



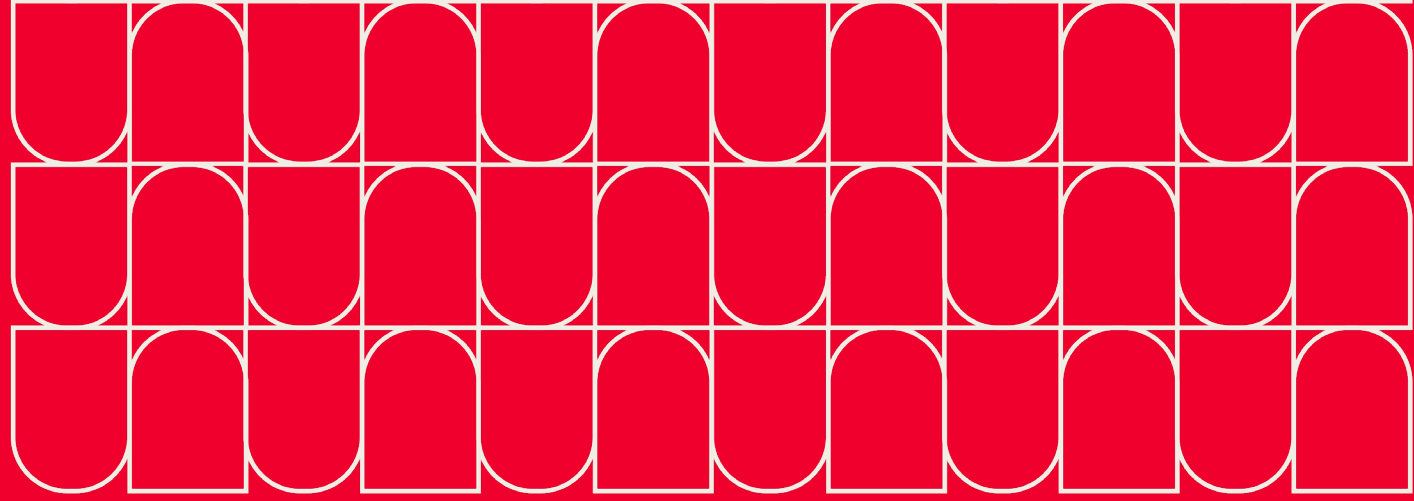
ESSCA

SCHOOL OF
MANAGEMENT

**Spend your summer
in Budapest!**

24th of June – 19th of July 2024





Introduction to ESSCA

ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year program to become managers in marketing, finance, and management in an international environment.

One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the EPAS certification, and the Triple Crown, AACSB, EQUIS and AMBA accreditations. This year in 2023, ESSCA ranked 54th in the Financial Times ranking.

ESSCA offers international programs on 10 sites: Angers, Paris, Lyon, Bordeaux, Aix-en-Provence, Strasbourg, Malaga, Luxemburg, Budapest and Shanghai, along with a network of 279 partners universities in 56 countries. At present, the school works with some 2,500 companies.



ESSCA: Creating Futures

In the top 1% business school worldwide:



