

## PROGRAMME SPECIFICATION

### MBA IN INTERNATIONAL MANAGEMENT

KEY FACTS	
Programme name	MBA IN INTERNATIONAL MANAGEMENT
Award	French Master degree (Grade de Master)
Type of Study	Full time
Total ECTS	90 ECTS

## Summary

ESCP's MBA is an intensive programme with around over 500 teaching hours. There is only one intake per year, every September. During the 10-month to 22-month programme, students have the opportunity to benefit from the teaching of one of the best faculties in the world. All courses are delivered in English and provide students with a multicultural, international environment.

Over the three periods of the programme, ESCP's MBA students are allowed to study in three countries of their choice or online, choosing from four specialisations offered in over two countries. Whether they are interested in Consulting, Entrepreneurship (in Madrid), Fintech and Innovation, Luxury Management (in Turin), the chosen specialisation will enable them to deepen their knowledge and area of interest.

Hands-on experience is an important part of the programme. MBA students are asked to complete two Company Consultancy Projects in two countries or a compulsory work placement for students on the London track. This way, they obtain further experience as consultants and expand their international work experience.

## Objectives

The programme curriculum is designed to fulfil five main objectives:

1. Provide students with the business skills and mindset for a successful international career.
2. Cover all the functional areas of management and provide a multicultural hands-on experience.
3. Provide students with a range of diverse perspectives, teaching methods, and approaches.
4. Enable them to acquire critical thinking and to become impactful leaders.
5. Accelerate their career.

## Assurance of Learning

The programme's competency goals (CGs) and learning objectives (LOs) are as follows:

Learning Competencies	Learning Objectives
CG1 To acquire the necessary managerial and leadership hard and soft skills, particularly in the context of Artificial intelligence	ILO1a: Evaluate challenges faced by organisations that operate in complex international environments, including the AI context
	ILO1b: To apply frameworks to different areas of management, allowing integrative and sustainable solutions to business problems
CG2 To develop the analytical and critical skills solving any business issue taking into account different and complex perspectives	ILO2a: Identify multidimensional data and information to proceed to effective decision making
	ILO2b: Develop solutions to a business problem that requires a critical reflection
CG3 To be aware of the ethical and humanist principles needed to shape a more sustainable society that goes beyond purely business issues.	ILO3a: Address current issues of social responsibility in business and assess the costs and benefits associated with possible alternative company responses
	ILO3b: demonstrate the ability to lead organisations and people in an engaging and strategic way
CG4 Acquire and develop leadership posture and entrepreneurial abilities	LO4a: Understand the market expectations through observations and theoretical frames for successful value propositions
	LO4b: To adopt experimental tools to develop critical thinking and self-confidence

## HOW WILL I LEARN?

### Learning hours

The programme starts from the beginning of September until early July. There are 3 distinct periods that must be followed in 3 different countries, for a total of 90 ECTS. It is a full-time programme, delivered exclusively in English, on campus, online, or in a hybrid format in 10, 22, or 34 months. The first period takes place in Paris or online, the second in Berlin or London or online, and the third, in Madrid or Turin.

It is an intensive programme with over 500 teaching hours. The programme and curriculum are structured around core courses, optional courses, Company Consultancy Projects, Seminars, specialisations, personal and professional development workshops, optional language courses, and a Master's thesis.

The MBA in IM curriculum features different pedagogical and learning methods.

We aim to alternate learning approaches between lectures and other types of activity involving significant student participation. The programme has a practical focus—case studies, group work and presentations (please see below)—fosters students' interaction, which complements, even in the core management courses, which, although more theoretical, systematically allocate time for whole class discussion

- **Lectures:** In-class approach of academic programmes, they present and explain theories, frameworks, and approaches.
- **Self-reflective/study work:** As part of their preparation for class lectures, students are expected to carry out self-study and preparation outside of scheduled class periods. This self-directed work may involve reading textbooks or other documents that enable students to gain a deeper understanding of the topic. This extra-curricular work can be done individually or in groups.

