

FACT SHEET 2018-2019

MASTERE SPECIALISE®

Strategy & Management of International Business



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I. Introduction to ESSEC

In 1907, the Institut Sainte-Geneviève founded the Institut des Sciences Economiques et Commerciales (Institute of Economic and Commercial Sciences) to inculcate moral values in the business world and train a new generation of business leaders. Since that time, ESSEC has become one of Europe's top management schools, while remaining true to ESSEC's unique calling of promoting ethics and openness to the world.

For over a century, ESSEC has been developing a state-of-the-art educational program that gives the individual pride of place in its learning model, promoting the values of freedom, openness, innovation and responsibility. Preparing future managers to reconcile personal interests with collective responsibility, giving consideration to the common good in their decision-making, and weighing economic challenges against the social costs are some of the objectives ESSEC has set for itself. Its ultimate goal? To create a global world that has meaning for us all.

The ESSEC faculty includes 139 professors and 19 Emeriti professors. 50% of our faculty body is international with 36 nationalities represented. This group creates and shares knowledge at 3 campuses and within 8 academic departments as well as 21 teaching and research chairs. 753 articles and books were published over the last 5 years..

ESSEC ranked 3rd in the Financial Times 2016 Masters in Management ranking.

For more information on campus, check the websites:

✓ *Cergy Campus:*

<https://www.officeoftheregistrar.essec.edu/new-students>

✓ *Singapore Campus:*

<https://sites.google.com/a/essec.edu/myarrivalatessecsingapore/general-overview> (we are currently updating the website and will only be able to share the new website once available.)

II. Calendar

The Academic Year is divided into 3 terms: T0, T1 and T2. The exchange programs students join SMIB for T2:

- **Cergy Campus:** January 7 – April 31, 2019.
Optional Business Trip: March 25-29 (Mexico City) or April 1-5, 2019. (Berlin)
- **Singapore Campus:** January 15 – April 27, 2019.
Optional Business Trip: January 22- 26, 2018. (Bangkok)

III. ESSEC Course Descriptions

1. Nominations & requirements

Students must be nominated by their home university by October 15th, 2018.

The track must be chosen in the same time.

Their home university will send to the SMIB Academic Director (maman@essec.edu) & Program Manager (sulpicel@essec.edu) the application files which campus and track they apply to.

Laura Sulpice (sulpicel@essec.edu) will contact them with further instructions so they can register.

The Academic Director of MS SMIB will carefully read all applications documents and validate or not the admission in the double-degree program. Decisions will be communicated before the end of October 2018.

2. Course offer:

Please note that some minor changes may happen in the curriculum offering. The below is indicative but cannot be considered as firm and final.

All courses are taught in English.

- **Cergy Campus:** “Corporate Strategy Track”. This track is designed for those who want to pursue a career focused on Strategy, within a company.

CORPORATE STRATEGY TRACK

MANDATORY COURSES

• MGTE 32103	- Responsible Leadership and Sustainable Business Practices	12.5h	2 ECTS
• MGTA 32001	- Strategic Innovation in Service Economy	12.5h	2 ECTS
• MGTP 32205	- Design Thinking and Creativity	12.5h	2 ECTS
• MGTS 32225	- Strategic Growth Management	12.5h	2 ECTS
• MKGM 32207	- Digital Week Competition	25h	Pass/Fail
• CPTG 32211	- Value Creation and Performance Management	12,5h	2 ECTS
• MGTP32419	- Public Speaking and Soft Skills (En. or in Fr)	12.5h	2 ECTS
• MOPP 32217	- Strategic Global Sourcing	12.5h	2 ECTS
• MOPP 32207	- Strategic Supply Chain Management	12.5h	2 ECTS
• MGTS 32226	- Key Account Management	12.5h	2 ECTS
• MKGS 32207	- Marketing B2B	12.5h	2 ECTS
• MGTM 32245	- Corporate Talks	TBC	Pass/Fail

For non-French Speakers:

LGFR 32000	- French for beginners and Intermediate	20h	Pass / Fail
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ELECTIVE COURSES

• FINM 32200	- Project Finance	12.5h	2 ECTS
• FINE 32218	- Mergers & Acquisitions	12.5h	2 ECTS
• MKGC 32210	- C-Centric Strategies	12.5h	2 ECTS

- MGMT 32215 - Business trip

N/A 2 ECTS

Note: The business trip is scheduled from Monday 25 March to Friday 29 March 2019 (Mexico City) or from Monday 1 April to Friday 5 April 2019 (Berlin).