2 NEW LOCATIONS IN 2023:
> Malaga, Spain
> Luxembourg



 BUDAPEST  SHANGHAI

ESSCA key figures



Nearly

7,000

undergraduate, postgraduate
& continuing education students



18,000

alumni worldwide



2,500

corporate
partners



A network of partner
universities in

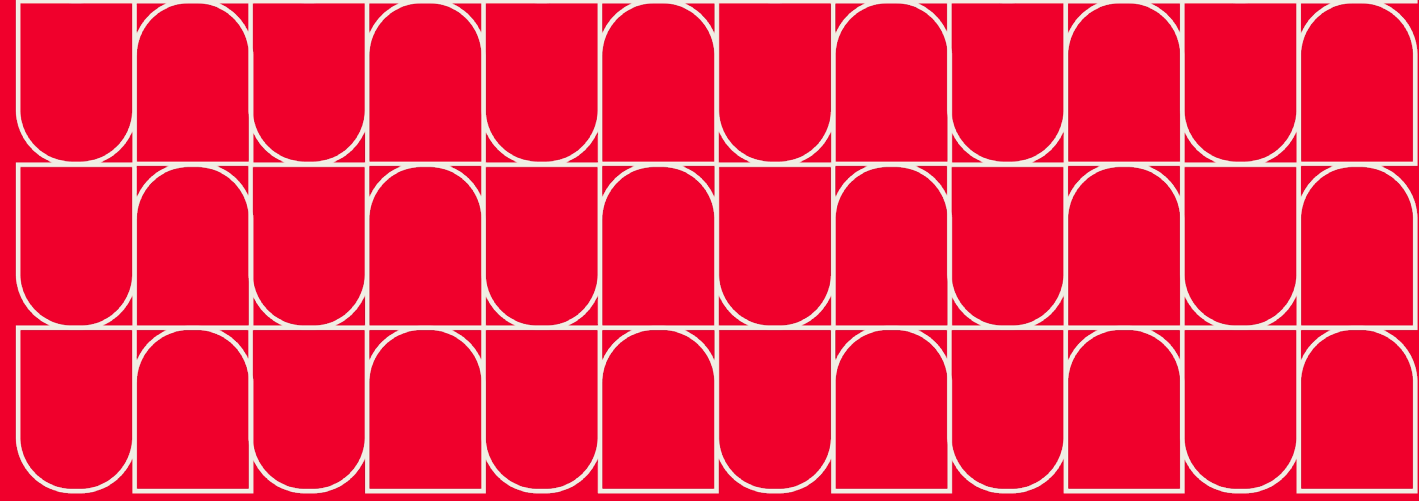
56

countries



461

Full-time faculty members
and members of staff



Presentation of the Programme



The Programme

Budapest Summer Programme:

- Is an intensive 4 week programme
- Is entirely taught in **English**
- Is open to **postgraduate students**
- Offers a multicultural learning environment which develops cross-cultural skills
- Provides a knowledge into the aspects of **Management and Leadership**
- Includes **field trips** to outstanding cultural sites
- **Each pairing is worth 12 ECTS (6 per course)**

Content

Students can choose one of the following pairings:

PAIRING 1: Business Management

- Human Centered Management and Leadership
- Economic and Business Opportunities between Europe and Asia

PAIRING 2: International Business & Leadership

- International Marketing and Logistics
- Self Leadership

Classes are completed by subject-related **field visits**.

Assessment is carried out in different forms at regular interval throughout the programme.



PAIRING 1:

- **Human Centered Management & Leadership** 6 ECTS – 45h

This course builds on the ethical position that work organizations can greatly contribute but also greatly constrain character development and well-being of their members and business leaders need to learn to take this opportunity and responsibility.

- **Economic and Business Opportunities between Europe & Asia** 6 ECTS - 45h

The course provides an introduction to Asia's people, history, cultures, economic and political developments in forming the current business environment. In order to expand students' knowledge on Asia lectures concentrate on the current economic and political status of Japan, South Korea, Taiwan, the ASEAN region and China as well. The course attempts to examine the economic opportunities between the EU and Asian countries in the global economic system. The course covers contemporary affairs and provides a basis for thinking about the future of the two regions.

Field trip examples: KOTRA, INATRADE, TRO, etc

Pairing 2:

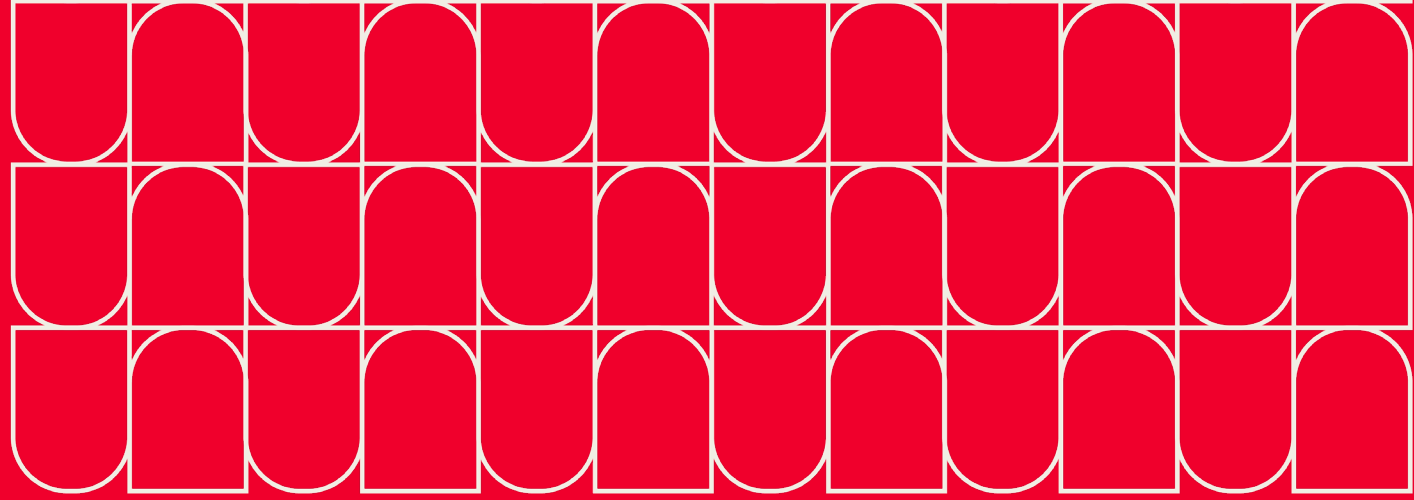
- **International Marketing & Logistics** 6 ECTS – 45h

During the course the most important concepts, approaches and strategies of international marketing and international logistics will be demonstrated and the activities will be explained in details. The functions and tasks which have to be looked at by both the marketing and logistics experts and departments will be analysed and the possible synergies are pointed to.

