



# ESSEC BUSINESS & LEADERSHIP IMMERSION PROGRAM FOR YOUTHS

3 to 7 July 2023  
ESSEC Asia-Pacific in Singapore

*Experience a world-class business school*



**GBBA**

#1 in France by Le Figaro (2023), l'Étudiant (2022),  
Parcoursup's "Preferred Bachelor in Management  
for French high school students" (since 2020)



**Business School in Europe**

by the Financial Times (2022)

**"Triple Crown" accreditation from AMBA, EQUIS and AACSB**





## HOW YOU WILL BENEFIT

Enhance your resume and be equipped for your future university studies and career in record time through the invaluable skills and experience gained during ESSEC Business & Leadership Immersion Program for Youths.



**Network with top executives and alumni**



**Develop valued skill sets that address real business challenges**



**Stand a chance to win prizes in the business challenge**



**Visit a top global company and learn how they navigate complex challenges**



**Gain an opportunity to work on a real business challenge with a company**



**Earn a participation certificate**

## JOIN US IN THE IMMERSION PROGRAM

The ESSEC Business & Leadership Immersion Program for Youths provides an unparalleled opportunity for high school students to immerse in the business school's world-renowned learning environment. Under the guidance of academics and industry experts, participants will learn multi-functional modules, including Finance, Marketing, Leadership, and Teamwork, and apply them to real-world business situations.

The stimulating 5-day program will be hosted at ESSEC's one-north campus and includes visiting a top global company, collaborating in a diverse environment, and participating in a challenge where prizes await. Participants will receive a certificate and gain invaluable insights into student life at ESSEC. Take advantage of this transformative opportunity to become a future leader of the business world.

## PROGRAM AT A GLANCE

Enhance your resume and be equipped for your future university studies and career in record time through the invaluable skills and experience gained from this program. Learn from our Global BBA Associate Academic Director and top ESSEC academics with rich industry experience.



### Duration

3 to 7 July 2023  
Monday to Friday



**Language of teaching**  
English



### Schedule

Monday - Friday  
9:00am - 5:00pm



### Structure

- Courses from academics and industry experts
- Visit to a top global company (Unilever/L'Oréal/Lazada/Pizza Hut)
- Professional workshop
- Networking sessions with alumni
- Project Challenge



### Teaching methods

Case studies, lectures, individual exercises, and group work with a high level of class interaction



### Course fees (incl. GST)

SG\$1,800 including meals (lunch & 2 tea breaks), course fees and activities (10% off for the sibling of attendee)



### Eligibility

High school students in grade 10 and above. Candidates will be assessed for their eligibility and will be informed via email of their admission.



### Location

ESSEC Business School, Asia-Pacific at 5 Nepal Park, Singapore 139408

- ESSEC reserves the right to cancel the program if there are less than 20 participants.
- Company selected for the visit might be subject to change.
- Participants have to make their own accommodation arrangements.

## COURSE OVERVIEW

<b>How Businesses Work - Business Models and Tools</b>	In this course, students will learn how a business comes to life and what makes it successful. You will learn how Business Models enable successful corporations to profitably do business. In addition, you will learn how to develop a Business Plan along with their key components. In the hands-on part of this module, students will work in groups to build a business model for their business challenge idea.
<b>Finance &amp; Accounting</b>	The course will introduce you to the basic concepts needed to understand the financial manager's decision-making process. You will learn the universe of Finance: its language, its institutions, the problems it addresses and the solutions it proposes. You will also learn the fundamentals of financial statements and how to use the data to make informed financial decisions.
<b>Leadership, Team Building &amp; Entrepreneurship</b>	Through the group exercises, you will gain invaluable experiences in leadership and teamwork. You will improve your leadership and teamwork skills and understand the important dynamics of groups, how to manage conflicts, make decisions and communicate effectively.
<b>Marketing, Digital Media &amp; Content</b>	A business without consumers is just a hobby. In this module, students will understand the role and importance of marketing and advertising to attract consumers and drive business results in the real world. You will learn basic concepts for effective marketing in today's low-attention, digital world. In addition, you will experience hands-on creation of a simple marketing strategy and an advertising campaign to bring business ideas to life.
<b>Business Challenge Presentations</b>	Through the case study presentations, you will learn how to structure a presentation, and to include insights and supporting data. You will also learn some design principles for effective visuals and slides, and gain skills in public speaking and compelling storytelling.

