



**ESSCA**  
ONLINE  
CAMPUS

**PRESS RELEASE**

Angers, 7<sup>th</sup> April 2022

**ESSCA Online Campus:  
ESSCA School of Management's 100% online campus offers  
France's only complete blockchain and cryptocurrency package**

Created in January 2021, [the ESSCA Online Campus](#) provides training to “Next Gen Leaders” on emerging topics such as cryptocurrencies, the “green and digital” transformation, and Metaverse. The 100% online classes made available to students all around the world as well as active professionals and alumni are based upon an innovative and evolving teaching ethos. The aim of the School is to train tomorrow’s leaders, who together will build a more digitally-inclined, global and creative world.



**Fintech: the professions of the future within a 100% online range of programmes**

Blockchain, cryptocurrency and NFTs are all burning current affairs issues. Companies are having increasing difficulty hiring experts in the area. Thanks to its online campus, ESSCA School of Management is spreading the word on the FinTech universe to the student and professional audience with a view to honing its own knowledge of this rising trend. In January 2022, the School offered its first ever “nano programme” dedicated to cryptocurrencies in a short, 8-hour format.

*“There is a burgeoning interest in this new, virtual ecosystem and the demand for training therein has been accelerating on a daily basis”* indicates **Orsolya SADIK-ROZSNYAI, ESSCA Online Campus Director.**

In order to meet the latest corporate skill requirements, **the ESSCA online campus is being launched to cover the emerging area of Fintech and in so doing has formalised the launch of a new MSc International Business 4.0 - Finance & FinTech as of September 2022.** This new MSc has been designed to train “Next Gen Leaders” in Fin Tech, a new technology that helps drive innovation and efficiency within international financial services.

In partnership with **ADAN**, the association that brings together the heavyweights of the cryptocurrency and blockchain sectors, the ESSCA Online Campus is also launching a short-format, certificate-granting training programme designed to train future specialists in the area: *“an appropriate response to the urgent needs of start-ups and companies is required!”* adds **Orsolya SADIK-ROZSNYAI.**



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### About the ESSCA ONLINE CAMPUS: a brand-new innovation designed to provide a novel digital student experience

**Innovation and creativity are the cornerstones of ESSCA School of Management's Odyssee 20/24 strategic plan.** In line with these forward-looking values, the ESSCA Online Campus saw the light of day in January 2021. The aim is **to offer the responsible leaders of tomorrow, students and professionals alike, a unique and enriching digital educating experience** based upon constant innovation.

*“As someone from the world of innovation myself, I sincerely hope that the ESSCA Online Campus will provide a whole new online student experience. Students, alumni and working professionals want greater independence and to be free to study remotely, at their own pace, whilst also benefiting from the support of professors who are dedicated to digital teaching and by corporate experts. Our aim is to provide a credible, top-quality alternative to on-site training and to offer an evolving and innovating solution that best fits the way of life of the newest generations. To do so we are using the very latest technologies in order to deliver innovative training, including Metaverse »* **indicates Orsolya SADIK-ROZSNYAI.**

Seen as a **genuine start-up within a school of Management**, the ESSCA Online Campus is positioning itself on a market that is expanding rapidly. This project pre-dates the global pandemic and was implemented in line with the ESSCA School of Management Odyssee 20/24 strategic plan with a view to offering a whole new innovating student experience.

For further information: <https://esscaonlinecampus.edu.eu>

### About ESSCA School of Management

Now 112 years in existence, ESSCA School of Management offers a range of courses in marketing, business, finance, HR, digital and consulting. It is a member of the Conférence des Grandes Écoles and delivers a nationally endorsed Bac+5 Master's-level diploma as well as a Bachelor in International Management, a Specialised Master's and a Master of Science. A non-profit 1901 association and EESPIG-certified, ESSCA School of Management is part of the 1% of business schools worldwide to hold AACSB, AMBA and EQUIS triple crown accreditation status, thanks to the excellence of its programme portfolio, international exposure, and close ties with the corporate world. The school currently comprises a 17,000-strong alumni network present around the world. Established on 8 different campuses in France and abroad (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, Strasbourg, Budapest, and Shanghai), the school delivers a broad range of curricula in tandem with a large-scale network of partner universities in 56 countries. The Grande Ecole programme can also be taken in continuing education format. The school also offers a selection of training programmes specially designed for executives, managers, and operational teams.  
[www.essca.fr/en/](http://www.essca.fr/en/)

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