



ESSEC
BUSINESS SCHOOL

Enlighten. Lead. Change.

ESSEC GLOBAL BBA

APPLYING WITH AN INTERNATIONAL HIGH SCHOOL DIPLOMA



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 alumni** with over **71,000 members** all across the globe. ■

Key figures

71,000
ESSEC Alumni members

4 — **+1**

campuses in
Cergy, Paris-La Défense,
Singapore and Rabat

augmented
digital
campus

222 partner universities
in 49 countries

30 double degree programs
(24 international, 6 national)

154 permanent faculty of 36 nationalities
including 24 Emeriti professors

24 learning and research chairs

+ 1000 partner companies

7,550

students in full-time undergraduate
and graduate programs

38.32% — **+100**

international
students

nationalities
represented

82

PhD
students

+100

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 188 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 **188**

international exchange university partners in over **49 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
(2024)

#1

Challenge^s
(2024)

#1

LE FIGARO - fr étudiant
(2024)

#1

parcoursup
Entrée dans l'enseignement supérieur
Since 2020

#1

l'Étudiant
(2022)





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

* 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 ND 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"> • 1 semester of international exchange • 2 semesters of courses at ESSEC Cergy or Inter-campus mobility • 6 months of Managerial experience 	<ul style="list-style-type: none"> • 2 semesters of international exchange • 1 semester of courses at ESSEC Cergy or Intercampus Mobility • 6 months of Managerial experience 	Option 1 <ul style="list-style-type: none"> • 1 semester of international exchange • 2 semesters of courses at ESSEC Cergy or Inter-campus mobility • 2 semesters in company 	Option 2 <ul style="list-style-type: none"> • 1 semester of international exchange • 1 semester of courses at ESSEC Cergy or Intercampus Mobility • 2 work-study semesters ESSEC Cergy/ business • 1 semester in company 	<ul style="list-style-type: none"> • 2 semesters of international exchange • 2 work-study semesters ESSEC Cergy / business • 1 semester in company

► International Business Education Alliance (IBEA)

At the end of the 1st 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.

► 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.

► 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.

► 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.

2 ND CYCLE : SPECIALIZED INTERNATIONAL TRACKS						
TRACK		IBEA (INTERNATIONAL BUSINESS AND CONSULTING)	RESPONSIBLE INTERNATIONAL LEADERSHIP	INNOVATION MANAGEMENT	INNOVATION AND DIGITAL MANAGEMENT	ECOTOPIA
YEAR 2	S4	 University of Mannheim	ESSEC Paris-Cergy campus			
						Summer School
YEAR 3	S5	 Darla Moore School of Business, USC	ESSEC Paris-Cergy campus	ESSEC Paris-Cergy campus, or ESSEC Africa campus, Rabat	ESSEC Africa campus, Rabat or intercampus mobility	International Exchange (university of the EUTOPIA alliance)
	S6	 ESSEC Africa campus, Singapore	Darla Moore School of Business, USC	UC Berkeley Extension – Berkeley Global	International Exchange	
YEAR 4	S7	 FGV-EBAPE, Rio de Janeiro			Managerial Internship	Managerial Internship
	S8	Managerial Internship	Managerial Internship	Managerial Internship	ESSEC Africa campus, Rabat + Centrale School Casablanca	ESSEC Paris-Cergy campus or intercampus mobility

GLOBAL BBA INTERNATIONAL PARTNERS

188 PARTNERS, 49 COUNTRIES

Updated May 2024.

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*
- **NEW 2023:** Universidad de San Andrés (UdeSA) - *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)* ● ●
- Pontifícia Universidade Católica (PUC) - *Curitiba*
- Pontifícia 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 2023:** Strathmore Business School, *Nairobi*

Senegal

- **NEW 2023:** BEM Management School, *Dakar*

ASIA



China & Hong Kong

- **NEW DD 2023** City University of Hong Kong - *CityU (DD)* ● ●
- Fudan University, School of Management - *Shanghai* ● ●
- Peking University (PKU) - Guanghua School of Business - *Beijing (DD)* ● ●
- The Chinese University of Hong Kong, Shenzhen ●
- 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 ● ●
- Tongji University SEM - *Shanghai (DD)* ● ●
- Tsinghua University - *Beijing* ● ●
- Zhejiang University, School of Management - *Hangzhou* ● ●

India

- **NEW 2024:** Ashoka University - *New Delhi*
- Symbiosis International University - *Pune*

Japan

- Hitotsubashi University - *Tokyo*
- Keio University - *Tokyo* ● ●
- 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

- Vin University, *Hanoi*

OCEANIA



Australia

- **NEW 2024:** Macquarie University - *Sydney* ●
- 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 ● ●

* For cohort program only - ** Temporarily suspended

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 - *Copenhagen*

Finland

- Aalto University - *Helsinki* ●●
- **NEW 2023:** Hanken School of Economics - *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 ●
- **NEW 2023:** Technical University of Munich - *München* ●
- **NEW 2023:** Freie Universität Berlin - *Berlin*
- 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* ●
- **NEW 2023:** University of Amsterdam (UvA) - *Amsterdam* ●●●

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*
- ESIC University - *Madrid (DD)*
- ESIC - Business and Marketing School - *Barcelona and Valencia*
- IE Business School - *Madrid* ●●
- IQS - Universitat Ramón 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 (UPF) - *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 (IIBS) - *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 St George's, 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)



© Denis ALLOD/REA



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.

