



# General Management Programme



[ IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW







# Table of contents

## ESCP BUSINESS SCHOOL

Quick Facts	4
6 Urban Campuses	5
Rankings & Accreditations	6
It All Starts Here	7
A Diverse International Faculty	8
ESCP Research Institute	9
The GMP at a Glance	10
Customise your General Management Programme	11
Develop an In-depth Understanding of Business	12
Core Courses: a Personalised Path	13
Join a Highly Diverse Group	14
Join the ESCP Executive MBA	16
How to Apply	17
Fees	18
Contacts	19

## ESCP Quick Facts

The World's

# 1st

Business School  
(est. 1819)

# 6

European campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw and a branch campus in Dubai

## Multi- accredited:

AACSB, EQUIS, EFMD MBA, EFMD EMBA, 5 European Higher Ed standards, UK and Germany Degree Awarding Powers

# 10,000+

students in degree programmes representing

# 135

different nationalities

# 200+

research-active professors representing 42 nationalities across our campuses

A comprehensive

## portfolio

of 46 programmes: Bachelor in Management (BSc), Master in Management, 28 Specialised Masters (MSc), 1 MBA, 11 Executive Masters, 1 EMBA, 2 PhD and 1 Executive PhD

# 150+

academic alliances in Europe and the world in 50 countries

# 6,000+

high-level participants in customised trainings and executive education

# 85,000+

active alumni in over 200 countries



## 6 Urban Campuses

### BERLIN

The Berlin campus is situated in the western part of the city centre, near the Charlottenburg Palace and its splendid gardens. Berlin is a fast-growing city characterised by a rich multifaceted economic structure and culture.

### LONDON

Located in West Hampstead in North-West London, this campus offers students state-of-the-art facilities in a traditional Victorian building.

### MADRID

#### **Puerta de Hierro & María de Molina**

The Madrid Campus has two locations in Puerta de Hierro and one in the stylish Barrio de Salamanca. Madrid is one of the leading business and innovation hubs in Europe.

### PARIS

#### **République, Montparnasse & Champerret**

The Paris locations are situated in the south, east, and west of intra-muros Paris. They enjoy easy access to all of the capital's major business districts.

### TURIN

The Turin campus is located in the city centre, in a completely new building inaugurated in 2024. Turin is one of the main business centres in the Italian economy and home to many architectural masterpieces.

### WARSAW

Our campus is based at Kozminski University, located in Warsaw's northeast district of Praga Północ. It is one of the city's most historic neighbourhoods.



# ESCP Rankings & Accreditations

Financial Times

**#1** Worldwide  
Master in Finance 2024

**#2** Worldwide  
Executive MBA 2024

**#6** Worldwide  
Master in Management 2024

**#4** Europe  
European Business School 2024

**#8** Europe  
MBA in International Management 2024

**#11** Worldwide  
Custom programmes 2024

**#14** Worldwide  
Open programmes 2024

**FT** FINANCIAL  
TIMES  
Rankings

ESCP benefits from the best international accreditations.  
Our European campuses enjoy national recognition.



5 European Higher Ed  
accreditations

# Welcome to ESCP Business School

Founded in 1819 by economists and entrepreneurs, ESCP is the world's first business school. For over 200 years, we have been training generations of responsible and purpose-driven leaders eager to leave their mark on business and society.

With six campuses in Berlin, Madrid, London, Paris, Turin, and Warsaw, ESCP is also the only pan-European business school. And it is with this European mindset, rooted in our commitment to excellence and humanism, that ESCP strives to build a more sustainable world.

Becoming part of ESCP is to adopt this vision and to learn how to make enlightened choices, guided by the universal values of diversity, multiculturalism and interdisciplinarity. Becoming part of ESCP is to be ready to meet the great challenges of our time with optimism.

To support companies and institutions as they face these challenges head-on, we recruit and train the best talents, from all academic, geographical and social backgrounds.

Our graduates are prepared to make choices grounded in knowledge, science and creativity thanks to ESCP's unique pedagogical approach, which combines management, social and digital sciences in interdisciplinary programmes, a multicultural experience with required studies in several European cities, and partnerships with leading universities around the world.

Are you ready to redefine success with purpose? Choose ESCP.

