



ESSCA



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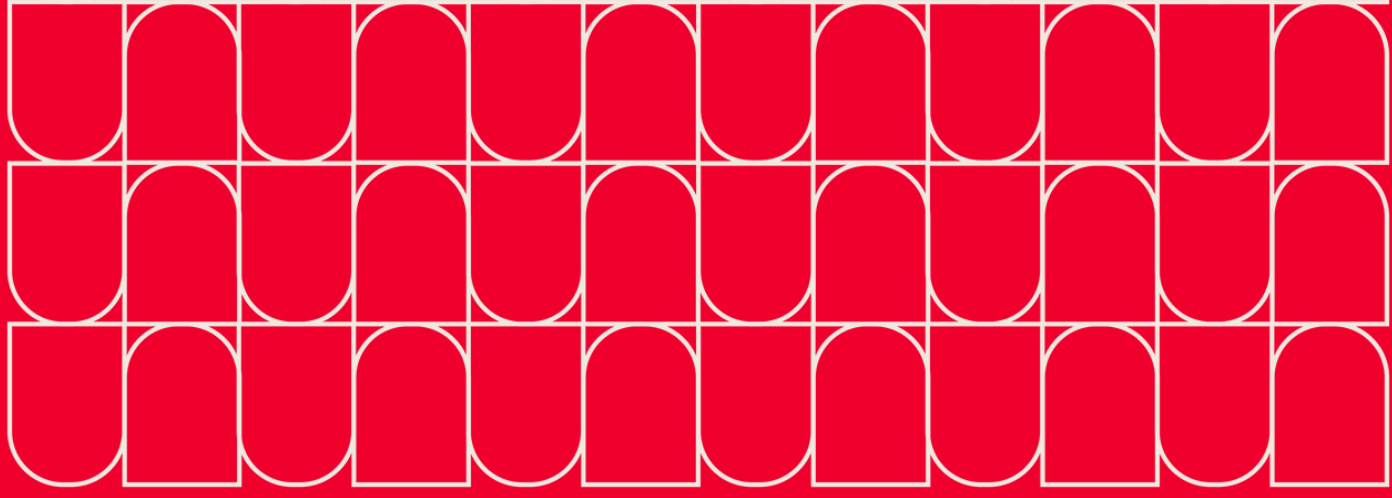


ELEVATE YOUR BRAND: MASTER GLOBAL MARKETING & LEADERSHIP

JUNE 23RD - JULY 18TH 2025

2025
SUMMER





Introduction to ESSCA

ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year programme 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 Master's degree, the EPAS certification, the AACSB accreditation and the EQUIS accreditation. In 2023, ESSCA ranked 54th in the Financial Times ranking.

ESSCA offers international programmes on 10 sites: Angers, Paris, Aix-en-Provence, Strasbourg, Malaga, Luxembourg, 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 schools worldwide



