all relevant subjects, significantly enhancing my general management skills and providing me with a more holistic view on business. Moreover, the theory-practice ratio was very well balanced and professors used a wide range of teaching methods to help us assimilate all this information.”

SARAH MARINONI
ESSEC & MANNHEIM Weekend EMBA Class of 2008, Sales Support Manager, SCA Hygiene Products S.p.A
To ensure the best possible fit with participants’ professional and private lives, the program is offered in two formats, modular and weekend, with three tracks: a modular track with modules in Paris and Mannheim and two weekend tracks – one delivered in Mannheim, the other in Paris. The program lasts 18 months, regardless of the format or track chosen. Core courses and key learning elements are also the same for all three. Language of instruction is English.

**Learning Experience**

To maximize interaction with faculty and classmates, class size is limited to 50 participants, with the average being 45. For your convenience and to minimize the demands on your time, all necessary materials (books, slides, cases, etc.) are made available to you well in advance and at no extra cost. We also provide rooms so you can meet with your teams during breaks, thus maximizing the use of your time together.

**Tuition and Fees**

Tuition includes accommodation during international residencies, course materials, access to the school and online libraries as well as all computing charges. Travel expenses are not covered. However, upon request our team will help you find accommodation in Mannheim and/or Paris.

For detailed information, please see the respective track flyers.
An Executive MBA is a significant investment in yourself and your career. It is our mission to provide you and your employer with a maximum return on this investment.

YOU WILL

• Acquire relevant knowledge and tools readily applicable to the challenges of your job
• Share best practice with peers and gain first-hand insights into different industries and functions
• Enhance your leadership skills and further your personal development
• Refine your professional profile
• Learn to recognize the importance and value of corporate social responsibility
• Sharpen your ability to see opportunities and spark your entrepreneurial spirit
• Forge a valuable and lasting network of business partners and friends
• Increase your versatility and value to your employer, thus multiplying your career opportunities
To find out more about the ESSEC & MANNHEIM experience, we encourage you to:

• Go to www.essec-mannheim.com
• Join one of our information sessions in Paris or Mannheim
• Visit us at MBA fairs around the world
• Set up an appointment for a personal orientation interview
• Contact us by phone or e-mail
• Get in contact with current participants or alumni

To be admitted to the ESSEC & MANNHEIM Executive MBA program, candidates are required to have at least 8 years of relevant work experience and a first academic degree. Participants must be fluent in English, as the program is international and all lectures are given in English. We also expect candidates to demonstrate drive and commitment, willing to actively contribute in class as well as in their teams.

If you meet these requirements, we very much welcome your application.

“A collaborative and dynamic learning environment, inspiring projects and a cohort of amazing people from all kinds of different cultural and professional backgrounds – the ESSEC & MANNHEIM Executive MBA experience clearly exceeded my expectations. Moreover, the program enabled me to successfully take my career to the next level and the tools and skills I have acquired continue to prove invaluable to me in my daily work.”

ALIETTE REPOND-QUINT
ESSEC & MANNHEIM Modular EMBA Class of 2010,
Deputy Director European and International Affairs, Air Liquide
01 Complete the application form fully and accurately. Send it, together with all the required documents, to either ESSEC Business School or Mannheim Business School – depending on where you want to enroll. For online applications please go to www.essec-mannheim.com.

02 Your application will be reviewed by the Admissions Committee, who will then invite selected candidates for an interview in either Mannheim or Paris. Please note that this process may take several weeks to complete.

03 The interview with the Admissions Committee allows you to present yourself in person and gives us the opportunity to answer any questions you might still have.

04 Within approximately one week after your selection interview, you will be notified about the Admissions Committee’s decision. Upon receipt of your admissions notification and contract, you have two weeks to make your decision and return the signed contract to us.

We operate a rolling admissions process throughout the year. You are strongly advised to apply as early as possible.
FLYERS MISSING?

Go to www.essec-mannheim.com/download