

ESCP  
EUROPE  
BUSINESS SCHOOL



18<sup>th</sup>  
2019  
BICENTENARY

BERLIN  
LONDON  
MADRID  
PARIS  
TURIN  
WARSAW

# General Management Programme

DESIGNING TOMORROW



affiliated to



CCI PARIS ILE-DE-FRANCE





## Table of Contents

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ESCP Europe Key Facts	4
Welcome to ESCP Europe	5
Join a Top Business School	6
Get an Overview of the GMP	7
Tailor your GMP	8
Benefit from an Impactful Curriculum	9
Join the ESCP Europe Executive MBA	10
Get Inspired by Testimonials	11
Share with a Highly Diverse Group	12
How to Apply	13
Fees & Financing	14
Contact us	15

ESCP Europe  
**Key Facts**

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**6** urban  
campuses

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**3** international  
accreditations AACSB,  
EQUIS and AMBA

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The World's  
**1<sup>st</sup>**  
Business School  
(est. 1819)

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**150**  
research-active  
professors  
representing  
20 nationalities

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**130**  
academic  
alliances  
worldwide

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A full **portfolio**  
Bachelor, Masters, MBAs,  
PhDs and Executive  
Education

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**5,000+**  
students representing  
**100**  
nationalities

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**5,000**  
managers and  
executives  
in executive training  
each year

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**55,000**  
alumni in  
150 countries  
worldwide

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# Welcome to ESCP Europe



**Prof. Frank Bournois**

Executive President & Dean of ESCP Europe

## **Our mission: to inspire and educate tomorrow's international business leaders**

To make an impact on the world, it is necessary for tomorrow's business leaders to develop an **analytical** mindset, a **creative and smart** problem-solving approach, and **intercultural**-based understanding of management in international companies and institutions.

Established in 1819, ESCP Europe is the oldest business school in the world. With its **six urban campuses** in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe is rooted in the credo of a Europe open to the world: developing and delivering **multidisciplinary** teaching content, designing **systematic multicampus academic paths** in all programmes, and remaining faithful to its **humanistic** values.

Our unique multicampus positioning confers us the know-how to recruit **excellent students from all continents**, no matter their background, to collaborate with the **most innovative and dynamic international companies** and to develop partnerships with the **most influential academic institutions**: business, engineering, diplomatic or design schools, extending the School's reach from European to worldwide.

The School's **55,000-strong alumni** network includes influential members representing 200 nationalities.

**ESCP Europe trains international leaders to design the world of tomorrow.**



**Ines Khedhir**

Director of the Executive MBA & GMP



**Prof. Dr. Stefan Schmid**

Professor of International Management and Strategic Management

Dean of the Executive MBA & GMP

The ESCP Europe General Management Programme (GMP) welcomes high-potential managers wishing to acquire cutting-edge business and management knowledge. Leaders need to consider new ways of thinking, exercising judgement to make decisions and motivating their teams. Our impactful part-time programme leverages your professional career in an international environment with an understanding of driving forces behind business models. ESCP Europe is the only Business School to provide you with the opportunity to study at 5 campuses across Europe (Berlin, London, Madrid, Paris, Turin), and our Beirut sister school, ESA. This international positioning is what makes our programme unique for you: you study in various countries, enjoying the benefit of both academic and personal experiences.

***"Empower your career at ESCP Europe"***

# Join a Top Business School

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Executive MBA Financial Times Ranking 2018

**#11**  
worldwide

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**#1** for Career  
Progression worldwide  
(with an average 65% increase in salary)

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**#2** for Aims  
Achieved worldwide

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**#3** for International  
Course Experience worldwide

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## Accreditations



ESCP Europe is among the 1% of business schools worldwide to be triple-accredited.



## Get an Overview of **the GMP**

The ESCP Europe General Management Programme (GMP) gives talented executives, like you, the insights and tools you need to lead strategically in today's competitive business environment.

