



ESSCA



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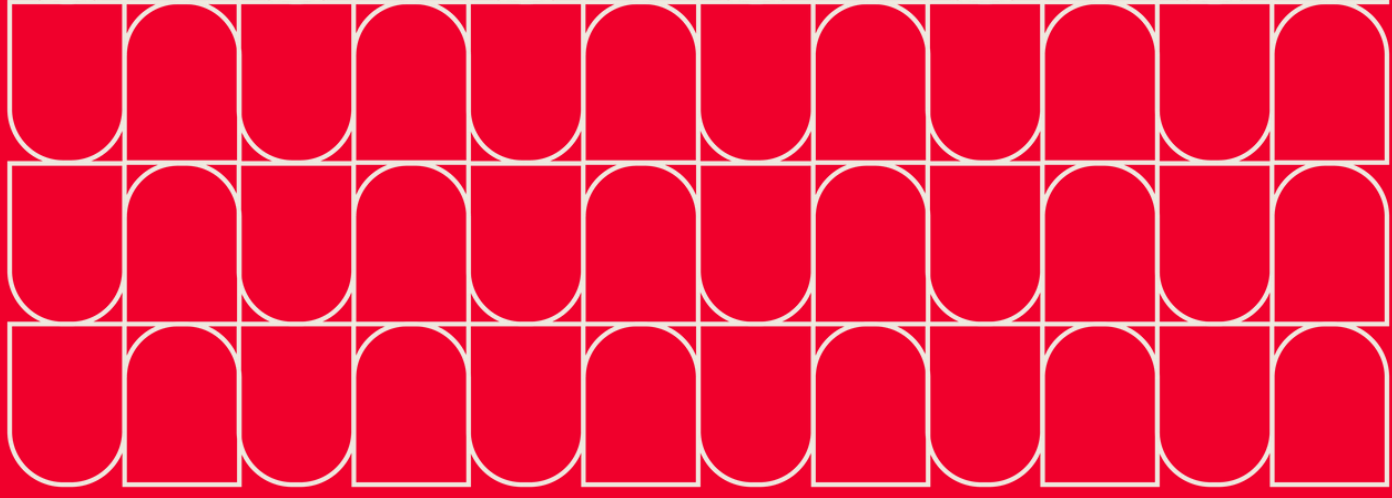


UNLOCK THE POWER OF PLAY AND PAVE YOUR PATH TO  
SUCCESS IN THE VIDEO GAME INDUSTRY!

