

ESSEC EXECUTIVE EDUCATION

#6 WORLDWIDE

Executive Education

Financial Times, 2022

PROGRAM INFORMATION

DURATION: 12 months

FORMAT: Full-time

INTAKE: September 2023 LANGUAGE:

100% Taught in English

KFY FACTS

INTERNATIONAL

PARTICIPANTS

30 years old

AVERAGE AGE

BOUTIQUE CLASS SIZE

60%

FEMALE PARTICIPANTS



GLOBAL MBA

SUCCESS TAKES WORK, EXCELLENCE REQUIRES PASSION. **WE REWARD BOTH**

THE GLOBAL MBA IN BRIEF TO FEEL THE HYPE

- Tailor your experience to reach your career goals. Select one of our two specialized tracks: Strategy & Digital Leadership or Luxury Brand Management.
- Lead by doing. The curriculum combines the latest in management education with real-life leader development opportunities to put your knowledge and skills to the test.
- Build a global network. In France and abroad, you and your multinational peers gain access to the best of international business, networking and culture.
- **Blend passion with purpose**. Learn how to be a responsible leader that leaves a positive mark on the world.
- Change your outlook and your life. Join a community held together by strong values of humanism, multiculturalism and societal impact.

SPECIALIZE IN ONE OF TWO TRACKS



The Strategy & Digital Leadership track offers an international and hands-on learning experience to empower high potential professionals to take on the challenges of an innovation-led economy, by combining a 360° vision of management and a deep understanding of tomorrow's digital reality, from Data analytics, Artificial Intelligence, and E-commerce.



The Luxury Brand Management track has been a pioneer in the field for close to 30 years. Today, it provides access to iconic "Maisons" and exciting new brands, while offering the latest insights into the future of the luxury business. It is a must for professionals looking to pivot into this thrilling but demanding industry.

and I wanted to pursue my passion in luxury. I knew that the MBA would help me start this transition and bring me a

step closer to the luxury industry. Now, not only has the Global MBA equipped

me with the knowledge to succeed

in this field but I think that it has also

accelerated my professional maturity

regarding what to expect in my career journey and how to handle adversity and conflict in the real business world."

Donald Kim, United States, GMBA class



"When I decided to apply to ESSEC to join the Strategy & Digital Leadership Track, I had previously been working in marketing and communication in the banking sector for around 6 years. I wanted to shift into a managerial position. The program provided me with the tools and support I needed, and landed me a job in the fintech industry even before graduating. The

Simona Sarkissian, Lebanon, GMBA Pre MBA: Retail Communication & Digital Coordinator, BLOM BANK s.a.l. Post MBA: Loyalty & Brand Strategist, **Dubai Holding**



MBA was a tremendous experience!"

of 2022

Pre MBA: Brand Partnerships, Faire Post MBA: E-Commerce & CRM Coordinator, Vacheron Constantin

















- · Managing and Leading in Organizations
- · Sustainability for the common good
- Financial Accounting
- Statistics, Data and Judgement
- Marketing
- Strategic Management
- Digital Disruption
- Financial Management
- Managerial Accounting
- Economic Analysis of Business
- Field Trips

- Global Business Simulator
- Digital Week
- Capstone project/Internship
- Research Methods
- · Macroeconomics of Climate Change (SDL)
- Sustainable Marketing (LBM) or Sustainable Finance (SDL)
- Field Trip



- Leader development experiences, masterclasses & career talks (all-year)
 - Communicating for influence and impact Workshop (all year)
- Advanced Excel for Managers
- Power Bl
- French

• Tableau



STRATEGY & DIGITAL LEADERSHIP TRACK

- Negotiations
- Entrepreneurship
- Digital Marketing
- Operations Management
- Product Management
- Flective

- Corporate Strategy
- Innovation and Competitive Advantage
- Flective
- Electives: Global Economy for Luxury / Developing and managing luxury e-retail /Scale Up / Managing AI / Integrated Marketing Communications / Strategic Consulting

LUXURY BRAND MANAGEMENT TRACK

- · Socio-cultural Foundations of Luxury
- Managing Savoir-Faire
- Global Economy for Luxury
- Retail Strategy
- Digital Marketing
- LVMH chair seminar
- Managing Luxury Sectors: Wines & Spirits
- Managing Luxury Sectors: Fashion
- Elective

- Doing Business in Asia and the US
- Managing Luxury Sectors: Perfumes & Cosmetics
- Managing Luxury Sectors: Watches & Jewelry

ESSEC Business School - 1311020123 - Not printable file

- Integrated Marketing Communications
- Elective
- Electives: Entrepreneurship / Retail Operations / Developing and managing luxury e-retail / Intellectual Property Law

REQUIREMENTS

- Bachelors degree
- International Experience
- At least 25 years of age
- At least 3 years of experience • Competitive GMAT, GRE

SCHOLARSHIPS

- Early Bird
- Future Women Leaders
- High Potential
- Emerging Markets
- Diversitu
- International Experience
- New Business Trends

FEES

- Application fee: € 130

LOCATION

- Singapore (T3) (Optional)

GET IN TOUCH

Global MBA Team global-mba@essec.edu

STAGE 1

Get in touch with us and prepare your file



STAGE 2 Complete your



STAGE 3



STAGE 4

Join Interview