

Press release

16 January 2024

ESSCA DEVELOPS A NEW MASTERS OF SCIENCE PORTFOLIO AND APPOINTS YANN TRUONG DIRECTOR OF MScs AND INTERNATIONAL PROGRAMMES

As part of its *Odyssée 20/24* strategic plan and international development, ESSCA is implementing a new MSc programme offer, with Pr. Yann Truong appointed to the position of Director. His mission will above all entail steering the launch of five new Masters of Science within ESSCA in order to train future leaders in key areas of the global economy: the MSc in Wealth Management & Private Banking, the MSc in Finance & Data Analytics, the MSc in Management of Artificial Intelligence, the MSc in Sustainable Management & Social Impact, and the MSc in International Luxury Management.

Appointment of Yann Truong as Director of ESSCA MScs and International Programmes

To support the development of activities at ESSCA and the rolling out of new degree-granting programmes providing preparation for working life, Pr. Yann Truong has been appointed Director of ESSCA MScs and International Programmes. Professor of Strategy at the school since April 2023, he obtained a Ph.D. from the Open University (UK) and an HDR from Ecole Polytechnique. Prior to his academic career, he occupied a number of managerial positions within finance in New York and within the pharmaceutical industry in Lyon and Shanghai. Alongside these responsibilities, he conducts specialised research activity into Artificial Intelligence and is especially interested in the impact of this class of technology on organisations and societies from a socio-technical perspective.



“I am very happy to have joined ESSCA School of Management, an institution with strong international ambitions that have been recently bolstered by the unveiling of campuses in Luxembourg and Malaga. I am fully committed to managing and developing MSc and international programmes in France and abroad and to build up a highly specialised and competitive programme offer on an international scale,” declares **Pr. Yann Truong**.



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ESSCA broadens its Masters of Science portfolio

ESSCA can announce the opening of five new MScs. Lasting 18 months (six of which are spent on internship), these programmes are available to students of ESSCA's Grande Ecole-Master in Management programme, French and international students with four years of post-secondary studies (240 ECTS), and candidates with a Bachelor's or a degree (180 ECTS) and at least three years of prior professional experience.

The full complement of MScs is accessible in double degree format for ESSCA Grande Ecole students. Applications are submitted over the course of the first year of the Master's cycle. As is the case for all ESSCA Grande Ecole programme double degrees, the application process is open to both first-cycle Grande Ecole students and those accepted onto the Grande Ecole programme via the parallel admissions procedure.

The development of these new MScs is fully in line with the defining qualities of all ESSCA programmes: top-tier academic standards and preparation for working life. The School trains future leaders to become drivers of ecological, societal and technological transformation against the backdrop of global complexity. This new range of MScs will therefore include core courses in data and AI as well as in the challenges posed by transition and the global stakes of inclusion and diversity, poverty, the climate, and geopolitics.

All are recognised abroad and delivered in English. Drawing upon its multicampus nature, ESSCA is developing these training programmes across several sites, in line with the academic expertise and the strengths of each local region and the companies in proximity to each campus.

- **The MSc in Wealth Management and Private Banking will be available on ESSCA's Lyon campus at the beginning of the 2024-25 academic year.** It is designed to train specialists in an inter-professional approach to wealth management and asset consulting. This MSc has been set up in tandem with companies from the sector and includes two reference professional certifications in wealth management that are recognised on the main European and world financial scenes. The programme has been ratified by the Conférence des Grandes Ecoles. Teaching is conducted in French and English, in keeping with the legal areas covered. The curriculum creates opportunities for a finance career in private banks and wealth management both in France and abroad.
- **The MSc in Sustainable Management & Social Impact** is a comprehensive programme enabling students to design, implement and assess sustainable policies. It is one of the first to be concentrated both on sustainable management and the evaluation of environmental and social impact. Graduates of the MSc will therefore be able to deploy in an autonomous manner the sustainable strategy of an organisation and conduct complete reporting of all ESG (Environmental, Social, and Governance) indexes. The track will be available on the Paris campus.
- **The MSc in Management of Artificial Intelligence** is dedicated to the management of AI within organisations. Upon completion of the curriculum, graduates will have acquired the most advanced skills needed to manage AI projects, leverage the power of AI, and obtain the highest performance levels in their future managerial role. The track will be available on the Paris campus and soon in Malaga.

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- **The MSc in Finance and Data Analytics** combines finance and data analysis, skills which when put together are highly sought after by financial organisations. Field trips are planned to world-renowned financial centres, notably in Luxembourg where students will be welcomed onto ESSCA's Luxembourg campus. This MSc is delivered on the school's Paris campus.
- **The MSc in International Luxury Management** is designed to develop expertise within International Management graduates in the luxury industry: fashion and leather goods, cosmetics and perfume, wines and spirits, jewellery and watches, gastronomy, and hospitality. It is delivered on ESSCA's Paris campus.

These five new MScs are added to the existing portfolio of three already on offer at ESSCA:

- The MSc in Global Business Management enables students to take a training programme in an area other than Management in order to prepare a diploma in Responsible Management within an international context. This MSc has been designed as part of the IBSA alliance, which allows students to take a curriculum in double degree format, with part of their studies being conducted on ESSCA's Paris campus and the other on the campus of one of the IBSA alliance universities in the USA or Europe. Graduates are therefore awarded two diplomas in two specialisations, for example the ESSCA MSc in Global Business Management and the University of North Carolina Wilmington MBA in Finance.
- The EU-Asia Digital Marketing and Business and EU-Asia Luxury Marketing MScs are delivered on ESSCA's Shanghai campus.

In total, ESSCA now delivers eight MSc programmes.

Programmes delivering degrees and preparing for working life

In order to apply, certain requirements must be met: a diploma equivalent to four years of post-secondary study (or 240 ECTS) or a three-year post-secondary diploma (or 180 ECTS) with a minimum of three years of prior professional experience as well as a certified B2 level in English for candidates whose mother tongue is not English.

The admissions procedure is open until 5 July 2024 and can be accessed via apply.essca.fr. It includes analysis of the applications pre-selected by the jury and an online admissions interview. ESSCA students who already have a first-cycle diploma may obtain a Master in Management + MSc double degree. Those who opt for this curriculum take an accelerated 2.5-year programme.

About ESSCA

Based on its rich 114-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school since its foundation in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, an MBA Business & Technology, a Specialised Master, and Master of Science programmes

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The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams, with degree-awarding training (including an Executive Master in Global Management) and inter-company programmes. ESSCA is also developing on-line designed by ESSCA online campus.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the school is an internationally renowned institution. It features in 54th place among the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multi-campus identity that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 20,000 alumni working all across the world and currently welcomes over 500 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasburg), Hungary, China and most recently in Spain and Luxembourg.

www.essca.fr/en

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