**It all starts here, with you**



*Prof. Léon Laulusa*  
**Executive President and Dean**



*Prof. Francesco Venuti*  
**Academic Dean**  
of the Executive MBA & GMP programmes



*Manon Marinière*  
**Director of Studies**  
of the Executive MBA & GMP programmes

The Executive MBA and General Management Programme at ESCP Business School are truly transformational programmes. Participants are immersed in an extremely enriching and diverse learning environment with professors and industry experts from each of our campuses, and a wide range of classmates pushing each other to develop their collaborative skills in multicultural teams. They acquire both emotional and cultural intelligence throughout the journey. Mutual respect and a sense of inclusion are hallmarks of our class spirit. More than ever, our duty is to help participants become responsible leaders who will do business intelligently, who will make the right decisions in a turbulent world, respect the environment and natural resources, treat their employees fairly and ethically and thus ensure the long-term sustainability of their enterprise.

*Prof. Francesco Rattalino*  
**Executive Vice-President in charge**  
of Academic Affairs and Student Experience



*Prof. Véronique Tran*  
**Executive Vice-President in charge**  
of Executive Education and Corporate Relations





# A Diverse International Faculty

The ESCP Faculty endeavours to inspire participants and help them on their journey of personal growth towards an ambitious and exciting international career in today's diverse, complex and multicultural business world.



## *Prof. René Mauer* **BERLIN CAMPUS**

*Prof. René Mauer's area of expertise is entrepreneurial decision-making in new venture and corporate contexts. He has worked on projects with both SMEs and larger companies, such as BASF, BMW, Deutsche Post DHL and P&G. He co-owns a family business, co-founded a technology start-up, and was involved in a variety of other venture projects. He holds the Chair for Entrepreneurship and Innovation at ESCP Business School, and leads several programmes dealing with entrepreneurial leadership.*



## *Prof. Marie Taillard* **LONDON CAMPUS**

*Prof. Marie Taillard has a broad focus on creative approaches to marketing, particularly in relation to digitalisation. She is interested in how technology has transformed relationships between stakeholders in organisations, in particular the contribution to creating value with brands. She has worked for many brands, including American Express, Accor Hotels, L'Oréal and Lego, to analyse value creation in their interactions with customers. She is expanding her research as the Director of the Creativity Marketing Centre at the London Campus of ESCP Business School.*



## *Prof. José Ramón Cobo* **MADRID CAMPUS**

*Prof. José Ramón Cobo has worked as a project manager consultant, participating in major international R&D projects. He has implemented management solutions in Europe, Latin America and Asia, and his research focuses on a broad range of issues, including processes optimisation, organisational design of complex projects, entrepreneurship of industrial projects, and development of management skills in cross-cultural contexts. He is the lead researcher of a Fundamental Research Plan related to the management of international projects working in virtual environments.*

## *Prof. Frédéric Fréry* **PARIS CAMPUS**

*Prof. Frédéric Fréry's research focuses on strategy, organisation, and management of innovation. He has been a Visiting Professor at the University of Texas at Austin and Stanford University. He is the author of several books, case studies and articles, including "Competing With Ordinary Resources", published in the MIT Sloan Management Review; and is a regular contributor to Xerfi Canal videos on economy, strategy and management.*



## *Prof. Alessandro Lanteri* **TURIN CAMPUS**

*Prof. Alessandro Lanteri is Professor of Strategy and Innovation. An expert educator, he helps students and executives understand emerging technologies like AI and blockchain, and seize the opportunities of the Fourth Industrial Revolution. Alessandro works with multinationals, governments, international organisations, startups and family businesses across five continents.*

*His research has been published by top international publishers, including Harvard Business Review and MIT Technology Review, LSE Business Review, World Economic Forum Agenda and Forbes. His latest book "CLEVER. The Six Strategic Drivers for the Fourth Industrial Revolution" became a no.1 Amazon bestseller in Italy and UK. His next book, "Innovating with Impact" will be published in 2022 by The Economist.*





**ESCP Research Institute of Management** is a state-recognized research laboratory that allows ESCP not only to deliver a Doctorate degree independently but also to apply for national research funding such as the ANR funding.

ERIM also plays an important role in promoting research activities of ESCP Business School.