2 NEW LOCATIONS
> Malaga in 2023
> Luxembourg in 2023

ESSCA key figures



Nearly
7,000
undergraduate, postgraduate
& continuing education students



18,000
alumni worldwide



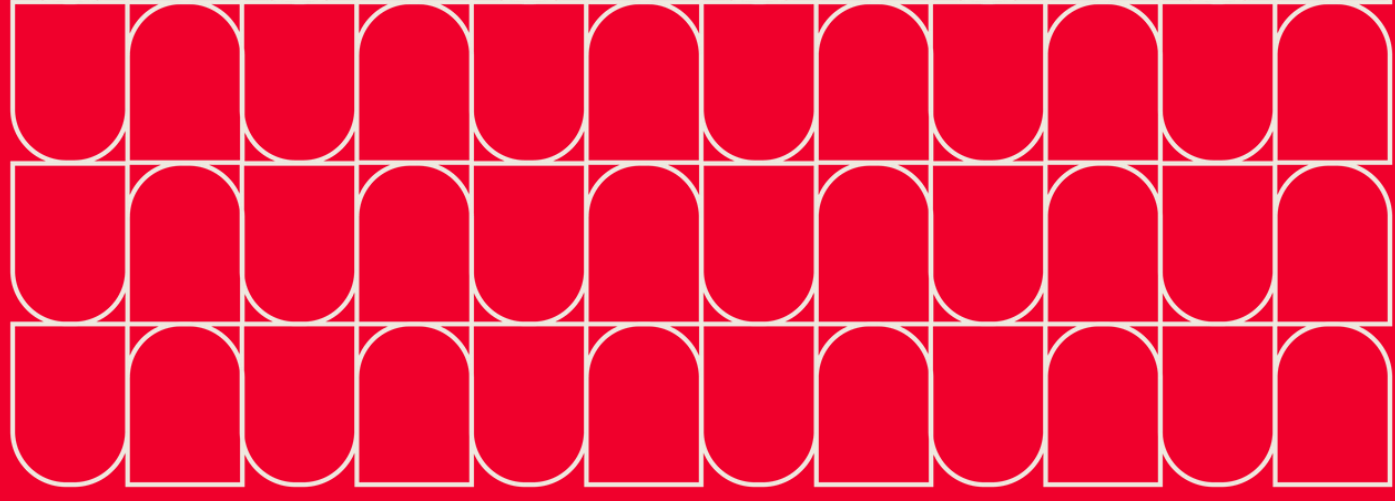
2,500
corporate
partners



A network of partner
universities in
56
countries



461
Full-time faculty members
and members of staff



Presentation of the Programme

The Programme



- ▶ Intensive 4-week programme
- ▶ Entirely taught in English
- ▶ Open to postgraduate students
- ▶ Offers a multicultural learning environment which develops cross-cultural skills
- ▶ Provides a knowledge into the essential aspects of International Marketing, Logistics and Self Leadership
- ▶ Includes field trips to outstanding cultural sites
- ▶ 12 ECTS (6 per course) - 6 US credits
- ▶ 90h of study:
 - 72h of courses, including field trips
 - 18h of personal work

Teachings

International Marketing & Logistics

6 ECTS: 45 hours

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: 45 hours

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.

Extra-curriculum



- ▶ Cultural visits
- ▶ Boat tour
- ▶ Social events
- ▶ Welcome & farewell events

Key dates

- ▶ Nomination: 1st of April
- ▶ Application deadline: 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 and/or local Embassy. 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.

