

MASTER/ GRANDE ÉCOLE

ESCP-EAP

A unique multi-campus multi-degree
European Master's in Management



ESCP-EAP

LONDON PARIS BERLIN
MADRID TORINO

European School of Management

■ ESCP-EAP at a Glance

- ESCP-EAP is Europe's only business school with campuses in five major cities: Paris, London, Madrid, Berlin, and Turin
- 125 full-time faculty, 45 visiting professors and over 700 adjunct lecturers and business professionals
- 3,250 graduate students representing over 88 nationalities, and over 3,000 participants in executive education programmes each year
- 27,000 alumni in over 70 countries
- AACSB and Equis accreditations (schoolwide); AMBA accreditation (MBA programmes)
- 50 Partnerships with universities in 28 countries. 11 exchange programmes offering double degrees.



■ Contents

■ An Introduction to ESCP-EAP	4-5
■ The ESCP-EAP Master/Grande Ecole Programme	6-7
■ Study Tracks and Options	8
■ International Partner Universities	9
■ Programme Curriculum and Academics	11-13
■ Faculty and Research	14-15
■ Internships and Career Development	16-17
■ The ESCP-EAP Alumni Association	18
■ Campus Life and Practical Information	19-20
■ Admissions	21-22
■ Other Programmes at ESCP-EAP	23

ESCP-EAP reserves the right to revise policies, fees, curricula, or any other matters addressed in this publication. The information herein is accurate as of May 2005.





Success...

Success in the twenty-first century business world increasingly means mastering intercultural decision-making skills and communication. To meet the challenges of a dynamic international environment, future leaders must understand and thrive on cultural difference, change, and global transformation.



ESCP-EAP's educational approach is as much about process as end results. This is the school's key advantage: students adapt their curriculum and in-company internships according to their interests and career goals and develop decision-making capacities at the same time. ESCP-EAP Master's in management, in both structure and content, fosters the cross-fertilisation of ideas. This takes the form of peer-learning among students as well as more formal learning with faculty. International study tracks, study and internship options in different countries give students further opportunities to work and learn in several languages and cultures during the course of their studies.

This is possible thanks to the multi-campus structure of ESCP-EAP, the only business school in the world integrating 5 campuses in 5 different countries.



ESCP-EAP is a trailblazer in integrating theoretical learning with practical, applied experience across cultures. The school's world-class faculty and close ties to companies throughout Europe and worldwide, ensure integration of classroom learning with in-company work experience. Teamwork, interdisciplinary research, in-company projects, and specialisation options further allow students to custom-tailor the programme according to individual skills.

ESCP-EAP Master/Grande Ecole graduates confidently enter the job market with the knowledge, adaptability and expertise to manage diversity.

We look forward to welcoming you to our school.

Pr. Pascal Morand, Dean ESCP-EAP
Pr. Jérôme Bon, Associate Dean ESCP-EAP
Pr. Delphine Manceau, Associate Dean, Master Grande Ecole ESCP-EAP

■ What is ESCP-EAP?

ESCP-EAP's mission is to deliver an outstanding business education for successful international and multicultural careers anywhere in the world. Reaching beyond geographical and cultural barriers, ESCP-EAP is uniquely positioned to develop the capacity to manage change and diversity.

ESCP-EAP has 5 campuses in Europe: in Paris, London, Madrid, Berlin and Turin, and 50 partner universities worldwide. Students take courses in several languages, countries and in specialised topics in international business. An integral part of the ESCP-EAP experience is constant exposure to diverse backgrounds, studying, living, and working in different countries.

The learning process is interdisciplinary and infused with multicultural dimensions on every level. With an exceptionally diverse student body and faculty with trans-national research experience and expertise, ESCP-EAP develops personal growth, management knowledge and decision-making skills.



200 Years of Tradition

ESCP-EAP was founded in 1819 as the Ecole Supérieure de Commerce de Paris. It was established by visionary entrepreneurs as the first school in the world entirely dedicated to the study of management and international business.

Trailblazer in Pedagogical Innovation

In 1999, ESCP merged with the EAP European School of Management, a multi-campus European business school founded in 1973. Building on nearly 200 years of tradition and expertise from two outstanding institutions, ESCP-EAP is in the vanguard of cross-border research, programme design, teaching, and corporate education.



5 Campuses in 5 Countries

Paris

The Paris campus is conveniently located in the centre of the city. It is the largest of the five campuses and hosts the greatest number of faculty and students. A leader in higher education in France, ESCP-EAP Paris hosts international conferences and events year-round. With extensive campus facilities and over 50 active student clubs and associations, a strong sense of school spirit and community prevails.

London

ESCP-EAP London is located on an urban campus in the centrally-located neighbourhood of Hampstead in North West London. ESCP-EAP students have access to City University of London's facilities and services, including the university library. ESCP-EAP London is a member of the ABS (Association of Business Schools).

Berlin

Nationally recognised in Germany as a "wissenschaftliche Hochschule" ESCP-EAP Berlin has an established reputation in the region. The campus is located near Charlottenburg Castle and its surrounding park. The school's nineteenth century building has recently been renovated, and is host to numerous events, conferences and lectures on European business issues.

Madrid

The Madrid campus is surrounded by parks and gardens in the residential area of Puerta de Hierro, near the "Ciudad Universitaria." The campus has an open and friendly atmosphere and well-equipped facilities. ESCP-EAP Madrid maintains close ties to local and national businesses.

Turin

The Turin campus is the most recent addition to ESCP-EAP's cross-border network. It maintains strong ties to Italian and international companies, which actively participate in its governance. The campus operates in partnership with the Faculty of Economics of the Università degli Studi di Torino. Funded in part by corporate contributions, the facilities and equipment are state-of-the-art.

ESCP-EAP's campuses are located in Paris, London, Madrid, Berlin and Turin. The unique 5-campus system fosters close relationships with local companies for optimal internship and career recruitment opportunities.



