

A vertical image showing a view of Earth from space. The sun is rising or setting over the horizon, creating a bright starburst effect. The Earth's surface is visible on the right side, showing land and oceans. The background is a deep blue space filled with stars.

General Management Programme



[IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW





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ESCP Quick Facts

6 ESCP 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

A comprehensive portfolio

of 48 programmes: Bachelor, MiM, 28 Specialised Masters, MBA, 2 PhDs, 13 Executive Masters, EMBA, Global Exec PhD, as well as a custom and open programme offer

9,200+
students in degree
programmes representing

130
nationalities

The World's
1st
Business School
(est. 1819)

180
research-active professors
representing over 33 nationalities
across our campuses

Over **145**
academic alliances in Europe
and the world in 48 countries

5,000
high-level participants in
customised trainings and
executive education

75,000
active alumni in
over 200 countries
in the world



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

Montparnasse & Champerret

After more than 130 years on its historic campus in the 11th arrondissement, ESCP has launched the renovation of the République campus and temporarily moved to the 17th arrondissement for the duration of the project.

The modern Paris locations are situated in the south (14th) and west (17th) of intra-muros Paris. They enjoy easy access to all of the capital's major business districts.

TURIN

The Turin campus is located in a beautiful building with modern facilities. Turin is one of the main business centres of 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

Worldwide Financial Times

#3

European Business
School 2023

#1

Master in Finance 2023

#4

Master in Management
2023

#3

Executive MBA 2023

#13

Executive Education 2023

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



5 European Higher Ed
accreditations

ESCP

It all starts here

Founded in 1819 by economists and entrepreneurs, ESCP is the world's first business school.

For over 200 years, our mission has been to inspire and educate purpose-driven business leaders who will make a positive impact on business, society and the planet.

With six campuses in Berlin, Madrid, London, Paris, Turin, and Warsaw, ESCP is also the only pan-European business school.

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.

We are living in a world of transformations : ecological, technological and societal. To support companies and institutions as they face these challenges head-on, ESCP trains its learners to become purposeful leaders who are open to the world ahead, trained to think critically and to master ever evolving global issues.

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. We offer a unique 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. Simon Mercado
Executive Vice-President in charge of Global Development, Partnerships and Accreditation

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 at ESCP Business School is a truly transformational programme. 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 students and help them take their first step towards an ambitious and exciting international career in today's diverse, 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

CIMDI

Research Centre for Intercultural Management, Diversity, and Inclusion

ESCPSTAR

Centre for Sustainability Transformation Applied Research

ECDC

European Center for Digital Competitiveness

HappyMgt

Happiness & Management Research Centre

IREFIM

Institute of Real Estate Finance and Management

SustBusy

Business & Society - Towards a Sustainable World

TMI

Talent Management Institute

ESCP Corporate 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



• Mutual and Cooperative Banking for the Benefit of the Economy - **BPCE Chair**



• Responsible Innovation in Africa - **Groupe AXIAN**



• «Turning Points» Chair - **Cartier**



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



• Institut Jean-Baptiste Say - **Manutan**



• Real Estate Tech Innovation - **Government of Monaco**



• **BNP Paribas** "Reinventing Work" Chair

Professorships



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



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

• Professorship in International Corporate Governance - **KPMG**

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



9

Courses:
Fundamentals of Business



79

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 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 (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.

Corporate Finance (24 hours)

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

Managerial Economics (24 hours)

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

Managing People & Organisations (24 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 & Managerial Accounting (24 hours)

Collecting, processing, disclosing, & interpreting information for decision-makers, either for external users (financial accounting) or for internal ones (managerial accounting).