### Location

- **6 tracks**
  - Itinerant track: rotation between 5 European campuses (Paris, London, Berlin, Madrid and Turin)
  - Paris track
  - Berlin-London track
  - Turin track
  - Beirut track
  - Blended GMP track: combination of distance learning and in-class sessions

### Duration

- **9 to 12 months** • From January or March 2019 to December 2019 (All Tracks)
- **10 to 12 months** • From September 2019 to June or September 2019 (Paris, Itinerant and Turin tracks)
- **12 months** • From November 2019 to November 2020 (Blended GMP)

### Curriculum

- **9 Courses** (180 hours)  
Become proficient in the fundamentals of management and business

## Tailor your GMP

Choose flexibility and master your time with your GMP. With our customisable part-time programme, you can balance your 3 lives: study, work and personal.



### Choose your part-time format (12 months)

The programme requires a reasonable number of days away from the office, making it fully compatible with an executive schedule. Pick the location of your core courses and schedule.

Tracks	Number of sessions	Number of days per session	Schedule
Itinerant	1 in Paris, 1 in London, 1 in Berlin, 1 in Madrid, 1 in Turin	5 days	Monday to Thursday 8:30am - 8pm Friday 8:30am - 1:30pm
Paris	8 in Paris	3 days	Thursday and Friday 8:30am - 8pm Saturday 8:30am - 1:30pm
Berlin-London	2 in Berlin and 1 in London	6 days	Monday to Saturday 8:30am - 8pm
Turin	8 in Turin	3 days	Thursday and Friday 9am - 7:30pm Saturday 8:30am - 1:30pm
Beirut	9 in Beirut	3 days	Thursday to Saturday 9am - 6pm

### Choose the blended format (12 months)

The Blended GMP is suitable for your busy agenda, combining distance learning (for 7 courses) and in-class sessions (for 2 courses).

Programme	Format	Schedule
1 course in Berlin	3 days in-class	12th - 15th November, 2018
7 distance learning courses	online	From December 2018 to October 2019
1 course in Paris	2 days in-class	October 2019 (Dates TBC)



# Benefit from an **Impactful Curriculum**

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The 9 courses provide all the cross-functional knowledge and managerial skills you need to ramp up your performance as a leader in world-class organisations.



## **Corporate Strategy**

Analysing the environment and the firm; formulating and implementing strategy.

## **Financial Accounting**

Understanding financial language, and interpreting balance sheets and profit and loss accounts.

## **Marketing**

Analysing buying behaviour; identifying market segments and optimal product, place, price and distribution policies.

## **Corporate Finance**

Taking finance and investment decisions by using appropriate methods and tools.

## **Managerial Economics**

Understanding the macro-economic and micro-economic environment in which companies operate.

## **Managing People and Organizations**

Analysing individual behaviours within the workplace (teams, units and organizations) to achieve managerial success.

## **Supply Chain Management**

Optimising all company operations, including inbound and outbound logistics.

## **Cost Accounting and Management Control**

Understanding various cost calculation methods and applying systems to monitor company processes and results.

## **Entrepreneurship and Intrapreneurship**

Establishing an entrepreneurial mindset in new ventures or within established companies.

The GMP represents 180 hours. All courses are taught in English.



## Join the ESCP Europe **Executive MBA**

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The GMP can be attended as a stand-alone programme, but also forms an integral part of the Executive MBA.

You have the opportunity to transition seamlessly from the GMP to the Executive MBA, ranked #1 worldwide for career progression by the Financial Times, to reach your full leadership potential.

The 9 core courses (180 hours) are common to both GMP and Executive MBA programmes. Upon acceptance after your GMP, you are now on track to complete:

### Curriculum

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- **10 Electives**

Select from over 50 specialised courses across Europe

- **5 International Seminars**

In Europe, Asia and the Americas

- **1 International Consulting Project**

A real-case executive project in a multicultural team

### Duration after your GMP

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- **18 months** • January 2019 to June 2020

# Get Inspired by Testimonials



## Maria Merry Del Val

GMP 2016 • EMBA 2018, Spanish

**Director • Royal Bank of Scotland**

*"I first joined the GMP programme, which was an exceptional experience. I have chosen to continue my executive education as I believe this is a life-changing process that can only be rounded through the completion of the Executive MBA. Coming from a purely financial background, the Executive MBA is broadening my perspectives, enhancing my self-confidence and providing me with leadership and strategy skills that I previously lacked, all of it in an international atmosphere that allows for participants to exchange a wide range of knowledge and experiences. Finally, the ESCP Europe Executive MBA is very conscious of the role of Women in Leadership, and I very strongly recommend it to any woman who is interested in developing further into leadership roles."*