■ The ESCP-EAP Master/Grande Ecole Programme

A Unique Multinational, Multilingual and Multicultural Experience



The ESCP-EAP Master/Grande Ecole programme is consistently ranked among the top graduate programmes in management in France and Germany, and among Europe's best business schools. ESCP-EAP is a member of the French Conference des Grandes Ecoles, and awards the prestigious Diplôme Grande Ecole, considered a passport to successful careers in France and worldwide.

Students with two to four years of university-level studies complete the programme in two or three years, depending on previous studies. The programme is academically rigorous and demanding. Academic engagement and performance required, as is a high level of personal commitment and immersion in intercultural contexts.

In 1819 ESCP was founded as part of the Grandes Ecoles system. The "Grandes Ecoles" represent the best of French higher education and their degrees are much appreciated by employers. Two thirds of the CEOs of the France's top 100 companies, and many high-ranking officials in the public administration are graduates of a Grande Ecole.

ESCP-EAP brings together 2 unique strengths: the elite spirit of a Grande Ecole and the European focus of a multi-campus organisation.

The 2-Year Programme

Students with a bachelor's degree or equivalent begin their studies in Paris and can choose to spend one or two semesters at any one of the school's 50 international partner universities.

The 3-Year Programme

Students choose the European track or the Paris-International track:

- The European track is a three-country study programme with one year spent on each of three of the five ESCP-EAP European campuses in Paris, London, Berlin, Madrid and Turin. Depending on the track chosen, graduates can receive up to three internationally recognised degrees:
 - Grande Ecole degree (France)
 - European MSc. in Management (UK)
 - Diplomkaufmann/frau (Germany)
 - Laurea Magistrale (Italy)
- The Paris-International track combines study in Paris with study abroad at any one of the school's 50 international partner universities.

■ The ESCP-EAP Master/Grande Ecole Programme

ESCP-EAP Master/Grande Ecole students share high potential as future leaders eager to meet the challenge of globalisation and strong motivation to embark on an intercultural, cross-border business education and career in management.

This is reflected in the programme's diverse student body:

- 2,400 ESCP-EAP Master's students across the 5 campuses representing over 88 nationalities
- Close to 50% of students are recruited internationally and represent a broad range of educational backgrounds
- 200 international visiting exchange students study on the Paris campus each year

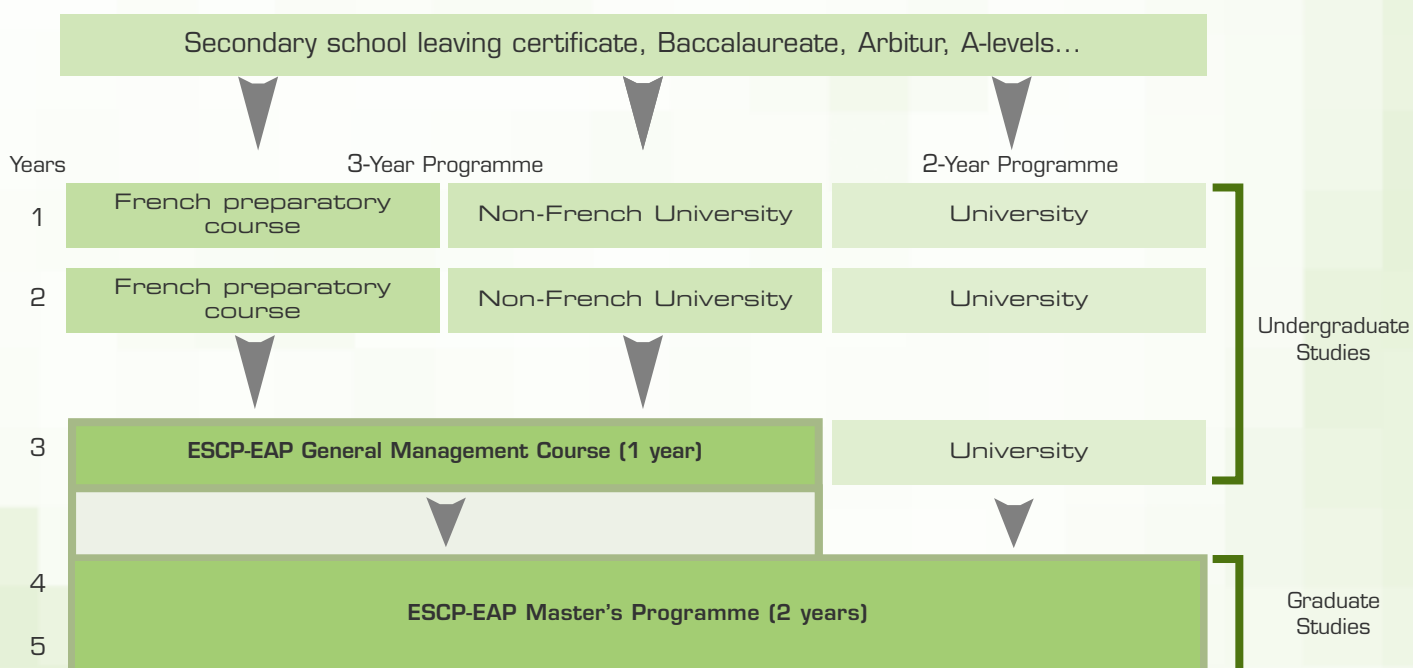
World-class faculty and research

125 full professors representing 15 nationalities, plus 45 visiting faculty teach on the school's five campuses. ESCP-EAP also welcomes over 700 guest lecturers and business professionals who contribute to ESCP-EAP programmes each year.