JULY 7TH - JULY 26TH 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



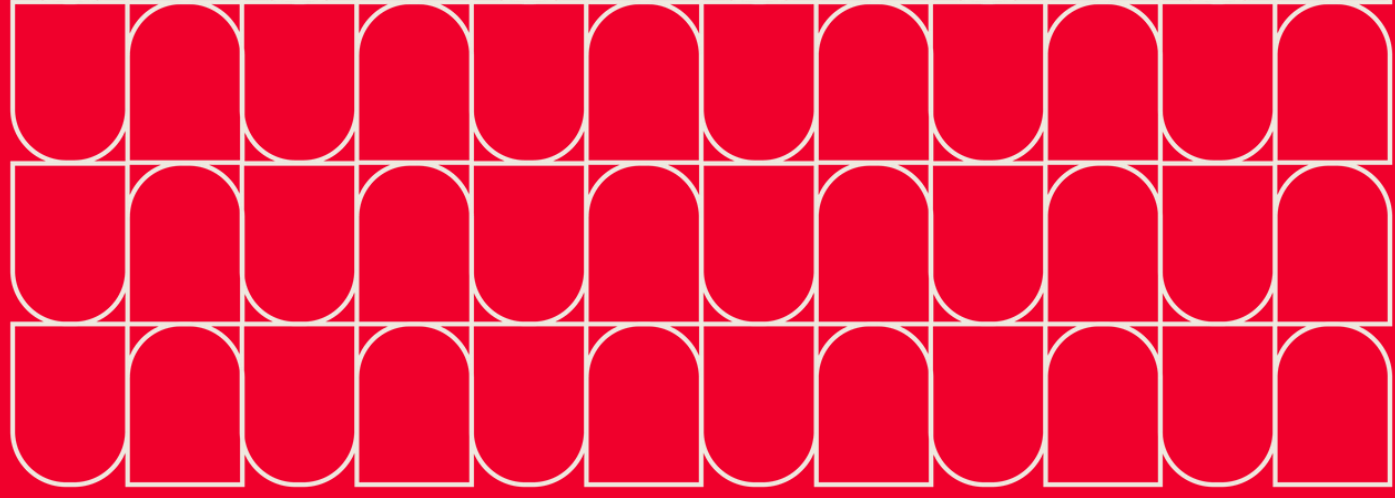
**2,500**  
corporate  
partners



A network of partner  
universities in  
**56**  
countries



**461**  
Full-time faculty members  
and members of staff



# Presentation of the Programme



# The Programme



- ▶ Intensive 3-week programme
- ▶ Entirely taught in English
- ▶ Open to undergraduate and postgraduate students
- ▶ Offers a multicultural learning environment which develops cross-cultural skills
- ▶ Proposes a deep dive into the video game industry
- ▶ Includes field trips to video games museum, events, and companies as well as cultural and social events (boat tour, guided tour)
- ▶ 12 ECTS (6 per course) - 6 US credits
- ▶ 90h of study:
  - 72h of courses, including field trips
  - 18h of personal work

## Teachings

### Management of the video games industry

*12 ECTS: 72 hours face to face + 18 hours of personal work*

This course proposes a deep dive into the video game industry. Participants will gain insight about video game development and learn about the different business models and strategies adopted by successful companies. The course will empower students' journey through the dynamic world of video games with a heightened understanding and tangible skills that leave a lasting impact on their career.

### Course Content

- The video game industry
- Business models and partnerships
- Video game project management
- Sales and marketing strategies
- Social media and influencer management
- Event management
- Data analysis
- Funding and monetization

### Field Trips

- OXO video game museum
- Home of Giants
- Owo games
- National Digital Content Pole

## Extra-curriculum



- ▶ Cultural visits
- ▶ Boat tour of the Port of Malaga
- ▶ Hiking experience
- ▶ Welcome & farewell dinners



# Key dates

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- ▶ Nomination: 1<sup>st</sup> of April
- ▶ Application deadline: 15th of April
- ▶ No refund after the 1st of May
- ▶ Accommodation checking-in date: 6th of July
- ▶ Programme starting date: 7th of July
- ▶ Programme ending date: 25th of July
- ▶ Accommodation checking-out date: 26th of July
- ▶ After the application deadline, please check directly with us if there are still places available

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# Practical Information

## Visa

For participants from non-European countries, a student visa cannot be granted for Spain. Most students should however be able to apply for short-stay visa. Please ask your local study abroad advisor.

## 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

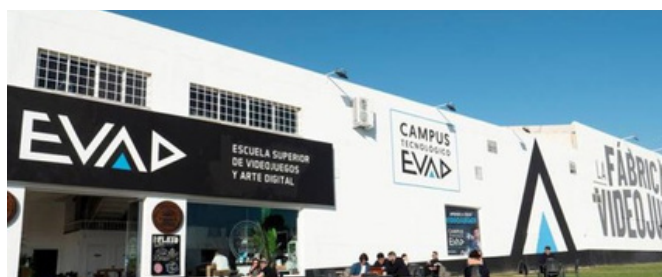
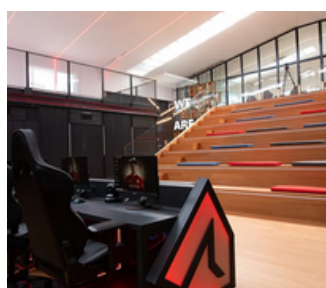
Generally, students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers, but a laptop is highly recommended.