Participation in the study tour is optional.

Students can join the business trip at their own expenses but they commit to:

- Stay at the same hotel as ESSEC students
- Participate to all activities as any other SMIB ESSEC student. That includes: all company visits / SMIB for Smile's activity / Alumni networking

For more details, please refer to the course catalog

- **Singapore Campus:** "Doing Business in Asia".

This track is designed for those who want to work in an Asian context, either as expatriates in Asia or with Asian business partners.

CORPORATE STRATEGY IN ASIA

MANDATORY COURSES

• Strategic Branding Issues	25h	4 ECTS
• Go-to-Market Strategies	5h	Pass/Fail
• Imagination Week	25h	1 ECTS
• Islamic Business Management	25h	4 ECTS
• Value creation and Performance Management	12.5h	2 ECTS
• Asian Business Models	12.5h	2 ECTS
• Negotiate Business Deals in China	12.5h	2 ECTS
• Business Law in Action – a Role Play	7h	1 ECTS
• Introduction to Project Finance	12.5h	2 ECTS
• Financial Markets (with Asian Focus)	12.5h	2 ECTS

Depending on your level in respective language:

• French for beginners	20h	Pass/Fail
• Mandarin for beginners	20h	Pass/Fail

ELECTIVES COURSE

Business Trip (Bangkok)	N/A	Pass/Fail
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Note: The business trip is scheduled from Monday 18 February to Friday 22 February 2019. (Bangkok)

Participation in the study tour is optional.

Students can join the study tour at their own expenses but they commit to:

- Stay at the same hotel as ESSEC students
- Participate to all activities as any other SMIB ESSEC student. That includes: all company visits / SMIB for Smile's activity / Alumni networking

For more details, please refer to the course catalog

3. Examination

The professor decides upon the evaluation and grading. It could be based on class participation, quizzes, final exams, case studies, etc... Each type of evaluation and grading is specified on the course catalogue.

4. Grading & Conversion

Grades range from 0 to 20. Students need to obtain at least a grade of 10 to pass a course.

ESSEC Grades	Definition	ECTS Grades
16-20	Excellent	A
14-15	Very Good	B
13	Good	C
11-12	Satisfactory	D
10	Pass	E
0-9	Fail	F

The exchange program provide you with a total number of ECTS that depends on the number of courses you choose to follow.

Final transcripts will be sent directly to the international relations office and program manager of the student's home university as soon as they are complete (1 month after the end of the exchange).

5. Field Mission & Thesis

For students in double-degree, they must validate the ESSEC MS SMIB program by an Internship (job/local contract) and a professional thesis at the end of the term. This company field project lasts a minimum of 4 months and a maximum of 6 months. The Thesis Director must be a professor or a lecturer of ESSEC MS SMIB. The list will be provided by the Academic Director Mrs. Maman.

6. Conditions to get the MS SMIB Degree

- A total of at least 20 ECTS validated
- No more than 2 grades below 10/20
- Professional Thesis validated (30 ECTS)
- Field Mission validated
- No 0/20

IV. Campus location / Facilities / Services

1. Campus

Cergy campus

Since its opening in 1973, the Cergy campus –located in Cergy-Pontoise only 40 minutes from central Paris- has been offering the ideal situation for studying, sharing and communication. Housing is available at three nearby student residence halls.

Singapore campus

In January 2015, the new campus opened its doors, located in the buzzing one-north business park. The area is dedicated to education and innovation and includes educational institutions, business incubators and high-tech companies.

An important number of events regularly take place on campus, be they conferences, company presentations, networking events, student parties, movie shows, etc.

Over 100 student clubs contribute to the rich diversity of campus life. Exchange students are encouraged to participate in these activities.

2. Career services

Exchange students have access to our job offers online (around 15,000 ads posted each year) and can also take part in workshops organized by ESSEC Career Services (subject to availability). Numerous professional events are organized on campus throughout the year (career fairs, company presentations, etc.), which students are welcome to attend. To do an internship in France, students are required: to obtain an internship agreement (“convention de stage”) from their home university and to subscribe to the French Social Security.

CAUTION: for non-European citizens, some visas do not allow students to work on the French territory. Students must therefore check this before starting their search for a job or an internship.

3. Visa and Residence permit

Non-European citizens may need a visa to come to France or Singapore. ESSEC will help students with the procedure on their arrival.