Career development

Graduates of the Master/Grande Ecole are especially well-positioned for success. Students enjoy access to a global network of 25,000 ESCP-EAP alumni worldwide, and ties to companies around the globe. Students benefit from regular opportunities developed by the school's company relations team:

- Guest lecturers and presentations from business leaders
- Internships and in-company experience
- Annual recruitment fairs in Paris and Berlin, presentations, company visits and interviews on all campuses
- A unique alumni sponsorship program
- Annual employment placement survey



Study Tracks and Options

The 3-Year Programme

Candidates have studied for at least 2 years at the undergraduate level at business preparatory schools in France, or at universities in other countries. 500 students are selected from over 4,400 applicants through highly competitive entrance examinations.

The 3-year programme begins with the year-long General Management Course, a pre-requisite for the 2-year Master's programme.

European Track (3 Years)

Students choose to study one year on each of three of the five ESCP-EAP campuses. These integrated, cross-border track involve study in three countries and three languages. Coursework and internships are in the local language, immersing students in different cultures. European track students can earn up to three national degrees depending on the track chosen.

Paris-International Track (3 Years)

Students can combine study on the Paris campus with one or two semesters at one of ESCP-EAP's international partner universities. Certain exchange programmes offer possibilities to obtain double degrees (MBA, Master's in Professional Accounting, Diplomkaufmann/frau).

The 2-Year Programme

Candidates for admission are high-achieving students who already hold a university degree, Bachelor's, or equivalent representing at least three years of post-secondary level studies. Entrance exam requirements are determined by whether previous studies have been completed in France, or another country.

Admitted students have completed studies in diverse disciplines, including:

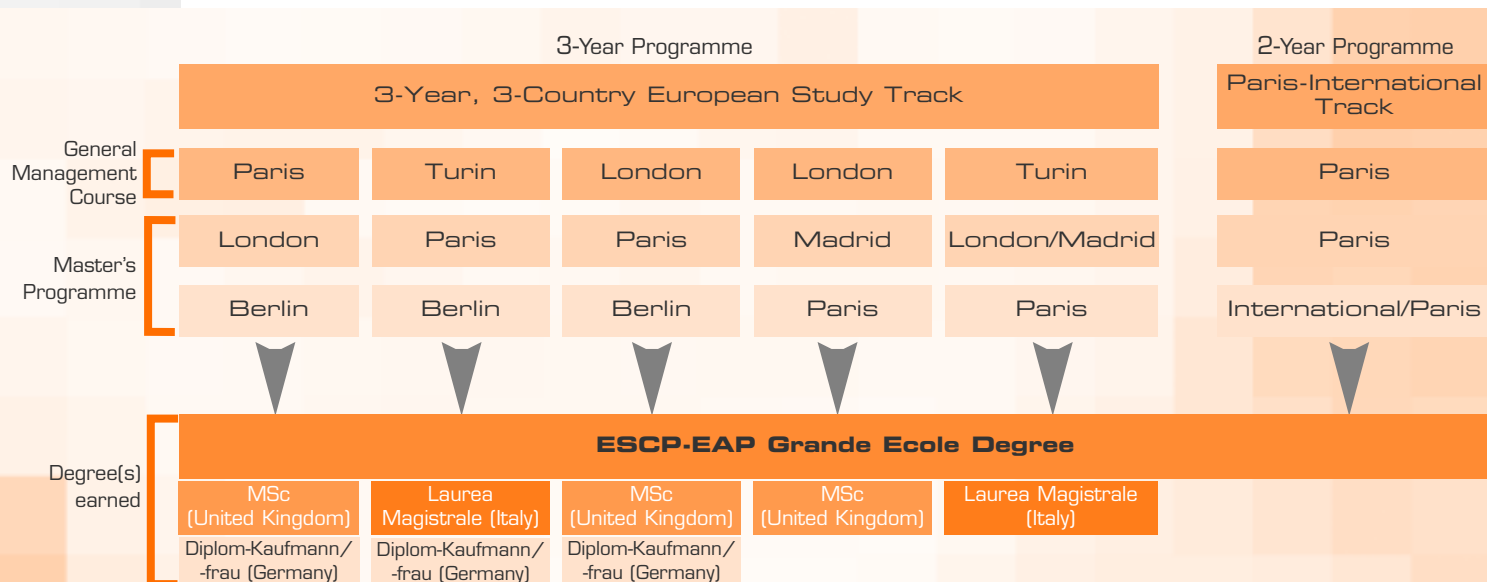
- Business Administration & Management
- Economics
- Engineering & Sciences
- International Business & Modern Languages
- International Relations
- Law
- Political & Social Sciences

Paris-International Track (2 Years)

Students begin their studies on the Paris campus, and then can choose to spend one or two semesters at an international partner university. Certain exchange programmes offer possibilities to obtain double degrees.

London-Paris track (2-Years) for non-European students under certain conditions.

ESCP-EAP Master's/Grande Ecole Study Tracks & Degree Awards



50 International Partner Universities in 28 Countries

Europe

Universität Wien **Austria**
Ecole de Commerce Solvay, Université Libre de Bruxelles (ULB) **Belgium**
Vysoka Skola Ekonomicka (VSE), Prague **Czech Republic**
Aarhus School of Business **Denmark**
Helsinki School of Economics and Business Administration (HSEBA) **Finland**
Humboldt Universität, Berlin **Germany**
Handelshochschule Leipzig **Germany**
Technische Universität Berlin (TUB) **Germany**
Wissenschaftliche Hochschule für Unternehmensführung - (WHU) **Germany**
University of Dublin, Trinity college **Ireland**
Libera Università Internazionale degli Studi Sociali (LUISS), Rome **Italy**
Università Ca' Foscari, Venice **Italy**
Norwegian School of Management, Sandvika - Oslo (BI) **Norway**
University of Economics, Bratislava **Slovakia**
University of Economics, Cracow **Poland**
Universidad Complutense, Madrid (UCM) **Spain**
Universidad de Deusto, Bilbao **Spain**
Lund University **Sweden**
Hochschule St-Gallen **Switzerland**
Aston Business School **United Kingdom**
City University Business School (CASS), London **United Kingdom**
Lancaster University **United Kingdom**
University of Bath **United Kingdom**

