



Monday, 18 May 2020

PRESS RELEASE

***A Master in Management programme
to train open and accountable international leaders***

ESCP Business School announces an overhaul of its flagship programme, the Master in Management, building on an in-depth collaborative work that engaged the entire ESCP community.

In 2019, during its Bicentennial year, the school endeavoured with all its actors and stakeholders to redesign the world's pioneer management programme: the Master in Management « Grande Ecole ».

This one of a kind programme, unique in the world, takes place on our 6 European campuses, complemented by 130 international exchange programmes and 40 double degrees. Each year it trains more than 900 graduates of 90 different nationalities. Accredited in each country of our campuses, it is ranked among the best Masters in Management in the world.

This pedagogical and academic reform is the operational implementation of the evolution of the school's brand platform announced at the end of 2019.

"ESCP, with its 200-year history as a European school, is aware of how each historical era dictates its options. The era we are living today invites us to make enlightened choices and it is our role to provide the necessary enlightenment. Our students encourage us, and our Faculty has been involved in all fields of research related to sustainable development and digital transformation for several years now. This reform, the result of a long-term effort, comes at a time in history that confirms our vision," says **Dean Frank Bournois**, Let's not forget that, etymologically, opting means seeing. We must therefore teach our young people to open their eyes to the future and the world to help them discern and choose."

"ESCP prepares responsible and humanist international leaders, choice-makers" says **Professor Léon Laulusa, VP for Academic and International Affairs**. To have a positive impact on the world, it is necessary to combine academic excellence - hence the great selectivity of this programme -

with great openness to the world, both from a cultural and societal point of view. The ESCP model is unique in this sense: a single school with six pedagogical approaches specific to each campus. Technology is essential but it is useless without values and vision. They are acquired through a combination of international openness, the acquisition of dual managerial and technical skills, and a solid humanistic education, so that students may forge their personal yardstick to initiate choices supporting human values".

The redesign further enhances what makes the Master in Management such a unique programme: international openness (today, 45% of students are French, 29% non-French European, and 26% non-European) and multidisciplinary (14 double degrees in engineering, law, mathematics...).

In addition, digital pedagogy will be reinforced, allowing for distance learning between campuses, and increased interaction between students and professors of all origins. "The Covid-19 crisis has shown that we were right to anticipate," says **Frank Bournois**. We were able to react very quickly by switching all our courses online. After the crisis, some of them will remain online. Pedagogy will never be the same again."

In practical terms, content has also been revised, and many completely new courses will be launched, to meet both the needs expressed by companies in terms of skills, and the expectations of the younger generation in search of meaning and consistency between the business world and society.

The pre-Master year will start with a seminar on Sustainability and Business, whereas the Master cycle begins with a seminar focusing on Digital Transformation. These two underlying themes are the basis for the entire course portfolio.

A major part is also devoted to online learning, as the switch to 100% digital during the lockdown has proved its great value. Thus the annual *Designing Europe* seminar, which brings together the entire class at the European Parliament in Brussels for a life-size simulation of European Community negotiation, will be prepared with SPOCs (Small Private Online Courses) on the functioning of the European institutions and the fundamentals of negotiation.

"The ESCP Master in Management allows each student to fully customize his or her course. It is both generalist, since our graduates are likely to hold general executive positions, or create their own companies during their career, and specialist, since it allows them to begin their professional career by occupying key positions at a high level. This redesign also allows for the acquisition of dual skills, since students will be able to follow up to three specialisations during their studies," explains **Cécile Kharoubi, MiM Academic Director**.

"With this reform we are broadening the range of possibilities for our alumni, as we are opening 28 new specialisations bringing the overall offer on our campuses to 58. All specialisations are in line with current issues (sustainability, AI, robotics, ethics, management in the digital age, data sciences, etc.). In order to promote multidisciplinary expertise and thus guarantee great

open-mindedness and unique versatility, the specialisations start earlier in the curriculum", emphasises **Anaïs Ravet, Director of Studies of the MiM.**

The post-COVID world?

At a time when many global models may be compromised in favour of digital education, ESCP's European multi-campus model remains more relevant than ever.

"Europe's strength lies in its multiculturalism. Having campuses in several relatively close countries allows us to offer a fully integrated and controlled experience that is truly international, has a low carbon cost (which we compensate for), and is compatible with a health situation that will necessarily affect travelling, in the medium term. Europe is an in-vivo laboratory of the multicultural world we are preparing for" concludes **Frank Bournois.**

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Contacts:

ESCP

For more information, contact Olivia Nieberg at BlueSky PR on olivia@bluesky-pr.com or call +44 (0)1582 790 091.

Maud Autrechy

mautrechy@escp.eu

+33 (1) 49 23 22 24

ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The school has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and our values: excellence, singularity, creativity, and plurality, daily guide our mission and build up our pedagogical vision. Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialized: Bachelor, Master, MBA, Executive MBA, PhD and executive education, all of which include a multi-campus experience.

It all starts here

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