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.

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.

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.

“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 1st year student
(ESSEC Asia-Pacific)

WHAT WILL YOU LEARN?

SAMPLE OF COURSES & SEMINARS*

1 ST CYCLE		CORE COURSES		
1 ST CYCLE	<ul style="list-style-type: none"> ▪ Geopolitics ▪ Jam Days : Team Building & Intercultural Seminar ▪ Financial Accounting I & II ▪ Microeconomics for Business ▪ Marketing I & II ▪ Mathematics I & II ▪ Excel ▪ MOOC 	<ul style="list-style-type: none"> ▪ English + 2 foreign languages ▪ Business game: SimFirm ▪ Business Law ▪ Macroeconomics ▪ Introduction to programming ▪ Statistics ▪ Introduction to Entrepreneurship ▪ Together in Action : Climate Days ▪ Costs & Budgets: introduction & practices 	<ul style="list-style-type: none"> ▪ Finance I & II ▪ International Economics ▪ People & Organisations ▪ Responsible Marketing ▪ E-Business ▪ Companies and Climate Change SPOC ▪ SPOC Diversity and Inclusion in the Workplace ▪ Entrepreneurship II 	

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

3 MANDATORY LANGUAGES**		
<ul style="list-style-type: none"> ▪ English ▪ German ▪ Italian ▪ Russian 	<ul style="list-style-type: none"> ▪ Japanese ▪ French ▪ Spanish ▪ Mandarin 	<ul style="list-style-type: none"> ▪ Arabic ▪ Portuguese

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



FINAL DISSERTATION
<p>The aim of the dissertation is to enable students to carry out applied research. It is designed as an research introduction whose subject must relate to an aspect of business management.</p>

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 3rd 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.



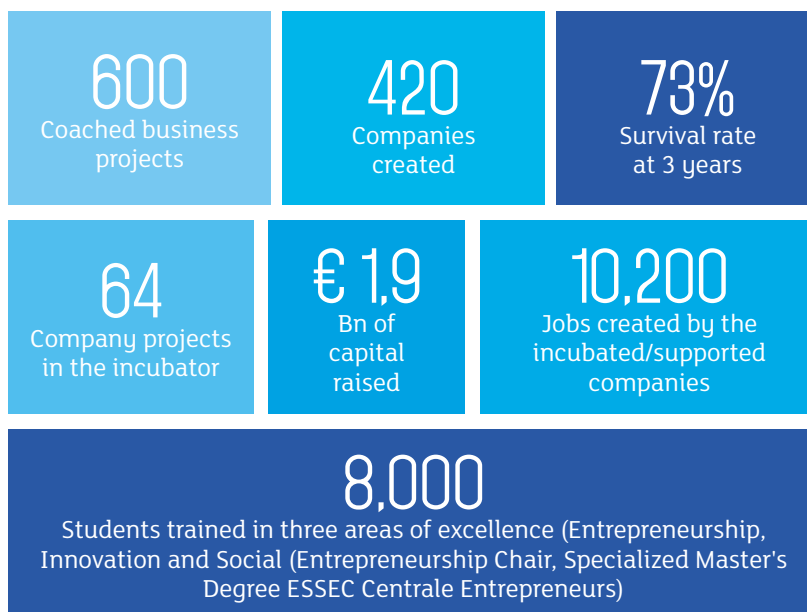
© Remain GALLARDI/REA



“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,
3rd year ESSEC Global BBA
student, IBEA Track