Middle East & Africa

University of Tel-Aviv **Israel**
University of Stellenbosch Business School **South Africa**

Incoming exchange students are
also accepted from

Ecole Supérieure des Affaires (ESA), Beirut, Lebanon
University of Economics, Poznan, Poland
Kiev National Trade and Economics University, Ukraine

Americas

Universidad de San Andres, Provincia de Buenos Aires **Argentina**
Fundação Getulio Vargas, Rio de Janeiro **Brazil**
Simon Fraser University, Vancouver **Canada**
University of Toronto **Canada**
HEC Montréal **Canada**
Pontificia Universidad Católica, Santiago **Chile**
Tec de Monterrey (ITESM) **Mexico**
Universidad del Pacífico, **Peru**
University of Illinois, Urbana-Champaign, IL **United States**
Purdue, Krannert School of Management, IN **United States**
Babson College, (Wellesley) Boston, MA **United States**
Red Mc Combs Business School, Austin, TX **United States**
College of William & Mary, Williamsburg, VA **United States**
University of Washington, Seattle, WA **United States**
University of Wisconsin, Madison, WI **United States**

Asia/Pacific

Bond University, Gold Coast **Australia**
Indian Institute of Management of Ahmedabad (IIMA) **India**
Indian Institute of Management of Lucknow (IIML) **India**
Indian Institute of Management of Calcutta (IIMC) **India**
Indian Institute of Management of Kozhikode (IIMK) **India**
Management Development Institute (MDI), Gurgaon **India**
Chuo University **Japan**
Kobe University **Japan**
Osaka University **Japan**
Kaist Graduate School of Management **Korea**
Asian Institute of Technology, School of Management, Bangkok **Thailand**



■ Anita

Germany/Russia

Class of 2005

I chose ESCP-EAP because I wanted to do something different. I was looking for hands-on learning, teamwork and presentations instead of rote memorisation and overcrowded lecture halls. These days, you need to differentiate yourself from the crowd if you want to be successful. Now I can speak five languages, I have made friends from all over the world, and I have a better understanding of business in different cultural contexts. It's easy to get interviews since the school represents mobility and creating global citizens with a strong academic business background. My internships in New York, Madrid, London and Sydney helped me get an offer from McKinsey in Madrid after graduation.



■ Henry

France/United States

Class of 2007

I've always been interested in politics and international affairs, so ESCP-EAP was a natural choice for me. The school's prestige and strength of the academic curriculum were also important factors in choosing the school. After graduating from preparatory school in Paris, I had to choose among several Grandes Ecoles, but ESCP-EAP is known for being both academically strong and by far the most international. I have dual-nationality (French and American), so a school that emphasizes intercultural relations is especially important for me on both a personal and academic level.



■ Quoqun

China

Class of 2006

I first heard about ESCP-EAP from alumni from my university in Beijing. The school's great reputation in China, and its location in central Paris helped me make the decision to apply. After I graduate, I hope to stay and work in Europe for a year or two. Work experience in Europe, and speaking French and English will definitely give me an edge in the fast-growing job market in China, especially in finance, which is my area of specialisation. Next year, I plan to spend a semester at an American university, to complement my coursework in Paris.

■ Academics

The General Management Course

The first year of the 3-year programme is designated as the General Management Course. It is offered on the Paris, London and Turin campuses, in French, English and Italian. The curriculum is standard to all three campuses and provides the necessary knowledge base in preparation for the Master's programme.

The curriculum consists of nine required core courses in management, language classes, interdisciplinary projects, and internships totalling 60 ECTS credits (525 hours) of instruction over the school year. Evaluation is based on both written reports and oral presentations.



Course Objectives

The General Management Course aims to ensure that students:

- master the fundamentals of management
- develop the ability to work as part of a multicultural team
- expand information technology skills

Core Courses

- Financial Accounting
- Economics
- Quantitative Methods
- Principles of Marketing
- European Business Law
- Costs and Decisions
- Financial Analysis
- Psychology and Management
- Computer Skills
- Languages (2 required)



Interdisciplinary Courses and Projects

- **Humanities and Social Sciences** - a course focusing on analysing the international, social, political and historical context in which businesses operate.
- **Business Project** - a year-long interdisciplinary case-study in small, multicultural teams based on traditional research, in-company interviews and observation.
- **Personal Development electives** - sport, music, an additional foreign language, or extra-curricular activities.
- **Internship** - at least 9 weeks of in-company experience are required (12 weeks for the European track).

■ The Master's Programme

The Master's programme brings together entering graduate students with those who have completed the ESCP-EAP General Management Course.

On all four ESCP-EAP campuses (Paris, London, Madrid and Berlin) where the Master's programme is offered, the curriculum consists of:

- Core courses
- Interdisciplinary projects
- A research project
- Electives and language courses
- In-company internships (degree requirement of 39 weeks minimum)

Coursework represents 120 ECTS credits (600 hours) in total over the two years.



Research Project

A theory/praxis based scholarly work on a relevant business topic of the student's choice to:

- develop skills in problem identification, formulation, and critical analysis
- choose and apply appropriate research methods
- collect and interpret relevant data

Master's Programme Core Courses

- Corporate Finance
- Operations Management
- Organisation and Management
- Human Resource Management
- European Law and Taxation
- Management Control
- Strategy
- Marketing
- Organisational Behaviour
- Economics
- Languages (2)

Students who have previously completed equivalent coursework at another institution may request exemptions from certain core courses, though the total credit requirement remains the same. Remaining credits are earned with electives.

