



ESSCA

Press release

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ESSCA continues to grow its Bachelor programme in response to international, entrepreneurial and sustainable development

In a world where international exposure and entrepreneurial skills have become key assets, ESSCA School of Management is updating its Bachelor in International Management programme by incorporating an unprecedented **“three years, three countries”** track, a reinforced entrepreneurship specialisation and new initiatives focusing on Sustainable Development and Societal Responsibility. In so doing, the School is positioning itself as a major figure in the training of young people to tackle the challenges of tomorrow.

Ever more international: an unprecedented “three years, three countries” track

From the beginning of the current academic year, the Bachelor in International Management offers a new “three years, three countries” curriculum, enabling students to carry out each of their three years of study on one of ESSCA’s international campuses – Budapest, Malaga or Shanghai - , on an international exchange in one of the School’s academic partner universities spread across all five continents, and/or in a company abroad (in the form of an international internship).

This new addition to the curriculum strengthens the internationalising dimension to the programme, giving every student the chance to customise their study path depending on their academic and professional projects.

“We have devised this addition to the curriculum to meet the aspirations of a generation looking to blend studies, cultural discovery and professional experience abroad. With the “three years, three countries” option, students will be able to give even greater consideration to a career abroad”, explains Zahia Bouaziz, Director ESSCA’s Bachelor programme.

Ever more entrepreneurial: a specialisation dedicated to training tomorrow’s business creators

ESSCA is providing a direct response to the growing demand from young people for business creation opportunities by further developing the entrepreneurial component of its Bachelor training programme. A completely overhauled and dedicated specialisation was opened at the beginning of the current academic year. It includes courses geared towards an entrepreneurial project as well as very specific schemes such as hackathons and a mental preparation seminar. Students also have the opportunity to carry out an entrepreneurial semester offering access to ESSCA’s Paris-based incubator in order to formally launch their business creation ventures. Students can also take part in the Global Five project, which is designed to promote leadership and female entrepreneurship. The 2024 edition was held in mid-November in Barcelona and featured around 50 ESSCA students.

The ESSCA School of Management Bachelor programme also offers two other specialisations, enabling all participating students to develop a specific area of expertise: **Marketing and Commercialisation**, available in work-study mode, and **International Business Developer**,



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which includes an end-of-study internship. Both options provide students with a significant amount of professional experience even prior to graduating.

Ever more committed to sustainable development and societal responsibility

This year ESSCA is organising the third edition of its **Bachelor International Week** on the theme of “**Sustainable Development, Societal Responsibility and Artificial Intelligence**”. This event will bring together around 100 Bachelor students from all ESSCA’s campuses. Delivered by guest lecturers from around the world and set up in partnership with committed companies and institutions, this experiential teaching programme is a one-off chance for students to acquire an international and responsible overview on contemporary issues.

A future forged by academic excellence

The ESSCA Bachelor programme is notable not only for the quality of its teaching but also the **certified degree status of the diploma delivered**. Available on nine of the School’s campuses and delivered over a three-year period, this diploma opens doors to an international career in a wide range of sectors such as marketing, finance, human resources and entrepreneurship. It also provides a genuine springboard for taking studies to Masters level for the majority of students. Thanks to an innovative, action-based teaching approach, students are trained in decision-making, project management, and intercultural negotiation.

At each stage of their learning path, students benefit from **personalised guidance** and a large-scale academic and professional network. Links forged with over 2500 corporate partners, several recruitment fairs and a vast 21500-string alumni network present around the world ensure **rapid entry into the working world** upon completion of the programme.

About ESSCA

Based on its rich 115-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school 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, and Master of Science programmes. 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 custom 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 the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multicampus 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 21,500 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 Strasbourg), Hungary, China and most recently in Spain and Luxembourg.

www.essca.eu/en

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