Moreover, students taking the online track have synchronous and asynchronous course sessions

- **Group work and presentations:** allow students to develop their teamwork skills. Presentations are also a common feature of the workplace. During the MBA in IM programme, student diversity is taken into account when forming student groups so that they consist of individuals from different backgrounds and cultures, with different skills and abilities.
- **Case studies:** This allows them to acquire knowledge that they can connect with their own work experience. Several examples of case studies are used in the MBA in IM, often in a European or international context.
- **Simulations and role-play games:** place students in the role of decision makers in a fictitious situation. A business simulation is at the core of the International Business Simulation seminar in Period 2: it is based on an intercampus competition, with a winning team for each campus and at the European level.
- **Invited experts, company visits, workshops, and other events:** provide legitimacy to theoretical course content by mirroring it with statements and knowledge from practitioners. Experts can be met during company visits, workshops, and other events organized with and/or hosted by companies

## Company Consultancy Projects

Company Consultancy Projects are also a key element of the programme. These projects enable students to get to know a specific sector or function while gaining consultancy experience with 2 companies on real projects. Hands-on experience goes hand in hand with internationality since the Consultancy Projects are to be completed within 2 different countries. Throughout the project, tutoring is provided by an ESCP professor and/or an experienced consultant. To best support students, dedicated workshops are carried out in Consulting skills, Research strategy, Tools and data sources, Survey and interview techniques, and Presentation skills.

Students on the London study track will carry out one Company Consultancy Project in Semester 1 in Paris, focused on sustainability, and either a Company Consultancy Project linked to the chosen specialisation or a work placement in London instead of a second CCP.

Programme Structure				
Period 0- Onboarding in harmonization - online courses				
MBAMPREMAT		Fundamentals of Mathematics	30	5
MBAMRECOM		Computer Skills	30	5
MBAMPREFIN		Financial Accounting and International Reporting	30	5
MBAMMKTG		Marketing	30	5
MBAMMICR		Economics	30	5
MBAMSTRG		Strategy	30	5
		<b>Period 0 -Total</b>	<b>180</b>	<b>30</b>
PERIOD 1 - PARIS - SEPTEMBER TO JANUARY				
Understanding business organization				
Code	CFX/ELC	Course	Hours	ECTS
MBAMIS	CFX	Problem Solving & Decision Making - Induction Seminar	15	1,5
MBAMQM	CFX	Business Statistics	15	2,5
MBAMFA	CFX	Financial Accounting and International Reporting	30	5
MBAMFI	CFX	Principles of Finance	30	5
MBAMEM	CFX	Managerial Economics	15	2,5
MBAMMS	CFX	Organizational Behaviour: Management Skills for sustainable Business	15	2,5
MBAMPR SM	CFX	Principles of Sustainable Marketing	15	2,5
MBAMCN SM	CFX	Principles of Critical Purchasing and Consumption	15	2,5
MBAMIB	CFX	International Business Strategy	30	5

MBAMEC	CFX	Sustainability and CSR	15	2,5
MBAMC1	CFX	CCP 1 (Capstone 1)	15	4
MBAMAI	CFX	Workshop: Generative AI in Business and in my studies	12	0,5
MBAMGF	CFX	Workshop: Green Finance	12	0,5
MBAMIM PRO	CFX	Improbable: An Art Thinking Seminar	30	2,5
		Language courses S1 (optional)	20	-
<b>Period 1 - Total</b>			<b>284</b>	<b>39</b>
<b>PERIOD 2 - LONDON OR BERLIN - OR ONLINE - FEBRUARY TO MAY</b>				
<b>Making decisions in a changing environment</b>				
MBAMTB	CFX	International Business Simulation (seminar)	15	1,5
MBAMMA	CFX	Managerial Accounting	30	5
MBAMCMK	CFX	Marketing Communication	15	2,5
MBAMBD	CFX	Big Data & Tech Trends	15	2,5
MBAMCF	CFX	Corporate Finance	30	5
MBAMMB	CFX	Marketing & Business Analytics	15	2,5
MBAMOM	CFX	Processes and Operations Management	15	2,5
MBAMHR	CFX	HRM	15	2,5
MBAMME	CFX	Macro-economics in globalization contexts	15	2,5
MBAMSL	CFX	Strategic leadership: Leading teams and organizations	15	2,5
	CFX	Entrepreneurship, Creativity & Innovation (course) part 1	15	2,5
MBAMEI	CFX	Entrepreneurship, Creativity & Innovation (bootcamp) part 2	15	
		Workshops: Negotiation Dynamics	12	0,5
		Language courses S2 (optional)	20	
<b>Period 2- Total</b>			<b>242</b>	<b>32</b>