Cergy campus:

<https://www.officeoftheregistrar.essec.edu/new-students>

Singapore campus:

<https://sites.google.com/a/essec.edu/myarrivalatessecsingapore/avant-votre-depart> (we are currently updating the website and will only be able to share the new website once available.)

4. Accommodation

Cergy campus:

On-campus housing

Alegessec, ESSEC's housing office, rents 1100 room to ESSEC and international exchange students. Four residence halls are located near the campus. Students need to complete and return the housing contract in order to book a room (document to download during their online application).

We advise exchange students to stay in the Résidence "Les Hauts de Cergy" or "Résidence du Port"

- Link to Alegessec : <https://www.officeoftheregistrar.essec.edu/accommodation>

Off-campus housing

Students also have the possibility to rent an apartment in Cergy or in Paris. Useful websites are provided to students in the practical guide they must download during their online application.

- <http://www.essec.edu/en/pages/about-essec/essec-business-school/housing/>

Singapore campus:

There is no on-campus housing in Singapore. However, a complete "Singapore Accommodation Guide" with some important tips, list of agents and maps to help you orient yourselves in Singapore will be provide you in due time in order to plan your accommodation. Most students opt to live in a condominium and share apartment with 2 to 3 other students.

<https://sites.google.com/a/essec.edu/myarrivalatessecsingapore/housing> (we are currently updating the website and will only be able to share the new website once available).

5. Health Insurance

Cergy Campus:

It is necessary for all exchange students to hand in a proof of medical insurance (European card for European students, private insurance for others) as well as a birth certificate translated into French. Students will be asked to submit those documents by regular mail during the application process.

IMPORTANT: Students staying more than 3 months in France and under 28 must subscribe to the French Social Security upon arrival at ESSEC (around 200€). This requirement can be waived for EU citizens who can provide the European Health Insurance Card

Singapore Campus:

It is strictly compulsory that you show proof of coverage for the duration of your stay in Asia. This insurance contract must cover the following:

- ✓ Coverage valid for the whole duration of your stay.
- ✓ Coverage valid at least in Asia.
- ✓ Cap for medical expenses should be at least 80 000 euros.
- ✓ Repatriation.
- ✓ Civil responsibility.

Alternatively, ESSEC can assist you in subscribing to an insurance policy especially tailored for students traveling abroad.

➤ <https://sites.google.com/a/essec.edu/myarrivalatessecsingapore/health-insurance>
(we are currently updating the website and will only be able to share the new website once available.)

6. Approximate Living Costs

Cergy Campus costs:

HOUSING

On-campus accommodation:

- Initial booking fee: 498€
- Monthly rent: 600€ approx. (depending on the residence). The rent includes heating, electricity, and internet. European students and non-European students who have a French residence permit may be entitled to receive the APL (financial aid offered by the government under certain conditions). The Alegessec office takes care of the procedure to apply for the APL.

Off-campus rental rates:

800€ and over in Paris for a 1-bedroom apartment.

FOOD

A meal in the student dining-hall: around 3€

Sandwiches, salads, quiches at the cafeteria: 4€ - 6€

A meal off-campus: 6€ - 10€

LOCAL TRANSPORTATION

RER fares depend on the number of zones for single tickets but not longer for monthly pass (Cergy is in zone 5 while Paris is in zone 1):

- For a five-zone monthly pass (zones 1 to 5) : 75.20€
- A single ticket from ESSEC to Paris: 6.15€
- A round trip from ESSEC to Paris during the weekends for students under 26 ("ticket jeunes") : 8,95€
- A single bus ticket or metro ticket: 1,90€
- A book of 10 bus or metro tickets: 14,90€

Singapore Campus costs:

Based on a survey conducted with students studying at the Singapore campus in the second semester of 2014/2015, the general monthly budget including rental amounts to approximately SGD 1859 (approximately €1095).

HOUSING

In terms of accommodation, the overall average monthly rental per student amounts to SGD 1051 (approximately €619). However, rentals are mainly influenced by the level of pressure at a certain date on the real-estate market, which is extremely fluid.

GLOBAL

Here are some estimated living costs for Singapore:

Item	Monthly Cost
Food	SGD 300 - 450 (Based on SGD 10 - 15 a day for 3 meals)
Public Transport	SGD 100 - 150 (May vary based on frequency of usage and how far your accommodation is from the school)
Telecommunications	SGD 30 -50 (May vary based on usage and package)

V. Contacts:

- **Program Coordinator (Cergy Campus)** – Laura Sulpice
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For any academic queries:

- **Academic Director** – Dr. Anne-Flore MAMAN
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