



# ESSCA

## Press release

25 March 2025

### ARTISTS, ATHLETES, ENTREPRENEURS... : ESSCA STRENGTHENS ITS COMMITMENT TO MORE ORIGINAL STUDY PATHS

By adapting its set-ups to the realities of a committed and diverse younger generation, ESSCA School of Management is breaking new ground. With the launch of its “**Commiment Paths**”, the school is re-thinking its student project support offer, be they entrepreneurial, artistic, sporting or solidarity in nature. In order to provide students with the tools to combine performance with well-being, the school has implemented a mental preparation seminar. These study paths are aligned with the school’s bespoke approach to student support and a set of top-notch and diverse pedagogical objectives.

#### **An offer dedicated to an array of talents and commitments**

Taking into consideration the extra flexibility required for more unusual student projects, ESSCA School of Management is now offering three adapted set-ups:

**The Entrepreneur Commitment Path**: open to all students with their own business creation projects, regardless of the programme on which they are enrolled. Strategic help is provided in order to **balance studies and the development of their company or start-up**.

**The Sport and Arts Commitment Path**: dedicated to **top-level athletes and artists** or those in the process of going professional. Representatives of a variety of disciplines (including rugby, tennis and music) benefit from a set-up that is tailored to their training, competition or performance schedule. *“Being both a student and a top-level sportsperson is a real challenge. ESSCA is offering me a flexible set-up enabling me to maintain my performance levels on the field without sacrificing my results at an academic level”*, rejoices Jules, a ranked tennis player and 2<sup>nd</sup>-year student.

**The Solidarity Commitment Path**: designed for those **committed to civic and altruistic initiatives**: volunteer firefighters, reservist soldiers or caregivers support a relative in a dependent situation.

#### **The mental preparation seminar: an ESSCA exclusive**

From the current academic year on, a mental preparation seminar will be available to committed students designed to optimise their ability to manage stress, concentrate and develop self-confidence. The programme has been devised in tandem with Anne Musson, Economics teacher-researcher and a recognised expert in the field, and comprises a series of targeted practical workshops: establishing objectives, self-assessment, and visualisation, breathing and stress management techniques.

This year, participants will also benefit from individual support. The longer-term objective is to bring all students together via complementary group activities such as yoga, meditation, theatre, music therapy and Equicoaching. The horse, acting as a “mirror”, encourages **the**



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development of emotional intelligence and improved intention and non-verbal linguistic management.

The mental preparation seminar is limited to 20 participants in order to ensure personalised guidance and a high-quality immersive experience. This enables those taking part to **improve their stress management, concentration and self-confidence**.

The aim is clear: to give students the tools to combine performance with well-being when meeting sporting, artistic, entrepreneurial, personal or professional challenges.

### A measurable impact on success and development

Launched in 2022 as part of the Pedagogical Innovation Fund, the mental preparation programme has already proven highly effective. A conference on the theme of stress management attended by 300 participants marked the first stage in this new set-up. Ten students then joined a personalised track including customised cognitive and mental preparation workshops.

Initial feedback indicates a clear improvement in academic, sporting and personal performance. *“I’ve loved the mental preparation programme. This experience has enabled me to incorporate into my ESSCA studies the mental side of things as a subject in its own right. Before benefiting from Anne and the mental preparators’ contributions, I used to underestimate the impact the mind can have on us”*, recounts 3<sup>rd</sup>-year Grande Ecole-Master in Management programme student Célia.

### An inclusive vision for the future

Via the “Commitment Paths”, ESSCA is strengthening its will to showcase unique talents and exceptional examples of engagement. By blending tailor-made guidance, pedagogical innovation and benevolence, the school is confirming its status as a body that is truly committed to education that is adapted to all.

### 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.

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