<b>PERIOD 3 - MADRID OR TURIN - END OF MAY TO JUNE</b>				
<b>Differentiating yourself by specializing</b>				
<b>Specialisations (4 specialisation courses x12 hours) - 2 weeks</b>			48	8
LUXMGT	Luxury Management - CAMPUS TURIN			
LUXIM	CFX	International Luxury Management	12	
LUXBMT	CFX	Brand Management	12	
LUXLR	CFX	Luxury Retail	12	
LUXDL	CFX	Digital Marketing for Luxury	12	
FININO	Fintech and Innovation - CAMPUS TURIN			
TECH	CFX	Fintech	12	

AFT	CFX	Advanced Fintech	12	
DTPAI	CFX	Digital Transformation: Platform, AI and Innovation	12	
FMNG	CFX	Financial Modelling	12	
ENTFF	Entrepreneurship and Growth: Creating Value for SMEs and Family Firms - CAMPUS MADRID			
VLP	CFX	Value Proposition & Biz Model	12	
GECO	CFX	Growth and Ecosystems	12	
FNG	CFX	Financing and Negotiating	12	
GFF	CFX	Growing SMEs & Family Firms	12	
ENTFF	Consulting, building the required soft and hard skills - CAMPUS MADRID			
FCONS	CFX	F. of Consulting & Live Case Study	12	
ECOC	CFX	Economic Consulting	12	
SKLLS	CFX	The Skills you need to get hired	12	
CTSI	CFX	Consulting for Total Societal Impact	12	
MBAMC2	CFX	CCP 2: Capstone project (3 weeks - linked to the specialization)	15	8
		Research seminar (September)	18	
		Master Thesis (July to September)	-	6
		<b>Period 3-Total</b>	<b>81</b>	<b>18</b>
<b>Preparing yourself to the job market</b>				
MBAMIL		I-Leap ( seminar)	15	0,5
MBAMP CD		Personal & Career development		0,5
		Total		1
		<b>TOTAL PROGRAMME</b>	<b>802</b>	<b>120</b>

## WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

### Assessment methodology

The evaluation procedures are driven by two-fold:

- To provide feedback to the student on the level of his/her performance throughout the programme.
- To assess the level of understanding, both in terms of knowledge and its application, of the major elements of the programme, and to assess quality standards both for internal and external purposes.

Details of the assessment and its weighting in the final grade are clearly stated in the course syllabuses.

A minimum of 50% of the grades for a module (except Consultancy Projects, Induction Seminar, International Business Simulation Seminar, and selected specializations) will be awarded through a final individual (closed or open book) exam (depending on the professor's decision) or an individual assignment. The remaining grades are applied through continuous assessment, such as group work, class participation, case studies, etc.

Cases of students who do not successfully pass at least 50% of Period 1 courses will be reviewed by the MBA in IM Board of Studies and may not be able to continue to Period 2.

## Grading

- Grading scale is between 0/20 and 20/20.
- Passing grades are from 10/20.
- Grades from 0/20 to 9/20 represent a fail: the student can take one resit examination for the failed module during the same academic year.

In order to graduate, students must successfully complete all academic requirements

- A minimum of 50% of the marks for a module (except Consultancy Projects and Seminars) will be awarded through a final individual (closed or open book) exam or an individual assignment. The remaining marks are applied through continuous assessment, such as group work, class participation, and case studies.
- If the student does not obtain a minimum mark of 08/20 on the individual final exam, the module will be marked as failed. The student will then need to sit an individual resit examination to successfully pass the module. A "resit" mention will be indicated on the transcript.
- No exemption is authorised for any MBA in the IM module.
- If a student does not fully participate in the company consultancy project, it is up to the local MBA in IM Academic Director to decide the content and the timing of a resit assessment.

## Resit examination regulations

First resits:

- For each MBA in the IM module, one resit examination is possible during the academic year if the final mark of the module is less than 10/20, or in the event of the final examination being missed for non-legitimate reasons.
- The mark obtained at the resit examination counts for the final mark of the module. If the student has to take a resit examination but does not successfully pass it, the resit fail mark replaces the original mark in the module.

- Dates for resit sessions are provided in the MBA House rules.

