

2022 academic year **Induction days to the fore, including two positive-impact events**

New academic year imminent, as pupils and ESSCA prepare to introduce the school to close to 1800 arriving students.

The beginning of the new academic year provides an opportunity to get acquainted, establish contacts and build a collective spirit as well as act in the interests of tomorrow's world. In its constant desire to reserve the best possible welcome and induction for its new students, ESSCA **calls on the school community from the very outset to set up initiatives that have meaning** in order to encourage all participants to become actors of change. **Two particular events have therefore been set up for the new academic year: [Splash Projects](#) and [Makesense](#).**

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1st event: [Splash Projects](#)

For the second year running, ESSCA is joining forces with [Splash Projects](#), an international associative body offering experimental, innovative and impactful learning programmes **involving concrete community achievements. Charity projects are therefore set up** for 1st-year Grande Ecole programme students in Aix-en-Provence, Angers, Bordeaux, Paris, and Lyon (30th August-1st September) and in Strasbourg (30th-31st August).

The aim? To offer students a socially engaged induction week and, as of the beginning of the academic year, to provide hands-on teaching linked to project management, personal skills and groupwork.



Students will pull together and work with medical-educational institutes. Their mission will be to design secure, sheltered areas for people with mental or physical disabilities, including the building of relaxation and discussion areas, observation platforms in gardens, and nature trails, among others. This project has been devised with a view to building long-lasting structures, bringing genuine added value, and ensuring the best quality of life possible for children and teenagers.

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2nd event: [Makesense](#)



NEWS FLASH

Angers, 25th August 2022

For the first time, **ESSCA is working with Makesense**, an international organisation that implements tools and **collective mobilisation programmes in order to facilitate the creation of an inclusive and sustainable society.**

To help new Bachelor programme students get better acquainted and develop a collective spirit, ESSCA will be offering them **two unprecedented days featuring a series of teaching experiments.** The event will take place on **8th-9th September** across all the school's campuses.



This set-up will also be made available to Master in Management students in their fourth year (for those already in the midst of their studies as well as new parallel admissions students) at the beginning of the academic year, on **27th-28th September.**

The aim? To encourage students to become socially and environmentally aware via an experiential and entrepreneurial approach. ESSCA School of Management students will meet representatives of the sector, impactful companies and associations, in order to better understand the current challenges they face, their projects, and their organisations. They will then go on to work on concrete projects.

Awaiting Bachelor students are the “Makesense Challenges”, a series of debates and challenges designed to put participants in the shoes of a social entrepreneur, an introduction to design thinking techniques, a number of initiatives focussing on ecological efforts, and presentational videos, among other features.

4th-year Grande Ecole programme students will take part in “Planet shapers”, during which they will face a challenge on a theme connected to their learning project (ex. solving the problem of low food supplies in cities, the fight against sea pollution caused by freight transportation etc), find collaborative solutions, co-create, and prototype and test their ideas in order to improve them before final pitching. Students will then be assisted by mentors, active professionals working in companies.

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/

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