

**PRESS RELEASE****ESCP Business School appoints new  
Associate Dean of the BSc in Management**

**Professor Vanessa Strauss-Kahn** will become Associate Dean of the Bachelor in Management (BSc). She has been a professor at ESCP since 2008 but will now lead the bachelor programme.

ESCP, the world's first business school (est. 1819), is the only business school to give their students access to 5 campuses (Berlin, London, Madrid, Paris and Turin), as part of their multi-campus education experience. The school has chosen to teach responsible leadership based on European multiculturalism. The five campuses are the stepping stones that allow students to experience this European approach to management. All while enjoying the best that these important cities in the EU have to offer.

The BSc is the most international programme of the school, with a 30% French intake and a mixture of 60 nationalities. The students spend three years in three different countries. The course has five mindsets: 1. ESG (governance criteria) 2. Digital (AI) 3. Entrepreneurship (DNA), 4. Multiculturalism (Inter-campus mobility) 5. Cross-field skills.

The Bachelor in Management (BSc) allows students to become experts in management science and learn how to make complex decisions. While exploring humanities, they practice how to deal with people and lead teams. Students gain valuable hands-on business management experience with a focus on working as a team and cross-cultural communication through internships and social impact projects. The active learning pedagogy and multinational teamwork, together successfully prepare students for truly international careers.

According to **Leon Laulusa Executive Vice-President, Dean for Academic Affairs and International Relations**.

*“The Management Board team is glad to welcome Professor Strauss- Kahn into this important mission, Strauss- Kahn international experience and track record in teaching will help us to advance the BSc post pandemic.*

*“Professor Strauss- Kahn teaches microeconomics, managerial economics and several topics related to international trade, globalization and regulation to Bachelor students but also to Masters and Executive MBA participants, making her the perfect candidate to take on this role”.*

**Vanessa Strauss- Kahn says**

*“As a professor, I particularly enjoy teaching in the Bachelor. The creativity, multiculturalism and motivation of the students makes it an enriching experience for all. The BSc at ESCP is a unique experience for our students. I am taking the responsibility of Associate Dean for*

*this program with great pleasure and aim at enhancing its development and international visibility, while preserving its excellence and originality.”*

Vanessa Strauss- Kahn has been Professor of Economics at ESCP Business School since 2008. She received a Ph.D. in Economics from New York University and has been a faculty member at INSEAD from 2001 to 2008. Prof. Strauss-Kahn teaches microeconomics and international trade to Bachelor and executive MBA students. Prof. Strauss-Kahn worked for the World Bank, the United Nations, as well as the Inter-American Development Bank on specific missions. She does research on economic geography and international trade, focusing on export diversification, developing countries' exports survival, the impact of an increase in imported intermediate goods on firm's productivity, quality upgrading, export scope and on countries' labour market.

## **Contacts**

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

## **ESCP**

Emily Olyarchuk  
[eolyarchuk@escp.eu](mailto:eolyarchuk@escp.eu)

## **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. Six 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 ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 7100 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

**It all starts here.**

Website: [www.escp.eu](http://www.escp.eu)

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