## Jatinder Singh Pal Dhameeja

GMP 2014 • EMBA 2016, British

**Head of Global Design and Implementation (IT Security) • British Telecom PLC**

*"The GMP programme has helped me to both deepen and broaden my leadership skills, and focus on the holistic picture in a modern corporate environment. Additionally, I have developed tangible skills by applying frameworks, new concepts and theories I have learnt on the programme. I am able to apply this learning not just to my professional career, but to improving every facet of my life. The programme has pushed me to believe in myself in ways I did not know existed. I walked into my current role with a new attitude, new approach and new information, thereby benefiting both my employer and clients."*



## Estelle Rouesne

GMP 2015, French

**Financial Controller • Hertz France**

*"I joined the GMP programme to strengthen my academic knowledge in a number of areas such as strategy, marketing and organizations. It was refreshing and exciting to attend the courses with renowned professors and multicultural participants. It was also a great opportunity to meet, exchange and collaborate with innovative people from so many different professional backgrounds - our minds were opened! I gained more than I had expected to and the programme helped me to develop my self-confidence, leadership and other skills in non-financial fields. I would strongly recommend the General Management Programme to anyone at a certain stage in their career for an enriching experience, both professionally and personally."*



## Antonio Fajardo

GMP 2016 • EMBA 2018 Spanish

**Product Technology Manager • BASF**

*"Doing the EMBA over 30 months has been a clever choice for me. This formula allows me to better manage studies and work, while providing more time to digest the valuable information received during the courses. I am impressed by how fast I could benefit from the skills acquired with the core modules, and how I have become more confident when pushed out of my comfort zone. My career was directly impacted by these skills, enabling my desired transition from engineering to business management. My biggest take-away is the people I have met from different cultures and backgrounds who help me to be a better person every day; people who are turning out to become great friends."*

# Share with a Highly Diverse Group

The ESCP Europe GMP is aimed at talented managers with at least a Bachelor's degree and 5 years of managerial experience, who are striving to take their career to the next level.

We welcome high potentials who are ready to share their insights with their peers and are willing to learn from them.

## Class of 2019 Profile

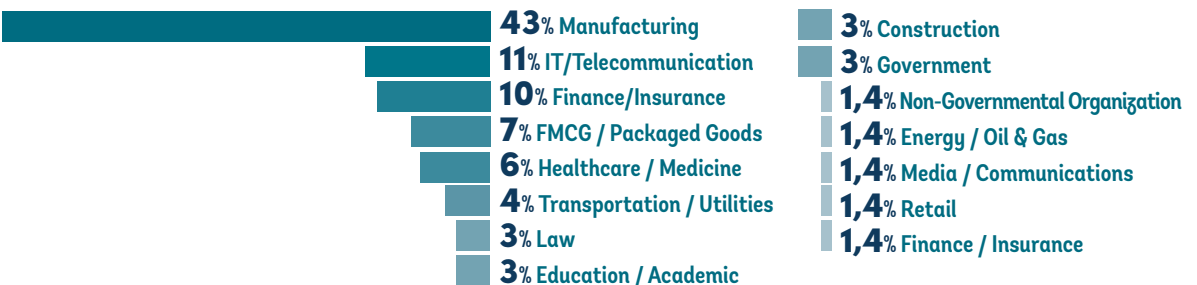


## 19 Nationalities

### Representation by Regions



## Industry Sectors



# How to Apply

## Admission Requirements

- A previous university degree: Bachelor, Master or equivalent in any discipline
- A minimum of five years' managerial experience, based on demonstration of managerial skills and potential for success within your company (letters of recommendation required)
- Fluency in English (all courses and submitted coursework are only in English)
- For non-native English speakers, we may require the following minimum scores on the tests (TOEFL 100 / IELTS Band 7 / In-house English Test (free) provided by British Council: CEFR c1\*)

## Application Deadlines

**By November 30th 2018** for the GMP starting in January 2019

**By January 31st 2019** for the GMP starting in March 2019

**By June 30th 2019** for the GMP starting in September 2019

**By August 31st 2019** for the Blended GMP starting in November 2019

## Admission Process

### Step 1

One-to-one assessment meeting with admissions department (in person, by phone, via Skype, etc.)