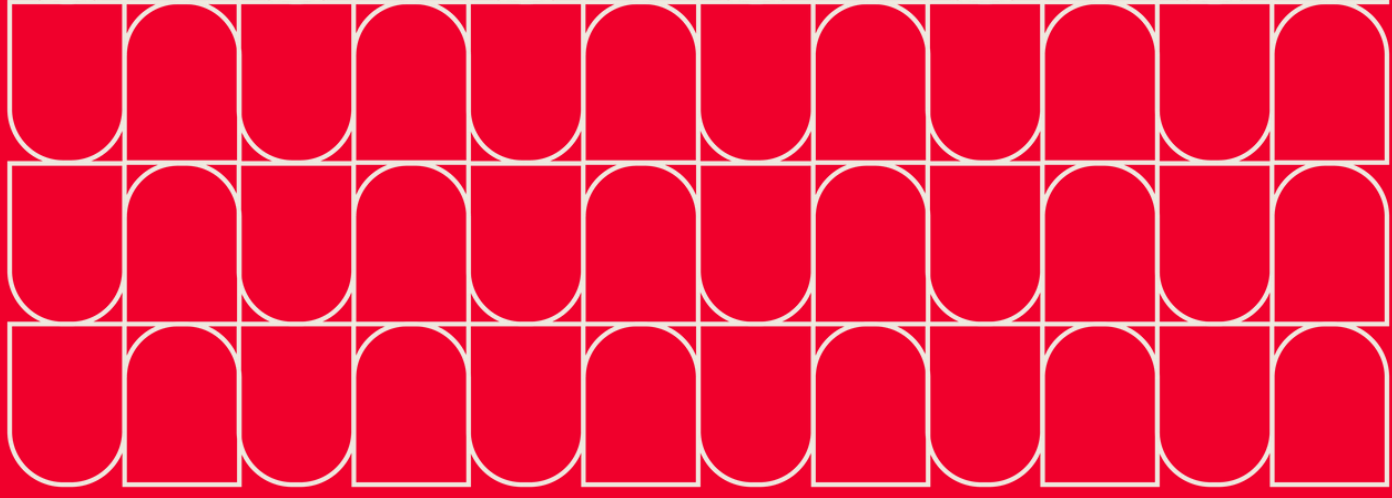
# The Campus

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- ▶ The Video Game Factory (Fábrica del Videojuego) is a pioneering campus that serves as a boost for the video game industry, with a total area of 8,000m<sup>2</sup> equipped with the latest technological innovations, dedicated to entrepreneurship and training

- ▶ Students and entrepreneurs have access to a library with works of reference in the industry, a recording and sound studio equipped with the best software on the market, a set and Chroma Key Studio or an esports room with the latest generation of gaming computers.





# Practical information



# Accommodation



- ▶ Twin bed rooms
- ▶ Breakfast included
- ▶ Central location
- ▶ 20 minutes from the campus
- ▶ Study room exclusive for ESSCA summer course
- ▶ Air conditioning

## Fees

Normal fee: EUR 3 300

Exchange discounted fee\*: EUR 2 600

### Included

- ▶ Courses and course material
- ▶ Accommodation in twin same gender room
- ▶ Welcome and farewell social events
- ▶ Breakfasts + lunches from Monday to Friday
- ▶ A 55€ non refundable administration fee

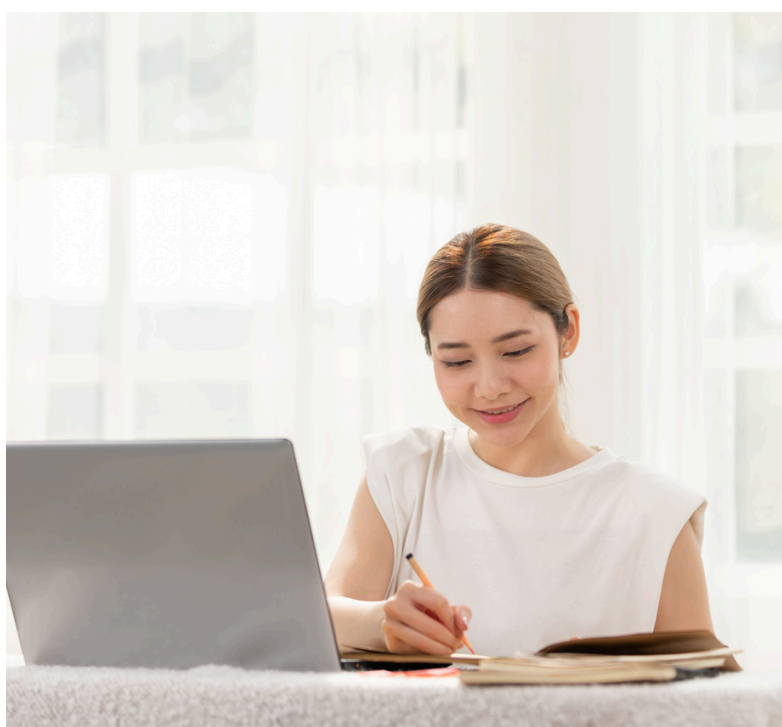
### Not included

- ▶ Personal expenses
- ▶ Meals except for the above-mentioned
- ▶ Public transportation

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



## Entry Requirements



- ▶ Students must have undertaken at least 1 year of undergraduate 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)
- ▶ Space limited, waiting list possible
- ▶ Applications will be processed on a “first come, first served” basis, including nomination





# ESSCA

SCHOOL OF  
MANAGEMENT

[Short-programs@essca.fr](mailto:Short-programs@essca.fr)  
[malaga@essca.fr](mailto:malaga@essca.fr)

**ESSCA Malaga**

# 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