## Research Centres & Institutes

### BIG DATA RESEARCH CENTRE

#### CERALE

Centre for European / Latin American Research

#### CERS

Centre for Research in Sociology

#### CIM

Excellence Centre for Intercultural Management

#### CMC

Creativity Marketing Centre

#### ECDC

European Center for Digital Competitiveness

#### EMC

Energy Management Centre

#### HappyMgt

Happiness & Management Research Centre

#### IREFIM

Institute of Real Estate Finance and Management

#### SustBusy

Business & Society - Towards a Sustainable World

#### TIB

Teams in International Business

#### TMI

Talent Management Institute

## Chairs & Professorships

The ESCP Corporate Chairs and Professorships foster cooperation between companies and faculty on specific issues.

Corporate chairs and Professorships are an important component of the ESCP Business School research policy.

They are the ideal hub for reflection and sharing, allowing a company to pass on its expertise, support research and teaching activities and develop its employer brand.

### Chairs



- **Cartier** Chair "Turning Points"



- "Factory for the Future" Chair with **Safran**, Safran Aircraft



- "IoT" (Internet of Things) Chair in partnership with **Schneider Electric**



- ESCP – **BearingPoint** "Retailing 4.0" Chair



- **BNP Paribas** "Reinventing Work" Chair



- Institut Jean-Baptiste Say, in partnership with **Manutan**

### Professorships



- Professorship **KPMG** "New Generation Management"



- **L'Oréal** Professorship in Creativity Marketing



- **Real Estate Tech Innovation** programme with Monaco



- **Professorship RIU Hotels & Resorts:** ESCP as academic partner for CSR

# The GMP at a Glance

**Our General Management Programme (GMP) gives talented executives like you the insights and tools to lead strategically in today's competitive business environment.**



# 12

Months (part-time)



# 2

Intakes  
(September and January)



# 6

International  
campuses



# 10

Courses:  
Fundamentals of Business



# 80

Participants  
on average



# Learning:

In-Class, Online or  
Blended

# Customise your General Management Programme

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

The GMP represents 180 hours regardless of location, with all courses taught in English.

## Choose your intake

**January**

**September**

## Choose among 6 international campuses or online

Each core course is offered at multiple locations among our six international campuses. Because life can be unpredictable, you also have the option of taking your core courses online. You are free to select multiple campuses, dates and formats (online or in-person).

**Berlin | London | Madrid | Paris | Turin | Beirut | Online**





# Develop an In-depth Understanding of Business

**The General Management Programme shares the same core curriculum as the Executive MBA, ranked 2nd worldwide by the Financial Times (2024). The core curriculum empowers you with the cross-functional knowledge and managerial skills that international business leaders need.**

## **Strategy (24 hours)**

Analysing the environment & the firm, formulating & implementing strategy.

## **Marketing (24 hours)**

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

## **Finance (24 hours)**

Make finance & investment decisions by using appropriate methods & tools.

## **Economics for managers (24 hours)**

Understanding the macroeconomic & microeconomic environment in which companies operate.

## **Organisational behaviour (12 hours)**

Analysing individuals' behaviour within the workplace (teams, units and organisations) to achieve managerial success.

## **Entrepreneurship & Intrapreneurship (12 hours)**

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

## **Financial Sustainability Reporting (24 hours)**

Mastering financial accounting and navigating the evolving landscape of sustainability reporting for effective corporate reporting.

## **Management Control (12 hours)**

Collecting, processing, disclosing, and interpreting information for internal decision-makers.

## **Responsible Leadership & Sustainability (12 hours)**

Exploring transversal issues connecting sustainability grand challenges and specific business activities, industries and innovations. Learning to articulate the complementary levers to foster sustainability at the institutional, organisational and individual levels.

## **Supply Chain Management (12 hours)**

Optimising all company operations, including inbound & outbound logistics.

OR

## **Geopolitics (12 hours)**

Providing participants with an overview of the dynamics characterising the geopolitical and geo-economic contemporary landscape using theoretical and analytical tools.

OR

## **Data science for managers (12 hours)**

Embedding data science effectively in daily decision-making.