3-Year programme students take Marketing, Organisational Behaviour and Economics during the General Management Course. They are therefore exempt from these courses during the Master's programme. Students choose electives to meet total credit requirements.

Recent Student Research Projects

- Manav Arora, India, *Tourism Industry Development: A comparative analysis of India and France*
- Virginie Charles, France, *Entrepreneurs Managing Uncertainty: A cross-cultural comparison with reference to France and the US and the United Kingdom*
- Thibaut Desire, France, *Risk Management in European Football Clubs: Sport's hazard vs. economic performance*
- René Elio Palacios, Bolivia, *The Economic and Social Impact of Micro-credit in Bolivia*
- Marta Ravani, Italy, *Defining European Cinema: Cooperative strategies for the establishment of a new economic and cultural asset*
- David Stafford, Ireland, *Polluter Pays Principle: Controlling CO2 emissions from household fuel consumption case study of the Irish Carbon Tax*

■ The Master's Programme

Specialisation

Students can adapt the curriculum to personal interests and career goals by taking courses representing 20 - 25 ECTS credits (120 to 150 course hours) in a specialised field of business and management. Specialisation options include:

- Organisation & Consulting
- International Business & Project Management
- Public Administration & Management
- Finance
- General Management & Strategy
- Marketing
- Economics
- Audit & Accounting
- Legal & Financial Planning

Electives and Languages

A broad spectrum of electives is available to students. They include not only business topics, but interdisciplinary courses on geopolitical, social and cultural issues. Courses taken at partner universities are considered as electives. European track students may have additional required courses to meet specific national degree requirements.

Language courses are adapted to students' level of proficiency. Fluency in English and French is expected at the completion of the Master's programme. Most ESCP-EAP students are proficient in three or more languages upon graduation.

European track students must be proficient in the languages that correspond to the track chosen (German, Italian, and/or Spanish).

Gap Year Option

Many students choose to take a year or semester off between the two years of the Master's programme to gain additional in-company work experience. This option helps students pursue career goals through relevant professional experience.

■ Edwige

Ivory Coast

Class of 2006

There is a lot of flexibility in the courses we can choose from. My specialisation is audit and accounting, which allows me to work towards a finance and accounting degree in parallel with my ESCP-EAP Master's. In my first year, I did an internship at a bank in the Ivory Coast, and last summer, I had a position at Ernst & Young that taught me a lot about different career possibilities in my field. On campus, I'm a member of ABC (Africa Business Club), a student group that explores business and development opportunities in Africa. We have dinner-debates and events with other student groups, like HEC Afrique-Antilles and X-Afrique.



■ Faculty and Research

ESCP-EAP's highly qualified and accomplished faculty is the school's core asset. High priority is placed on continued faculty development, academic excellence and innovative research. With over 15 nationalities represented across the five campuses, ESCP-EAP professors are in the vanguard of their fields.

Teaching Activities

ESCP-EAP's 125 permanent faculty members design and co-ordinate courses and presentations for nearly 700 external contributors, including over 45 visiting and affiliate professors each year, lecturers, and guest speakers.



Corporate Involvement

Through business experience, consulting activities, and executive education, faculty members bring both practical and academic knowledge to the ESCP-EAP classroom. Course content benefits directly from on-going research projects in collaboration with local and international businesses.

Research and Publications

ESCP-EAP professors have published over a hundred works in 2005 including general publications, theses, research case studies, as well as numerous articles in the most prestigious international academic reviews, namely the Journal of Marketing Research, Sloan Management Review, Journal of Marketing, European Accounting Review, Financial Management, Organizational Dynamics, Management Accounting Research and the European Journal of Finance.

ESCP-EAP Faculty Publications and Research in 2005

■ Books.....	46
■ Book Chapters.....	30
■ Articles (peer-reviewed, journal and press).....	71
■ Case Studies	4
■ Conference Proceedings.....	44
■ Conference Presentations	58

Research Centres

Interdisciplinary research unites faculty and promotes cross-pollination of ideas and research. Faculty-directed cross-campus centres include:

- **CERALE - Centre for Latin America-Europe Studies**
Director - Florence Pinot de Villechenon
- **CERIDICE - Centre for Retail and E-Commerce Studies**
Director - Dr. Marc Dupuis
- **Centre for Cross Cultural Management Research**
Director - Dr. Terence Jackson
- **CREPHE - Centre for Research in Economic Philosophy** - *Director - Dr. Philippe Nemo*
- **GTI Lab - Centre for Research in Technology and Innovation Management** - *Director - Dr. Daniel Rouach*

■ Pascale Delvaille

Professor Audit and Accounting

From a teaching standpoint, the mix of nationalities in the ESCP-EAP classroom creates a rich dialogue and exchange of ideas. Students give real-life examples from diverse experiences from around the world. They are in general remarkably open. Professionally, the synergy among the faculty on the five ESCP-EAP campuses, and the international partner schools create a wealth of opportunities for international projects. Recently, I worked on a new research project with professors in Germany, Italy and the US on international accounting standards in Europe, and their impact on the US. I'm looking forward to an upcoming research visit to the University of Texas in Austin to exchange ideas and discuss new research proposals with colleagues in the US.



■ Jacky Boudeville

Professor Department Head, Strategy

I'm currently a member of a working group of consultants and academics on information systems with Syntec and McKinsey, which is a very interesting collaboration. It's not only rewarding for us, but projects like this ultimately benefit the students, too. Having continuous, first-hand experience in companies, helps make the connection between academic research and real-life applications. I've also been a visiting professor in Peru, Argentina, and the Ivory Coast, where I helped design a new graduate programme in management at the university. Since we can deliver courses in other programmes at the school such as the Specialised Master's, MBA programmes, executive education, etc., we have a range of teaching opportunities and experience that add value to the Master's programme courses.



