



For immediate release

The Executive MBA of ESCP Europe launches a blended-learning version of its General Management Programme: the "Blended GMP".

In order to continuously improve its programme and to offer more flexibility, ESCP Europe's Executive MBA now gives participants the opportunity to follow the General Management Programme (GMP) in a new blended format!

The General Management Programme comprises the nine core courses of ESCP Europe's successful Executive MBA, which was recently ranked 10th worldwide by the Financial Times. The primary objective of the GMP is to equip participants with the cross-functional knowledge and managerial skills required to become more effective managers.

Until now, the part-time GMP has only been offered on a face-to-face basis over a period of nine to twelve months. Fully compatible with an executive schedule, the traditional GMP takes place at several of the School's European campuses. The new hybrid format, known as the "Blended GMP", combines eighteen months of distance learning and in-class sessions. The Blended GMP starts in May 2018 at the Berlin campus with the first in-class session and finishes in October 2019 at the Paris Campus with the second in-class session. In between, the other seven courses are offered in an online format.

"Together with the team of teachers, we want to make our curriculum more compatible with the professional situation of our participants who, due to tight agendas and working requirements, have difficulties in attending our programme in its traditional format", explains Valérie Madon, Director of Executive MBA at ESCP Europe.

"There are many nationalities in each class, and most of our participants hold positions with high responsibilities – often with regular travel requirements. It was up to us to offer them an appropriate solution for today's working environment: the Blended GMP, a combination of face-to-face teaching and online courses spread over a longer period of time" adds Stefan Schmid, Academic Dean of the Executive MBA programme.

A great deal of attention has been paid to the technical realisation of the new online courses and the ergonomics of the platform used in order to guaranteeing a quality experience equal to that of the in-class courses. In addition, a dedicated academic team will be available via a specific platform and will regularly offer live sessions during which connected participants will be able to interact with each other and with the teacher.

Application deadline for the Blended GMP is 31st March 2018. For more information click [here](#).



Some key figures from EMBA's 2019 promotion

103
participants

30
Nationalities

38
Average
age

13
Average Number of Years
of Work Experience

Industry Sectors



Press contacts

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About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 102 different nations every year, offering them a wide range of general management and specialized programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

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