- **Self Leadership** 6 ECTS – 45h

The course wants to create a safe learning environment and provide tools to raise the participants' learning and adaptability skills, to facilitate their integrity and to model them how to engage in change and development process and inspire others too. We explore different areas, from personal leadership styles, patterns of communications, connectedness, and abilities to create networks, to conflict handling or managing our priorities.

- **Field trips exemples:** tbc.



Practical information

Key dates

- Nomination: 1st of April
- Application: 15th of April
- **No refund after the 1st of May**

- Programme starting date: 24th of June

- Programme ending date: 19th of July

After the application deadline, please check directly with us if there are still places available.



Practical information

Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

Class time and textbooks

Generally students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers but a laptop is highly recommended.



Fees

Any application involves a 55€ non refundable administrative fee

| | |
|---------------------------|-------|
| Tuition waiver (Partner) | 55€ |
| Non Partner or free mover | 1500€ |

Exchange students nominated by the University partner do not pay tuition fees, but only the organisational costs.

Free movers outside the exchange agreement will also pay the tuition fees.

Included in the fees

Including

- A 55€ non-refundable administrative fee
- Company visits
- Assistance for accommodation search
- Course materials
- Walking Tour
- Welcome snack

Not including

- Housing: EUR 500 (Price per person and per month, on a flat-share basis with private bedroom)
- Meals: A set lunch menu is around 8 euros, a Big Mac Menu around 4 euros
- Airport shuttle to and from: by taxi EUR 45 or EUR 20 by the Airport Minibus Service
- Public transportation within Budapest: EUR 10 for EU nationals who have a valid student card and EUR 25 for non-EU citizens (price is per month)

Admission

- Interested participants can be from ESSCA partner universities or non-partners
- Space limited, waiting list possible
- Applications will be processed on a « first come, first served » basis, including nomination.

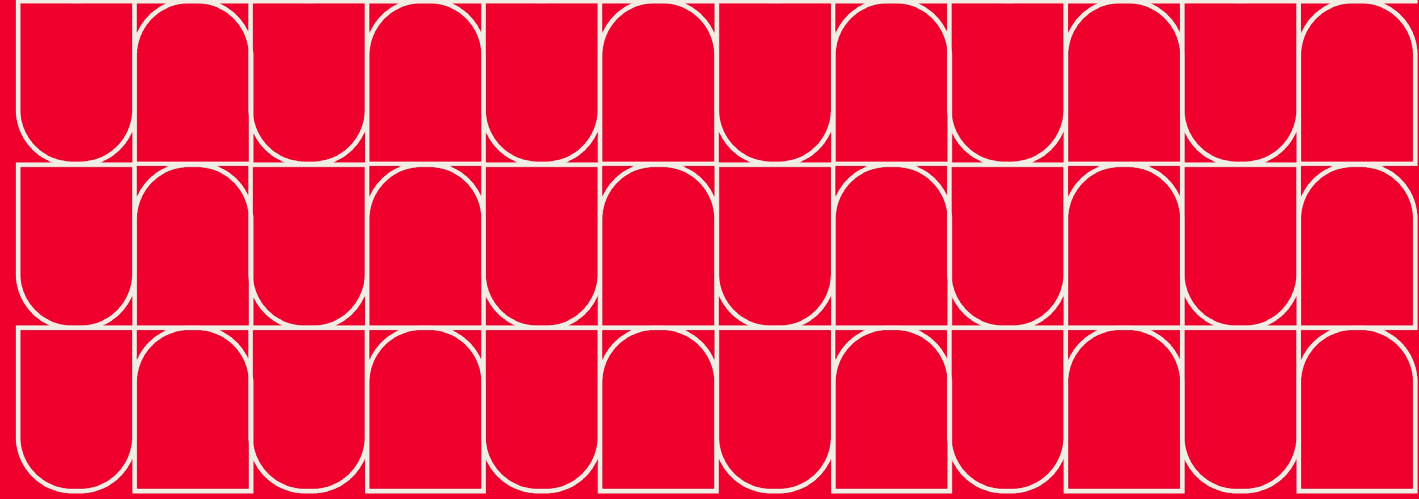
For questions and nomination: short-programs@essca.fr

Entry Requirement

- Students must have undertaken at least 3 years of undergraduate or undertaken graduate study at their home institution
- Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)



We look forward to seeing you!



short-programs@essca.fr

ESSCA

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FRANCE

Creating Futures



AACSB, AMBA, and
EQUIS accredited

Associate member
of UCO (Université
Catholique de l'Ouest)

Member of FESIC and
Conférence des Grandes
Ecoles

EESPIG
certified