■ In-company Experience and Internships

Internships are an integral part of the Master's/Grande Ecole programme. First-hand in-company experience helps dissolve the frontiers between the business world and academic study.

The corporate relations team at ESCP-EAP assists students to secure positions in leading companies in a broad range of fields. Through internships, students gain both on-the-job experience and contacts essential for building a career in management.

Internships are frequently undertaken outside the student's country of origin. Students can choose the company, sector and position that best corresponds to their academic profile and career goals.

A minimum of 39 weeks of in-company experience is required for the Master's/Grande Ecole degree. European study track students complete internships in all three countries of the track chosen. Paris-International track students can choose internships in any region of the world. International internship assignments are strongly encouraged.

Students with documented work experience prior to admission to ESCP-EAP can request previous experience to be approved for credit towards the degree.



■ Cristina

Spain

Class of 2005

The school definitely helps students a lot to find great internships. When I was studying on the UK campus, I had a semester-long assignment with a brokerage firm in London, a subsidiary of Société Générale. It was a real learning experience to work in a French company in England to see the mix of the two business cultures. I had a great deal of responsibility, contact with foreign clients and even had my own clients to manage. It was an excellent introduction to the working world, and taught me a lot about the banking industry. Plus, my former colleagues are proving to be good references for other jobs.

■ Career Development and Placement

The ESCP-EAP Company Relations team assures support to students on all five campuses at every stage, from writing an international CV, to accepting a first job offer after graduation.

- Corporate recruitment events for students to establish valuable company contacts and meet professionals
- Career counselling to help identify skills, interests and possible career directions
- Reference material on career prospects in different industry sectors around the world and information sessions with corporate recruiters
- 5,000 internship offers available to students on the school's intranet each year

The ESCP-EAP Paris campus also organises the annual Company Forum. Over 130 international corporate recruiters from every sector of activity meet students for interviews. Recruitment events, combined with students' internship experiences help ensure employment for young graduates: nearly 60% of students accept job offers before graduation.

ESCP-EAP Master's/Grande Ecole Programme Employment Statistics

Place of work (Class of 2005 statistics)

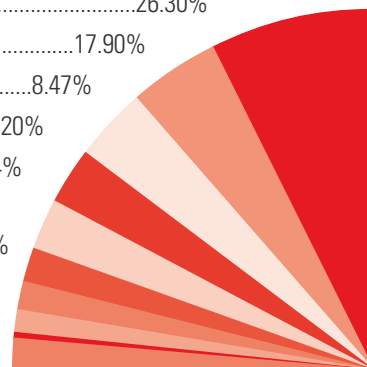
47% of Master's graduates started their careers outside their country of origin

Geographical break-down

■ France	63.75%
■ Germany	12.22%
■ United Kingdom	11.79%
■ Other European Countries	6.58%
■ USA	0.43%
■ Asia	5.23%

ESCP-EAP Graduates by job fonction

■ Finance/Banking/Insurance.....	15.30%
■ Consulting	26.30%
■ Marketing	17.90%
■ Audit	8.47%
■ Sales	5.20%
■ General Management..	5.54%
■ Accounting, management control, administration ..	6.19%
■ Communication.....	1.95%



■ Marcio

Portugal

Class of 2004

Doing a three-year, three-country programme is challenging and not always easy. In a class of 50 people of 20 different nationalities, for example, you have to be able to adapt to different backgrounds, behaviours and cultures. It opens you up to new ideas, while preparing you to work in an international environment. I got to apply these skills to my internship at Arcelor in Paris, where I had to speak three different languages on a daily basis. I dealt with key international suppliers in the industry, and worked on projects in the South of France and Spain. My internships and coursework have unquestionably widened my career horizons.



■ The ESCP-EAP Alumni Association

A Global Network

27,000 ESCP-EAP graduates make up this international network with over 16,500 members active in France and 8,500 working in over 70 countries around the world. The alumni association is governed by 500 delegate alumni representatives, in coordination with a team of 10 permanent staff. All ESCP-EAP degree students and graduates are eligible to join the Alumni Association.

The mission of the alumni association is to:

- Support ESCP-EAP students throughout their studies and career preparation
- Stimulate and sustain close ties among all graduates
- Serve the personal and professional development of graduates
- Promote the international reputation of ESCP-EAP and the quality of its programmes
- Contribute to the development of international management education

ESCP-EAP graduates work in diverse sectors and industries. Alumni assist in interviewing candidates for admissions and participate directly in the development of the school. Many ESCP-EAP graduates contribute their expertise and experience as guest lecturers for the Master's programme.

Resources for Students

- A unique **alumni mentor system** that pairs students with an alumni advisor
- A web-based **Alumni Directory**
- A regular **Job Bulletin** with over employment 5,000 offers annually
- **Interest groups** for specific industry sectors, countries and special interests
- Regular **alumni network** paper or electronic **news-letters** and magazines
- **Workshops** on CV writing, interview and networking techniques
- A **member card** for access to privileged offers negotiated with company partners

ESCP-EAP Alumni: Where are they now?