#### Second resits:

- At the end of the academic year, the Board of Studies can exceptionally give the opportunity for a second resit to students who failed the first resit.
- A second resit has to be requested by the student in writing and addressed to the MBA Associate Dean (copying the local Academic Director and the local programme manager).
- Decisions related to 2nd resits and their outcomes remain under the sole appreciation of the Board of Studies.
- In the case of a 2nd resit, the student has to pay 640 € per course.

#### Feedback on assessment

For normal examinations, students may request their examination papers from the programme office and consult on-site. Short oral or written feedback from the examiner is also available upon request.

#### WHAT AWARD CAN I GET?

The MBA in International Management programme was granted the “grade de Master” for its “Diplôme d’enseignement supérieur en management international” by the French Ministry of Higher Education and Research (MESR). This degree, recognised worldwide as a Master's degree, is also registered on the RNCP (French Register of Professional Certifications) – RNCP sheet N°35570.

#### WHAT CAREER MIGHT I GO ON TO?

Career Services is an integral part of the programme and provides support ranging from professional self-awareness (goal setting, individual coaching sessions with ESCP Career Advisors for accurate self-assessment, career development workshops etc.) to career progression and network expansion through a series of events with companies and/or Alumni. This Career Services programme is designed and structured around 3 key stages:

1. The I-LEAP seminar delivered by Career Services across campuses
2. The presentation of the students' professional objectives to the MBA Academic Directors and Career Services
3. The presentation of the students' reflective essay to the MBA Academic Directors and Career Services

Career Services across campuses provide personalised support to all MBA students, tailored to their profiles and career plans. On a weekly basis, MBA students take part in career development and/or industry-specific workshops run by ESCP Career Advisors, company representatives, and/or Alumni, as well as in various events such as company presentations/visits, round tables, competitions/challenges.

Many companies have established long-term partnerships with ESCP, providing MBA students with career opportunities. Companies such as Accenture, AlixPartners, Allianz



Partners, Amadeus, Amazon, Arthur D. Little, Bloomberg, Deutsche Börse Group, EagleView, ESPRIT, Estée Lauder Companies, EY, Gemway Assets, Google, KPMG, L'Oréal, Mars & Co, Mastercard, Microsoft.

After the completion of their MBA studies, our alumni find employment in renowned companies all over the world.

Through the combination of ESCP Corporate Relations & Career Services, a membership to the Alumni Association, and the multi-sector career fairs that take place on all campuses, students are offered very promising employment opportunities.

According to the 2025 FT Ranking Career Statistics:

- 100% employed within 3 months of graduation.
- 92% work in an international environment.
- 89% transitioned job sectors or functions

## HOW DO I ENTER THE PROGRAMME?

In order to apply for the MBA in International Management, you have to comply with the following requirements:

- Proficiency in English
- Hold a previous Bachelor's or Master's degree in any discipline. Our MBA students come from diverse backgrounds, ranging from Art to Engineering, Marketing, or Law, enriching classroom diversity.
- Have a minimum of 3 years of work experience, ensuring readiness for the programme. Exceptions may be considered for individuals demonstrating exceptional leadership through professional and personal achievements.

\* A specific process of VAPP (Validation of Acquired Professional and Personal Knowledge) will be required to be considered for an interview for candidates having 180 ECTS or a three-year Bachelor's degree. Candidates will need to fill in an additional form, which will require final approval by our Admission Committee.

## PROCEDURE

### STEP 1: APPLICATION FORM

The following documents are required:

- Copy of ID or passport
- CV (in English)
- Degree certificates
- Grade transcripts covering all years of university study
- Professional reference (e.g., an employer's reference)
- Admission Test: GMAT (online test accepted), GRE, or TAGE MAGE certificate.



- If applicants are unable to provide a GMAT, GRE, or TAGE MAGE certificate, they may take an ESCP admission test during the admission session, on campus or online.
- English language certificate: IELTS, TOEFL, Cambridge, or TOEIC

Candidates who have obtained a university degree taught in English or who have lived for 3 years in an English-speaking country are exempt from the English test.

## STEP 2: ADMISSION INTERVIEW

Each application procedure starts by submitting an online application. Once completed, your application will be reviewed. Each selected candidate will then be interviewed online by a panel consisting of programme directors, faculty, and alumni.

## STEP 3: CONFIRMATION

Admitted candidates must confirm their acceptance by the deadline indicated in the offer letter. A non-refundable deposit is required to secure a place in the programme once admission has been granted. This amount is deducted from the total tuition fees.