Responsible Leadership & Sustainability (12 hours)

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

Core Courses: a Personalised Path

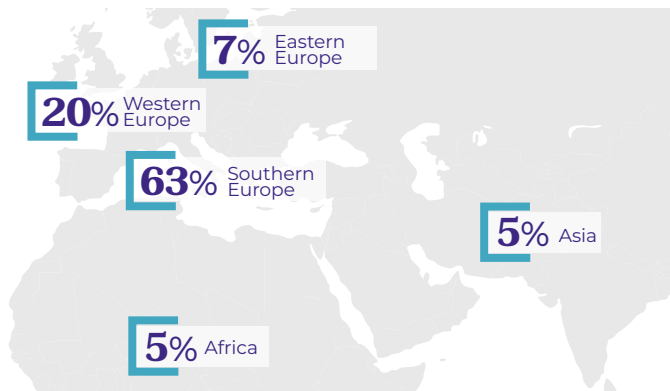
	BERLIN	LONDON	MADRID	PARIS	TURIN	ON LINE
Corporate Strategy	✓	✓		✓		✓
Marketing	✓		✓		✓	✓
Corporate Finance	✓			✓	✓	✓
Managerial Economics		✓		✓	✓	✓
Managing People and Organisations	✓			✓	✓	✓
Responsible Leadership & Sustainability		✓	✓	✓		✓
Entrepreneurship & Intrapreneurship	✓	✓			✓	✓
Financial and Managerial Accounting	✓			✓	✓	✓
Supply Chain Management	✓		✓			✓
OR						
Geopolitics					✓	
OR						
Data Science for Managers				✓		

Share with 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



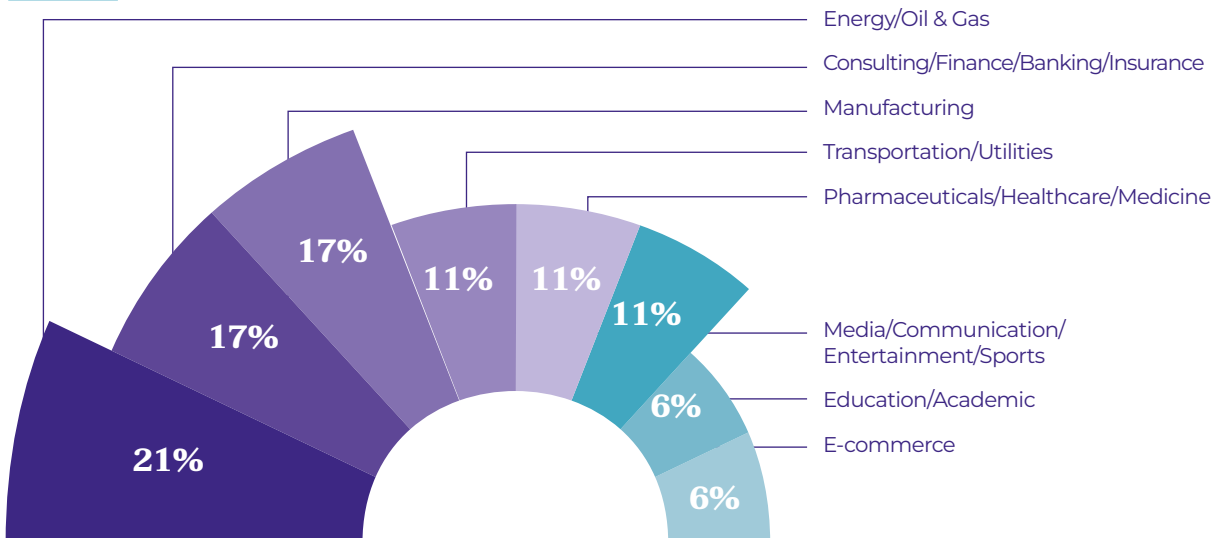
79
participants

14
Nationalities

39
Average age

13
Average years of work experience

Sectors of industry





“

“Based in New York City, I was looking for a program that provides practical learning and a collaborative learning environment to help me become a stronger business leader. The flexibility of the online program 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 EMBA 2021
Head of Services at Vix Technology

”

“

“The GMP consists of 9 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
Global Operations Manager · Flexport



”

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 #5 worldwide 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:

Flexible and Customisable Curriculum

10

Electives selected from over 50 specialised courses across Europe

5

International Seminars in Europe, Asia 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.”

María Merry Del Val
GMP 2016 · EMBA 2018
Partner at Attalea Partners

”



Admission Process

How to apply?

Admission Requirements

- A 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*). 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/emba 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 €300

→ 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

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



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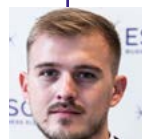
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Join us



Meet us
worldwide



ONLINE



ON-CAMPUS



AT FAIRS

Check our website
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

Corso Unione Sovietica,
218 bis
10134 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