- Patricia Barbizet, **ESCP 76**, French, Executive Director, Artemis, Paris (France)
- Michel Barnier, **ESCP 72**, French, French Foreign Affairs Minister (2004-2005)
- Peter Brey, **EAP 80**, Dutch, Secretary General, Terre des Hommes Foundation, Le Mont-sur-Lausanne (France)
- Christine Chaudret, **EAP 78**, French, Director of International Market Coordination, L'Oreal, Asnières (France)
- Terenzio Cugia, **EAP 89**, Italian, Executive Director, Lehman Brothers, Rome (Italy)
- Ignacio Garcia Alves, **EAP 92**, Spanish, President, Arthur D. Little, Paris (France)
- Philippe Gloaguen, **ESCP 74**, French, Director, Guide du Routard, Hachette, Paris (France)
- Gunnar Gräf, **EAP 94**, German, Director, Deutsche Post World Net (Germany)
- Assane Oueddo, **ESCP 90**, Chadian, Financial Director Europe, Inter. Telecom & Aero (United Kingdom)
- Hervé Perrot, **ESCP 85**, French, Executive Director, L'Oreal Division Produits de Luxe, Milan (Italy)
- Marie-Anne Popp, **EAP 97**, French/German, Associate Director Business Development, GE Capital, London (United Kingdom)
- Jean-Pierre Raffarin, **ESCP 72**, French, Prime Minister of France (2002-2005)
- Jean Rozwadowski, **ESCP 69**, French, President, Mastercard International, Miami (USA)
- Tyrone Smyth, **EAP 95**, British/New Zealander, HR Manager Europe, IBM, Paris (France)
- Jérôme Stoll, **ESCP 80**, French, CEO, Renault Samsung Motots, Seoul (South Korea)
- Hans Van Der Loo, **EAP 81**, Dutch, Senior Advisor Europe, Shell International, Brussels (Belgium)
- Johannes Werle, **EAP 93**, German, General Manager, Prisma Presse SNC, Paris (France)

■ Campus Life

All five of ESCP-EAP's campuses are centrally located in major cities. Students on all campuses benefit from the school's libraries, lecture halls, classrooms, language labs, and study lounges.

Students, faculty and staff enjoy 24-hour access to resources available on the school's intranet, including:

- Email and phone directories
- Course materials and online modules
- Library databases
- Job and internship offers
- Classified ads
- Discussion groups
- Student clubs and associations

Computer facilities include a campus-wide wireless network in London and Paris.



Student Leadership and Initiatives

Extra-curricular activities are essential to the Master's experience. A vast array of student clubs, athletics, social, and cultural events complement academics. Over 50 clubs and 25 sport activities help build lasting relationships with classmates and develop leadership and entrepreneurial skills.

The Student Association/BDE ("Bureau des Élèves")

Run entirely by student coordinators elected by the student body, the BDE organises school-wide social events, parties, outings, discussion forums, trips, and cultural events, and encourages student involvement in campus events.

Each autumn, the BDE organises an Orientation weekend of social events for new students, as well as the famous "Disorientation" weekend to celebrate the end of the year for the graduating class.

Student Initiatives and Clubs

Young Entrepreneurs Club maintains a portfolio of diverse corporate clients throughout Europe. Students gain work experience, while companies maintain ties with the school for recruiting purposes.

Perspective Europe organises an annual international recruitment forum in Paris. All 5 campuses, 300 participants and 50 corporate sponsors participate every spring.

- **The Baobab Club** - maintains a website for all campus groups (www.escp-eapcampus.com)
- **Student Arts Association** - organises cultural events and outings
- **Student Sports Association** - coordinates sport activities on and off-campus
- **Junior Entreprise** - a student-run consulting group with corporate clients throughout Europe
- **ESCAPE** - student gay/lesbian organisation
- **Paris Tenu** - publishes an annual guide to student life in Paris
- **AIESEC** - an active chapter of this 60,000-member international student organisation
- **Dolce Vista** - a film and cinema club

Other clubs focus on a specific country or region to encourage international networking, activist and humanitarian causes, politics, music, theatre, literature, photography and fashion, and more.

■ Practical Information

Financing Your ESCP-EAP Education

Tuition

€7,100 per academic year. Tuition does not include annual registration fee of €600. Amounts listed for the 2006-07 school year; tuition subject to change

ESCP-EAP offers need-based and merit-based scholarships for admitted students covering 25% - 50% of tuition fees. In 2004, ESCP-EAP awarded over €850,000 to 285 students. Other sources of financial aid include:

- Paid in-company internships
- Student jobs on campus
- A co-op programme option ("Apprentissage") where tuition fees are paid by a corporate employer
- Bank loans at preferential interest rates
- Scholarships awarded by the French Ministry of Foreign Affairs (Eiffel Scholarships)
- Special fund providing financial assistance to cover part of tuition fees
- French government housing aid for students can cover a portion of rent for students in Paris
- Berlin track students are eligible for Franco-German University scholarships

Visas and Insurance

The school assists international students to obtain necessary visas and resident permits to study in Europe.

Health insurance is mandatory for all enrolled students. The school provides information and assistance to students to register for national health care and complementary insurance coverage.

Housing

ESCP-EAP helps students secure accommodation, including studios, apartment shares, and student residence housing. Updated housing offers are available to students via the school intranet.

In Paris, a conveniently-located student residence has 200 rooms reserved for ESCP-EAP students. It is located about 20 minutes from the campus by public transportation. A second student residence offers affordable studio apartments in Paris. Student housing reserved for ESCP-EAP students is also available on the London and Berlin campuses.

Student Restaurants

Student cafeterias on the Paris and Madrid campuses provide lunch daily for about €3.

■ Living Costs (Estimates per month)

	Paris	London	Madrid	Berlin	Torino
Housing	€400-600	£500-700	€320-420	€200-350	€300-500
Food	€150-250	£100	€150-200	€150-250	€250-300
Transportation	€30	£60	€35	€50	€20
Leisure	€100	£70	€100	€100	€80
Miscellaneous	€100	£150	€100	€100	€100
Total budget	€800 to 1,000	£880 to 1,080	€700 to 860	€600 to 850	€750 to 800

■ Admissions



Admission to the Master's/Grande Ecole is highly selective. Applicants submit an application and sit rigorous entrance exams with oral and written components. Ideal candidates have outstanding academic credentials and motivation for international business careers.

Exams and interviews are conducted in the spring of each year for admission for the term beginning the following September. Exam registration and procedures differ according to the candidate's previous studies. Candidates are evaluated regardless of nationality.

Candidates must be no older than 26 years old during the calendar year of application.