**After completing the 10 core courses of the General Management Programme (GMP), you may choose to seamlessly transition the ESCP Executive MBA, ranked 3rd worldwide by the Financial Times (2023).**

## Core Courses: a Personalised Path

	PARIS	BERLIN	LONDON	MADRID	TURIN	DUBAI	ONLINE
Strategy	✓	✓	✓			✓	✓
Marketing	✓	✓		✓	✓		✓
Finance	✓	✓	✓		✓		✓
Economics for managers	✓		✓	✓	✓		✓
Organisational Behaviour	✓	✓			✓		✓
Entrepreneurship & Intrapreneurship		✓	✓	✓			✓
Financial Sustainability Reporting	✓	✓			✓		✓
Management Control	✓		✓		✓		✓
Responsible Leadership & Sustainability	✓	✓	✓	✓			✓
Supply Chain		✓		✓			✓
OR							
Data Management	✓						
OR							
Geopolitics					✓	✓	
Research Seminar							✓

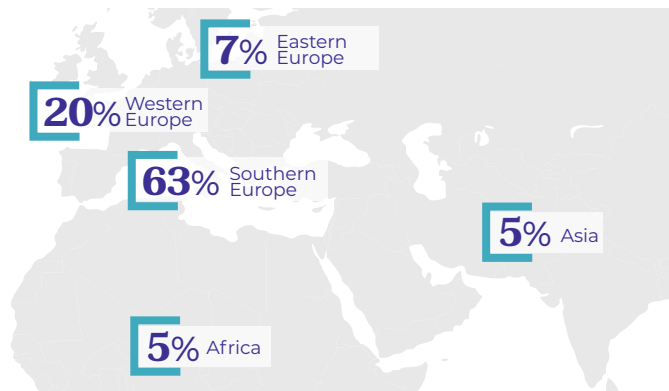
Please note that the core course locations are subject to change.

# Join a Highly Diverse Group

The ESCP GMP is aimed at talented managers and executives striving to take their career to the next level. Applicants should have at least 5 years of managerial experience and hold a minimum of a Bachelor's degree.

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

## Nationalities



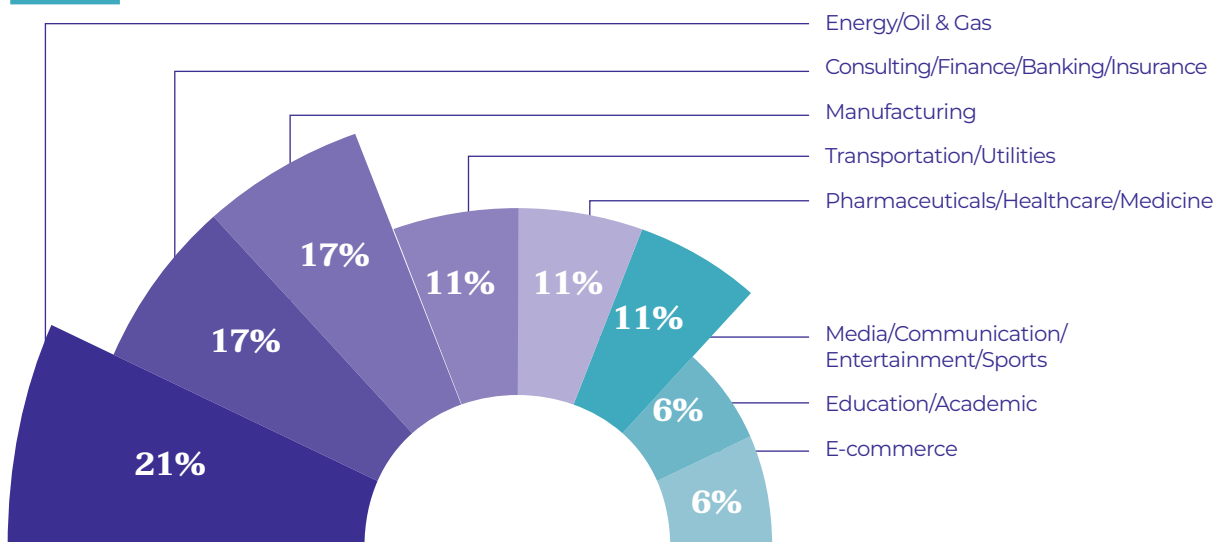
**80**  
participants

**14**  
Nationalities

**39**  
Average age

**13**  
Average years of  
work experience

## Sectors of industry







“

“Based in New York City, I was looking for a programme that provides practical learning and a collaborative learning environment to help me become a stronger business leader. The flexibility of the online programme allowed me to manage kids, a full time job and still accomplish my educational goals. A year later, I am still close to my GMP teammates and have developed great relationships. The GMP has been such an incredible experience that I decided to continue to the Executive MBA.

