

ESCP
EUROPE
BUSINESS SCHOOL



18⁺⁺
2019
BICENTENARY

BERLIN
LONDON
MADRID
PARIS
TURIN
WARSAW

Master in International Food & Beverage Management

Studies at Turin and Paris campuses

DESIGNING TOMORROW



affiliated to



CCI PARIS ILE-DE-FRANCE

ESCP Europe quick facts

6

urban campuses

1st

The World's
Business School (est. 1819)

130

academic alliances worldwide

6,000

students in degree programmes
representing **100** different
nationalities.

60,000

Alumni in more than **150** countries.

3

international accreditations
AACSB, EQUIS and AMBA

155

research-active professors
representing 20 nationalities

A full **portfolio**

Bachelor, Masters, MBAs, PhDs
and Executive Education

5,000

managers and executives in
executive training each year



**BEST MASTERS
RANKING 2019**
eduniversal

FOOD AND BEVERAGE
WORLDWIDE
www.best-masters.com

Accreditations



AACSB
ACCREDITED



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

Why choose the Master in International Food & Beverage Management?

BUSINESS LINKS

Strong **partnerships** with **leading companies** in the Food & Beverage industry:

- **Corporate network** involvement at each step of the learning experience, through seminars, consultancy projects, company experiences, internships and career days
- **Testimonials:** The entrepreneur's point of view on how to develop potentially successful ideas, tips and tricks from Food and Beverage experts, professional talks on how to improve your personal network.



THEORY MEETS PRACTICE

Interactive and **practical methodology** to enhance the learning experience in this vast and complex industry:

- **Company Experiences:** more than 20 days of company experiences, meeting top managers and tasting products in beautiful territories like Piedmont, Tuscany, the Italian Food Valley and the Champagne Region
- **Consultancy Project:** professional project carried out in collaboration with companies by multicultural groups of five students
- **“Chef for a week” at ALMA International School of Italian Cuisine in Parma:** participants will experience being a Chef for one week, and learn directly from great culinary masters how to manage complexity and unleash creativity.



Who applied?

Student profiles

61% international students, **9** nationalities
54% women, **46%** men

Class of 2018 background

37% Marketing & Communication

10% Engineering

10% Hospitality Management

10% Pol. Sciences & Int. Relations

7% Economics

26% Others



Testimonial



Michelle Vandamme, Belgium

MSc in International Food&Beverage Management
Class of 2017

“After finishing my studies in bio-science engineering I chose to start this programme to broaden my knowledge of the food industry. I already knew how food products were made, but I was missing the link to the consumer and how to offer innovative & profitable products.

What makes this master unique is that it provides a good balance between theoretical lessons, testimonials and company visits along with a hands-on company project. You get the opportunity to establish your network and set the direction to steer your future career. Over and above that, the diversity among students gives you the experience to work with different cultures and points of view, a real added value if you're looking for an international career.”

Testimonial



Andrea Conti, Italy

MSc in International Food&Beverage Management
Class of 2017

“IFBM was a life-changing experience that helped me pursue my dream of working in Marketing for a multinational F&B company. Through the program I developed both my hard and my soft skills and the right mindset to approach the job market. What enriched me most was the level of diversity in the class. It was amazing to have classmates with different backgrounds and from all over the world who shared my own passion for food. Over and above that the school's vast network gave me the opportunity to interact with top Managers of leading companies and achieve a unique perspective on the F&B industry.”

What will I study?

Structure, content, methodology

Students can obtain the German Master of Science Degree by choosing to study an extra 6 months in Berlin.



1 st TERM	TURIN
<ul style="list-style-type: none">• Opening session case• Statistics basics and analytics• Marketing Principles in Food & Beverage• Financial Accounting in Food & Beverage• Managerial Economics: micro foundations in F&B• Research methods I• Sales Management in f&b• Understanding Food and Beverage's Financial Challenges• Digital strategy for f&b	

2 nd TERM	TURIN
<ul style="list-style-type: none">• Corporate Strategy: successes, failures and challenges in the F&B industry• Family business & start up in the f&b• Effective communication• Advanced Finance and Management models for f&B (ELECTIVE)• Big data & Business analytics (ELECTIVE)• HR Management & cross cultural dynamics in f&b• International Business Law & food regulations	

3 rd TERM	PARIS
<ul style="list-style-type: none">• Supply Chain & Operations in the F&B industry• Negotiations in an Intercultural Context• Trade, Retail & Category Marketing in the F&B industry• Marketing of Innovations and New Product Development• Sustainability and Risk for F&B Companies• Customer Value Management	

THESIS

INTERNATIONAL INTERNSHIP
<p>The school provides Career Office Services such as: CV seminars, One-to-one coaching: Social media strategy for career success, Career days featuring international companies; one per campus, open exclusively to ESCP Europe students, dedicated newsletter and intranet service, networking events with Alumni and Managers.</p>

..... September

TURIN
1^o Term

..... December

TURIN
2^o Term

..... April

PARIS
3^o Term

..... June

..... Thesis

..... International
Internship

..... December

Class of 2018 job survey

**Less than 3 months
after graduation**

77% are employed

87% have a job with
an international dimension

In which sectors



In which areas



Testimonial



Alliana Bovell, Jamaica
Msc in International Food&Beverage Management
Class of 2017

“Before starting this Master at ESCP Europe, I hoped that it would give me an insight into the F&B industry before I dived head first into it. I knew I wanted to become a Restaurateur, but I had no real knowledge of how to go about doing that. This programme was what I needed to help me reach my career goals. Moreover, I had also hoped that I would not only learn about F&B Management from my professors and experts in the field, but that I would learn from my peers around me. Meeting people from different cultures, and traveling to some of the best and most beautiful places in the world, to learn together and from each other was my highest expectation, and the most fulfilled.”

Career opportunities

Some examples of your future career:

- Marketing Manager
- Brand Manager
- Product Manager
- Food & Beverage Department Manager
- International Regional Manager
- Communications Manager
- Export-Import Manager
- Entrepreneur
- Supply Chain Manager
- Product and Business Developer



Who should apply?

Requirements

- A Bachelor or Master Degree in any field of study
- Fluency in English (a second foreign language is a plus)
- Previous work experience in the Food & Beverage sector is a plus
- Real motivation to join the Master and for a high-level career in this industry

Admission Process

The admission process is divided into 3 steps:



APPLICATION ON-LINE

Online Application at:
<https://aurion.escpeurope.eu>



PROFILE REVIEW

TOEFL* or IELTS* scores &
GMAT scores



PERSONAL INTERVIEW

Personal interview if eligible

OR

ESCP Europe written tests:
SHL online test + English tests

*Minimum C1 level.

A valid English certification is needed for all applicants that do not intend to do the personal interview on campus.

2020 Tuition fees

€27.000

Tuition fees cover all lessons and materials as well as "Chef for a Week" in the Italian Food Valley, all company visits in Piedmont, Tuscany and the Champagne Region for a total of more than 20 days, consultancy projects, speeches and all other highly interactive activities.

Admission Contact



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The Master in International Food and Beverage management reserves the right to make changes affecting policies, fees, curriculum or any other details specified in this publication.
Please check the website for updated information.



European Business Schools
Ranking 2019

Master in International Food & Beverage Management

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