### Step 2

Online application at [escpeurope.eu/gmp](http://escpeurope.eu/gmp) to any ESCP Europe campus

#### You will need to provide:

- Completed online application form
- Degree certificates or grade transcripts covering all years of university study
- Updated CV
- Two reference letters
- English language certificate
- Copy of passport or ID
- Application fee of €250

### Step 3

Application review

### Step 4

On-Campus admission interview by programme directors, faculty and alumni

### Step 5

Admission decision

### Step 6

Confirmation of enrolment and payment of tuition fees (down payment)

\* CEFR stands for Common European Framework of Reference for Languages



## Fees & Financing

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### Tuition fees

Whichever track you choose, the ESCP Europe GMP tuition fees for the 2020 Class intakes are €24,000\*.

**Includes:**

- Teaching hours for core courses
- Books, materials and online modules

If you later decide to join the ESCP Europe Executive MBA programme, you will then pay the remaining €38,000 tuition fee.

### Financing and Funding Support

We know that our GMP programme is a life-changing decision and an important investment for candidates: we invite you to think ahead and plan for all the costs involved.

At ESCP Europe, you can take advantage of a variety of payment plan options. We can assist you in finding the right investment plan to help finance your GMP.

### Corporate Support

As part of your company HR policy, your management team may want you to be trained in order to develop your expertise as well as your leadership.

Therefore, they may implement a career plan and may provide you with a financial support or company sponsorship (all or part of tuition costs).

### Bank Loans

Financial institutions can provide you with an educational loan. Our on-campus teams can assist you and ease the process with several banking options (low interest loans, tailored instalment schedule, flexible payments, etc).

*\*ESCP Europe is not subject to VAT for its training courses. All fees and class schedules are subject to modification without notice.*

# Contact us

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## The General Management Programme Team

The team works across our 6 campuses to support candidates and participants during the programme.



### BERLIN CAMPUS

**Eva Czech**

eczech@escpeurope.eu

Tel: +49 30 32007 226



### PARIS CAMPUS

**Isabelle Perna**

perna@escpeurope.eu

Tel: +33 1 49 23 22 70 • Mob: +33 6 73 11 96 24



### LONDON CAMPUS

**Crochenka McCarthy**

cmccarthy@escpeurope.eu

Tel: +44 20 7443 8823



### TURIN CAMPUS

**Jacopo Brian Gazzola**

jgazzola@escpeurope.eu

Tel: +39 346 074 77 77



### MADRID CAMPUS

**Natalia Bauer**

nbauer@escpeurope.eu

Tel: +34 91 386 94 41



### BEIRUT ESA BUSINESS SCHOOL

**Nancy Jabbour**

jabbour.n@esa.edu.lb

Tel: +961 1 373 373 - ext. 1104

Meet us  
**worldwide**

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**ONLINE  
ON-CAMPUS  
AT FAIRS**

Check our website [escpeurope.eu/gmp](https://escpeurope.eu/gmp)



# General Management Programme

DESIGNING TOMORROW

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1% of business schools worldwide  
to be triple-accredited.



## BERLIN

Heubnerweg 8 - 10  
14059 Berlin, Deutschland  
T: + 49 30 320070

## LONDON

527 Finchley Road  
London NW3 7BG, United Kingdom  
T: + 44 20 7443 8800

## MADRID

Arroyofresno 1  
28035 Madrid, España  
T: + 34 91 386 25 11

## PARIS RÉPUBLIQUE

79, av. de la République  
75543 Paris Cedex 11, France  
T: + 33 149 23 20 00

## PARIS MONTPARNASSE

3, rue Armand Moisant  
75015 Paris, France  
T: + 33 155 65 56 57

## TURIN

Corso Unione Sovietica, 218 bis  
10134 Torino, Italia  
T: + 39 011 670 58 94

## WARSAW

c/o Kozłowski University  
International Relation Office  
57/59 Jagiellońska St.  
03-301 Warsaw, Poland  
T: + 48 22 519 22 89