I believe ESCP offered me an opportunity US based business schools could not. Not only ESCP Business School has a strong and stable Executive MBA FT rankings over the years, but the diversity of cultures, backgrounds and industries is quite unique. Having a network mostly built in the US from my professional experience, ESCP opened the door to a more diverse network of relationships while pursuing a program recognized worldwide. I do trust companies are broadening their recruitment profiles and are looking for diversity in skills and experience. Last but not least, ESCP presents a richer number of options in terms of length of the program and locations.”

**Liam Ridley**  
Blended GMP 2021  
COO at Vix Technology

”

“

“The GMP consists of the core MBA modules which provide an excellent foundation and basis for understanding strategic, economic, financial, entrepreneurial and other essential business methods and models. This is combined with excellent teaching and research to deliver a deeper understanding of what makes successful organizations in today’s business environment. My experience was so positive, I decided to continue with ESCP and complete the Executive MBA - which has been consistently ranked amongst the best in the world.”

**Anne-Laure Marchal**  
Blended GMP 2019 • EMBA 2021  
Head of Cosmetics Vertical, Americas at  
Dollak Logistics



”

# Join the ESCP Executive MBA

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 #2 worldwide by the Financial Times, to reach your full leadership potential.

The 10 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:

## Flexible and Customisable Curriculum

# 10

Electives selected from over 50 specialised courses across Europe

# 5

International Seminars in Europe, Asia, Africa and the Americas

# 1

International Consulting Project (ICP), a real-case executive project in a multicultural team

## Duration after your GMP

# 18

 Months

# “

“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 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.”

**Maria Merry Del Val**  
GMP 2016 · EMBA 2018  
Director at MJ Hudson

# ”

# Admission Process

## How to apply?

### Admission Requirements

- A university degree: Bachelor, Master or equivalent in any discipline with at least 240 ECTS (4 years)
- 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\*).  
If you have worked or studied in English for at least 2 years, you will not be required to submit test scores related to English fluency.

### Admissions Process



#### **Step 1** Online Application Form

Online application at [escp.eu/gmp](https://escp.eu/gmp) to any ESCP 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 €325



#### **Step 2** Admission Interview

Admission interview by programme directors, faculty and alumni



#### **Step 3** Enrolment

Confirmation of enrolment and payment of deposit one month following acceptance.

For applicants residing in France, the programme is eligible for the VAE (Validation des Acquis de l'Expérience).





## Fees, Scholarships & Financing



### Tuition fees

Whichever track you choose, you can find the updated ESCP GMP tuition fees at [escp.eu/gmp](https://escp.eu/gmp)

#### Includes:

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

If you later decide to join the ESCP Executive MBA programme, you will then pay the remaining amount.

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



# ESCP GMP Contacts



## BERLIN

*Lucile Tronel*  
Berlin Campus Admissions  
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ltronel@escp.eu



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London Campus Admissions  
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Join us



Meet us  
**worldwide**



**ONLINE**



**ON-CAMPUS**



**AT FAIRS**

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

# General Management Programme

ESCP benefits from the best international accreditations.  
Our European campuses enjoy national recognition.



**5 European Higher Ed  
accreditations**

## **BERLIN**

Heubnerweg 8 – 10  
14059 Berlin,  
Deutschland

## **LONDON**

527 Finchley Road  
London NW3 7BG,  
United Kingdom

## **TURIN**

Via Andrea Doria 27  
10123, Torino, Italia

## **MADRID**

### **ARROYOFRESNO**

Arroyofresno 1  
28035 Madrid, España

### **MARIA DE MOLINA**

Maria de Molina  
28006 Madrid, España

### **NAVALMANZANO**

Navalmanzano 6  
28035 Madrid, España

## **PARIS**

### **CHAMPERRET**

6-8, av. de la Porte de  
Champerret  
75017 Paris, France

### **MONTPARNASSE**

3, rue Armand Moisant  
75015 Paris, France

## **WARSAW**

c/o Kozminski University,  
International Relation  
Office,  
57/59 Jagiellońska St.  
03-301 Warsaw, Poland

## **BRANCH CAMPUS**

### **DUBAI**

DIFC Academy  
Dubai International  
Financial Center  
Dubai, UAE