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PRESS RELEASE

ESCP Business School and Cheung Kong Graduate School of Business launch a dual MBA programme to train global business leaders

[ESCP Business School](#) and [Cheung Kong Graduate School of Business](#) (CKGSB) are proud to announce the launch of a unique dual MBA programme that will offer students an unparalleled opportunity to study in a truly global programme with key strategic differentiations. The Dual MBA, taught in English and delivered primarily in Regional Comprehensive Economic Partnership (RCEP) countries (including China) and Europe (including France), will combine the expertise of both institutions to provide students with a global perspective, introduce the latest trends in business and digitalization, and propel them to foster social innovation.

Students of the dual MBA programme will gain a global perspective by studying in several locations, leveraging ESCP's six campuses across Europe—Berlin, London, Madrid, Paris, Turin and Warsaw—and CKGSB's China campuses in Beijing, Shanghai and Shenzhen, as well as CKGSB's partner institutions in Dubai, Singapore, Seoul and Tokyo. The dual MBA programme is designed to provide participants with the best of both worlds, combining CKGSB's deep knowledge of RCEP markets (and the wider Asia region) and ESCP's long-standing reputation as the world's oldest business school and [leader for international course experience](#) (FT MBA ranking, 2022).

Having consolidated its position as [one of the top 3 business schools in Europe](#), ESCP looks to the global business arena. RCEP economies represent one of the world's most dynamic and fastest-growing regions in today's uncertain and bifurcated world, and CKGSB is well-positioned to cover business opportunities in this region.

“By partnering with CKGSB, we combine the best of Europe and Asia in terms of innovative management, entrepreneurial growth and business acumen,” says **ESCP Business School's Interim Dean Léon Laulusa**. “Partnering with a globally-leading business school, that is particularly strong in China and Asia, allows us to grow ESCP's presence in this key region. This is an important step in preparing our students to be global business leaders, equipped with the skills and competencies of today's and tomorrow's world.”

“We are thrilled to partner with ESCP on the Dual MBA Programme, which we hope can contribute to this global ecosystem and in turn play an instrumental role in improving young people's upward social mobility, being economically and socially valuable for both advanced and developing economies,” says **CKGSB Founding Dean and Professor of China Business and Globalization Xiang Bing**.

During the dual MBA programme, students will learn about the technology and strategies that drive the successful digital transformation of enterprises and economies, and how

organisations can leverage mobile and internet-of-things. The programme will also offer insights for start-ups that seek to scale up and become unicorn companies.

Last but not least, the dual MBA programme emphasises the social purpose of business with a particular emphasis on social innovation. The programme inspires students to drive social innovation through the collaboration of businesses, governments, multilateral institutions, non-profit organisations, and civil society to develop and deploy effective and innovative solutions to humanity's most challenging and often systemic social and environmental issues—like income and wealth inequality, social immobility and sustainability.

The programme is aimed at students who want to deepen their understanding of the global business landscape and are interested in pursuing careers in international business. The curriculum will cover core business courses, like finance, marketing and strategy, as well as a special emphasis on the RCEP economies, technology and innovation and social innovation.

The programme will be jointly taught by both CKGSB and ESCP faculties. Students will have the opportunity to learn from world-renowned faculty members and interact with a diverse student body from around the world. **Upon completion of the programme, graduates will receive two MBAs - one from CKGSB and one from ESCP and join the powerful alumni networks of both schools.**

Applications for the dual MBA programme will open on 1 September 2023, with the first cohort of students expected to start in September 2024.

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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 9000+ students and 5000 managers from 130 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

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ABOUT CKGSB

The Cheung Kong Graduate School of Business was established in November 2002 with the aim of cultivating business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set.

Today, CKGSB stands apart in Asia for its faculty and research excellence, and globally for its China and Asian insights, as well as its strong alumni network. More than half of the faculty previously held tenure or senior professorships at top global business schools, such as MIT, Wharton, and Yale. Over half of the 20,000 alumni are at the CEO or Chairman level and, collectively, they lead one fifth of China's 100 most valuable brands.

Across its research and programs, CKGSB seeks to contribute to the construction of a global ecosystem that can foster a new generation of economic disruption with a renewed and enhanced emphasis on global responsibility, social purpose and long-term perspective. We are working with like-minded partners worldwide to build this ecosystem.