## PROPOSED SCHEDULE

<b>3 JUL</b> MONDAY	<b>4 JUL</b> TUESDAY	<b>5 JUL</b> WEDNESDAY	<b>6 JUL</b> THURSDAY	<b>7 JUL</b> FRIDAY
How Businesses Work Business Models and Tools Project Challenge Brief	Finance & Accounting	Leadership and Team Building Organizational Behaviour Entrepreneurship	Marketing Fundamentals Digital and Social Media Content & Influencer Marketing	Company visit Project Challenge Presentations Reflections

## KEY QUESTIONS

### How do I register?

- Registration is open till 22 May 2023 at: [shorturl.at/ptPT9](https://shorturl.at/ptPT9)
- Registration is on a first-come, first-served basis, subject to the quality of the application.
- Please submit your grade 10-12 high school transcripts and a brief personal statement to showcase your interests and learning goals for the program in the registration link.
- Candidates will be assessed for their eligibility for the camp and will be informed via email.
- The course fees for the ESSEC Business & Leadership Immersion Program for Youths amount to SGD 1,800 (including GST) including meals, course fees and activities.
- Participants have to make their own accommodation arrangements.
- An initial 50% deposit of SGD 900 is required if you are selected in the business camp, followed by a final 50% balance of SGD 900 by 24 June 2023. Payment will be refunded in full if the planned business camp is cancelled.
- If you have any questions, please email our program advisor at [ladouce@essec.edu](mailto:ladouce@essec.edu).

# ABOUT ESSEC BUSINESS SCHOOL



- #4 Master in Finance
- #6 Executive Education Top 50 Schools
- #6 Master in Management
- #9 Business School in Europe



- #2 Master in Strategy & Management of International Business
- #2 MSc in Marketing Management and Digital
- #4 Master in Data Sciences & Business Analytics
- #7 Master in Finance

## ESSEC BUSINESS SCHOOL

A pioneer of business-related learning since 1907, ESSEC is the #9 best business school in Europe (Financial Times 2022) and is in the top 5% in the world for Business & Management Studies (QS World University Rankings by Subject 2022). ESSEC also holds the prestigious Triple Crown accreditation, which is awarded to less than 1% of all business schools in the world by the three largest and most influential business school accreditation organizations - EQUIS, AMBA and AACSB. Students can choose to study in 3 continents via our global campuses in Singapore, France, and Morocco.

## ESSEC ASIA-PACIFIC

At the invitation of Singapore's Economic Development Board as part of its Global Schoolhouse initiative, ESSEC Asia-Pacific was established in Singapore in 2005. In 2015, ESSEC moved into its new 6,500sqm campus at one-north. The business school welcomes around 1,000 students on campus every year.

# ABOUT ESSEC GLOBAL BBA

## STAND OUT WITH THE ESSEC GLOBAL BBA PROGRAM

Excel in the competitive business world with the prestigious ESSEC Global BBA program. Launched in 1975, ESSEC Global BBA (GBBA) nurtures global business leaders supported by a distinguished academic, corporate and alumni network. GBBA students obtain vast professional experience and international exposure through our intermobility campuses in Singapore, France and Morocco, as well as exchange and double degree programs.

- **Local immersion, global ideas.** Join a select group of talented and ambitious students from around the world in one of the most prestigious and rigorous undergraduate business programs available.
- **Career-defining outcomes.** Ranked amongst the most reputable top 5% with employers across the globe\*, build a career from the get-go.
- **Most wanted graduates.** Our alumni are well sought-after by leading employers such as J.P Morgan, Accenture, McKinsey, Microsoft, Chanel, Dior, and Ubisoft.

\*QS World University Rankings by Subject 2022: Business & Management Studies.



#1 BBA IN FRANCE,  
#9 BUSINESS SCHOOL  
IN EUROPE & TOP  
5% IN THE WORLD  
FOR BUSINESS &  
MANAGEMENT STUDIES



10-16 MONTHS  
OF GLOBAL  
INTERNSHIP



175+ PRESTIGIOUS  
EXCHANGE/  
DOUBLE DEGREE  
OPTIONS



CUSTOMIZED  
GLOBAL  
CURRICULUM



BE PROFICIENT  
IN AT LEAST  
3 LANGUAGES



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ESSEC Asia Pacific

## FOR MORE INFORMATION, PLEASE CONTACT:

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Learn more about the ESSEC Global BBA program at: <https://qrco.de/bdLHgS>