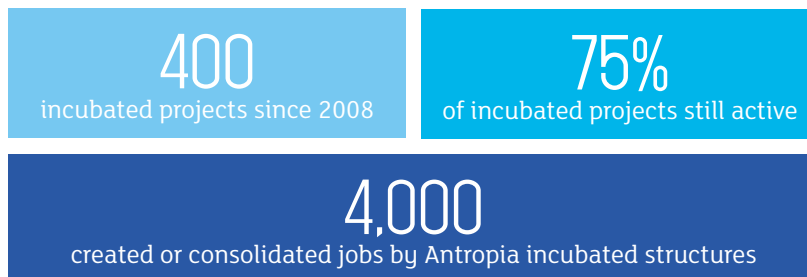
KEY FIGURES



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 BrandSouth LLC (Valdosta, GA, USA) <i>Junior Consultant</i>
	Student association: General Secretary of ESSEC Dance Crew		
2	ESSEC Cergy campus	University of Mannheim IBEA Track	Fiel Experience Emmaüs Dunkerque (France) <i>Volunteer</i>
	Student association: Member of ESSEC Dance Crew	Corporate Project EY (Mannheim, Germany) <i>Student Consultant</i>	
3	Darla Moore School of Business IBEA	ESSEC Asia-Pacific IBEA Track	Preparatory work for the thesis
	Corporate Project South Carolina Small Business Development Centre (Columbia, South Carolina, USA) <i>Student Consultant</i>	Corporate Project <i>Student Consultant</i>	
4	FGV - EBAPE IBEA Track	6-month managerial internship	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 : Global GSSA aviation export import (SP Brazil)
2	ESSEC Cergy campus ESSEC Foundation ambassador		Fiel Experience: Regional Health Agency (Vaccination Center - France) Volunteer
3	Apprenticeship track: Procter & Gamble 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: Procter & Gamble 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 17,000 apprenticeship, internship, jobs, VIE offers targeting ESSEC students.

4,000+
individual
appointments
with career consultants

430+
meetings
with recruiters based in
France and all around
the world: job fairs,
company presentations
and case studies.

Access to
5
learning platforms
and 40+ articles, training
and self-teaching
modules

164
career related
workshops



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 2nd 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 3rd 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 3rd 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 1st 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 21st 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 m² 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 m² 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,
3rd year Global BBA
student ambassador



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 website.**

“

“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

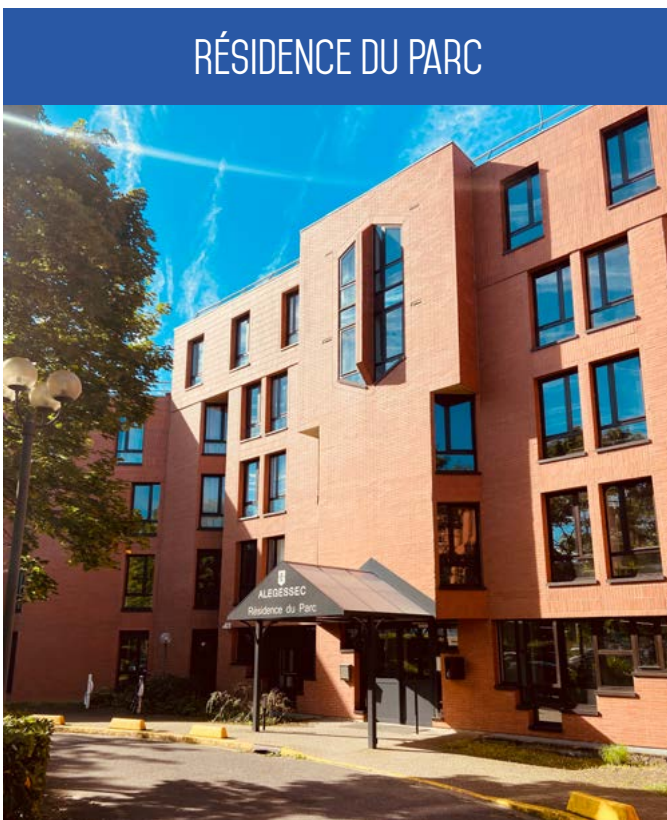
“

“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

© Johanna Audiffren



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 Manager, Strategic Planner...

CONSULTING 36%

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

PROJECT MANAGEMENT & LEADERSHIP 19%

Project Manager, Assistant Trader, Sales Administrator



71,000 ESSEC ALUMNI MEMBERS

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



© Roman GALLARD/REA

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 1st 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 1st year of the ESSEC Global BBA.

▪ **Concours SESAME**
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

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

JOIN US ON OUR PROGRAM PAGE ON 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!



FOLLOW US





ESSEC
BUSINESS SCHOOL

ESSEC Business School

3 avenue Bernard-Hirsch
CS 50105 Cergy
95021 Cergy-Pontoise Cedex
France
Tel. +33 (0)1 34 43 30 00
www.essec.edu

ESSEC Executive Education

CNIT BP 230
92053 Paris-La Défense
France
Tel. +33 (0)1 46 92 49 00
www.executive-education.essec.edu

ESSEC Asia-Pacific

5 Nepal Park
Singapore 139408
Tel. +65 6884 9780
www.essec.edu/asia

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)

ESSEC Africa

Plage des Nations - Golf City
Route de Kénitra - Sidi Bouknadel (Rabat-Salé)
Morocco
Tel. +212 (0)5 37 82 40 00
www.essec.edu