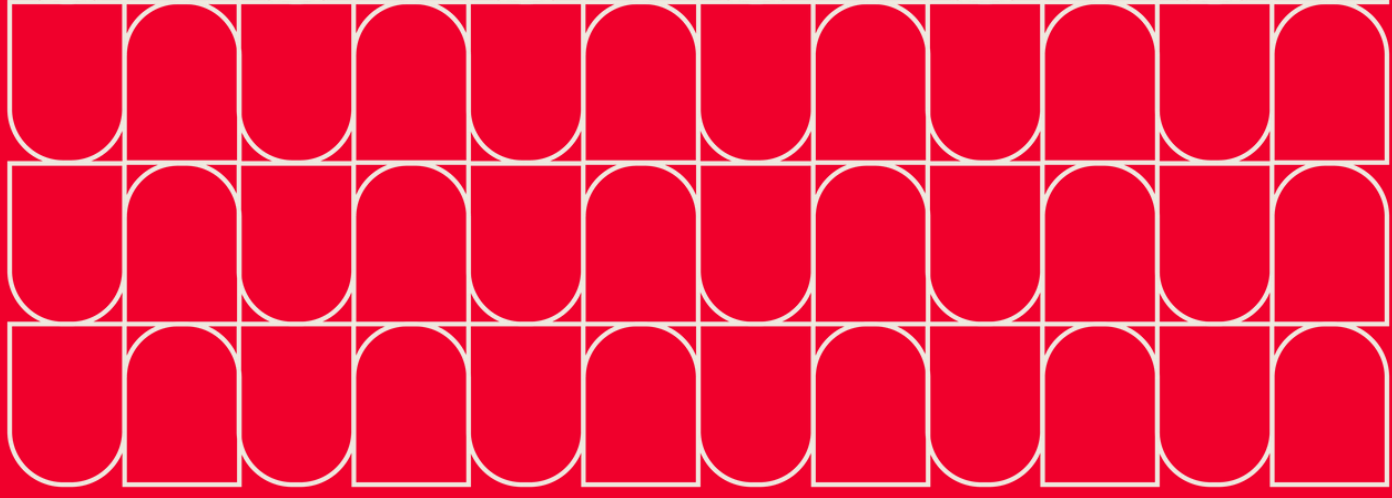
The Campus

- ▶ Located in the heart of the Hungarian capital, known for its amazing architecture, endless career opportunities and vibrant international life.

- ▶ Easily accessible by metro and tram, close proximity of the Budapest's main attractions.

- ▶ A campus with an international outlook and a strong local presence.





Practical information

Accommodation

- ▶ There is no accommodation provided in the Budapest Summer Programme, however our local team can assist you in finding housing.
- ▶ You should expect a budget of 500€ per month for a private room in a shared apartment.

Fees

Normal fee: EUR 1,500

Exchange discounted fee*: EUR 55

Included

- ▶ Courses and course material
- ▶ Welcome and farewell social events
- ▶ Cultural and field trips
- ▶ A 55€ non refundable administration fee

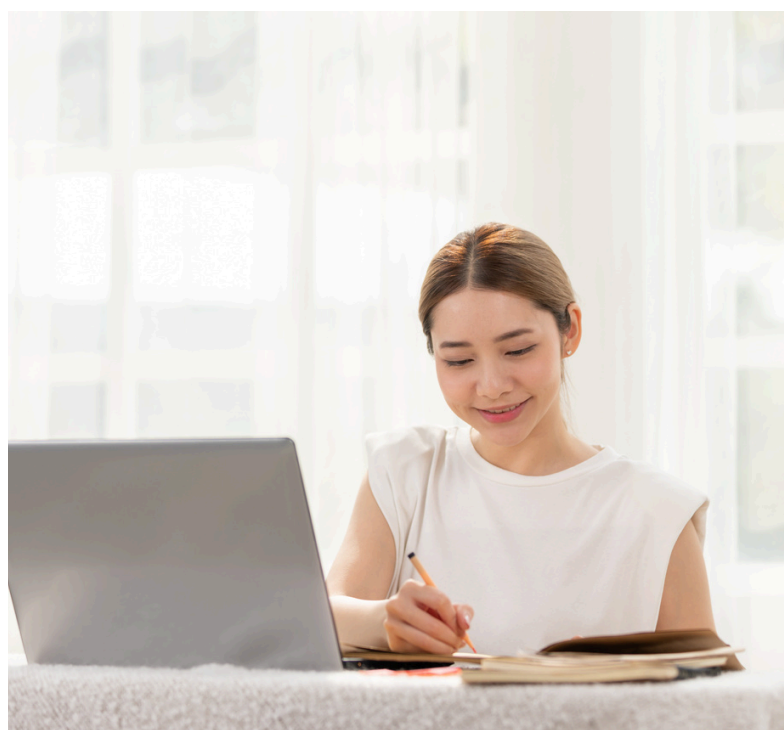
Not included

- ▶ Personal expenses
- ▶ Meals
- ▶ Transportation (local public and international)
- ▶ Accommodation



**To benefit from the exchange rate, you must be nominated by your home university*

Entry Requirements



- ▶ Students must have completed at least three years of undergraduate studies or have begun graduate studies 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)
- ▶ Space limited, waiting list possible
- ▶ Applications will be processed on a “first come, first served” basis, including nomination



ESSCA

SCHOOL OF
MANAGEMENT

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HUNGARY

We look forward to seeing you!

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



2025 SUMMER