For details and registration information, please consult our website: www.escp-eap.net

Admissions to the 3-Year Programme

- **Students from French Preparatory Classes**
Sit a specific entrance exam held nationwide in France.
Students register online on: www.concours-bce.com
- **International students with 2 years of previous university-level studies outside of France**
Sit oral and written exams held at designated test centres including: Berlin, Copenhagen, Dublin, London, Luxembourg, Madrid, Paris, Poznan and Turin.

Admissions selectivity (2-Year and 3-Year programme)

In 2004, 5,901 applicants total, 608 admitted and enrolled

Admissions to the 2-Year Programme

Note: 2-Year programme students follow the Paris-International track and do not have access to the European track. A London-Paris track is planned.

- **Students with at least 3 years of university studies in France**
Sit the CAD (Concours d'Admission Directe) entrance exam held in Paris
- **International students with a bachelor's degree, or at least 3 years of university-level studies outside of France**
 - Pass a required interview at one of the test centres below
 - Submit GMAT or TAGE-MAGE results
- **Test Centres**
Abidjan, Athens, Bangkok, Beirut, Bonn, Budapest, Buenos Aires, Caracas, Casablanca, Dakar, Damascus, Dublin, Hanoi, Helsinki, Hong Kong, Houston, Istanbul, Lima, Lisbon, London, Madrid, Mexico City, Milan, Montreal, Moscow, New Delhi, New York, Oslo, Paris, Peking, Prague, San Francisco, Sao Paulo, Seoul, Shanghai, Singapore, Stockholm, Sydney, Taipei, Tel Aviv, The Hague, Tokyo, Vienna, Warsaw, and Yaounde.



■ How to Apply

For more information on application requirements and to receive an application pack, please contact the ESCP-EAP campus that corresponds to your study track.



Admissions to the 3-Year Programme

■ From Germany

ESCP-EAP - Heubnerweg 6, 14059 Berlin

Phone: +49 30 32 00 70 - Fax: +49 30 32 00 71 11

Email: master.de@escp-eap.net - www.escp-eap.de

■ From Italy

ESCP-EAP - Corso Unione Sovietica 218 bis - 10134 Torino

Phone: +39 011 790 58 94 - Fax: +39 011 371 93 88

Email: info@escp-eap.it - www.escp-eap.it

■ From Spain

ESCP-EAP - Arroyofresno 1, 28035 Madrid

Phone: +34 91 386 25 11 - Fax: +34 91 373 92 29

Email: master.es@escp-eap.net - www.escp-eap.es

■ From the United Kingdom

ESCP-EAP - 527 Finchley Road, Hampstead - London NW3 7BG

Phone: +44 20 7443 8800 - Fax: +44 20 7443 8874

Email: master.uk@escp-eap.net - www.escp-eap.net

■ From France and all other countries

ESCP-EAP - 79 avenue de la République - 75543 Paris Cedex 11

Phone: +33 1 49 23 20 00 - Fax : +33 1 49 23 20 12

Email: master@escp-eap.net - www.escp-eap.net



Admissions to the 2-Year Programme

ESCP-EAP - 79 avenue de la République - 75543 Paris Cedex 11

Phone: +33 1 49 23 20 00 - Fax : +33 1 49 23 20 12

www.escp-eap.net

■ Applicants with a non-French degree:

master@escp-eap.net

■ Applicants with a French degree:

master.fr@escp-eap.net

■ Other Programmes at ESCP-EAP

The Master's in European Business/MEB

A 12-month, 2-country programme designed for graduates with a first degree in a non-business field, who aim to expand their business experience and intercultural skills. One semester of study on one of the ESCP-EAP campuses five is followed by a second on another ESCP-EAP campus or at partner institutions in Mexico and Thailand. A minimum of 12 weeks of in-company experience is a integral component of the programme.

European Executive MBA

An 18 month AMBA-accredited programme delivered in English on ESCP-EAP's five campuses.

Three delivery modes: full-time track, monthly track and weekly track.

Specialised Master's

For recent graduates with a clear career goal in mind, ESCP-EAP Paris offers 14 full-time, 12-month Specialised Master's degree programmes including a 4-month in-company assignment, a master's thesis, and an optional international five seminar or study project abroad. Proficiency in both English and French is required. Participants are awarded a "Mastère Spécialisé" (MS) degree accredited by the French "Conférence des Grandes Ecoles".

Programmes for Executives, including:

- 6 Executive Part-Time Specialised Master's
- European Executive MBA
- Central European MBA in Berlin
- Custom-Tailored Executive Programmes
- Business Strategy and General Management Seminars

For full details on ESCP-EAP's programmes, please consult our website, www.escp-eap.net

■ European Governance

The Paris Chamber of Commerce and Industry
ESCP-EAP is owned and operated by the Paris Chamber of Commerce and Industry (CCIP). The leading CCI in France and in Europe, and a pioneer in international management education, the CCIP represents the 300,000 companies in the Paris area and plays a leading role in corporate development locally, nationally and internationally.

The "Land" of Berlin

ESCP-EAP in Berlin receives its degree accreditation and support from the "Land" of Berlin, which formally recognises the school as part of the German higher education system, and awards the Diplomkaufmann/-frau, the MBA and the Doctorate.

European Advisory Council

The Council unites the school's five national advisory bodies, CCIP, the Land representatives, and high-level industry representatives from each country to advise the school on strategy and development issues.





www.escp-eap.net

→ PARIS

79, avenue de la République
75543 Paris Cedex 11
Phone: + 33 1 49 23 20 00
Fax: + 33 1 43 55 99 63
info.fr@escp-eap.net

→ LONDON

527 Finchley Road, Hampstead
London NW3 7BG
Phone: + 44 20 7443 8800
Fax: + 44 20 7443 8801
info.uk@escp-eap.net

→ MADRID

Arroyofresno 1
28035 Madrid
Phone: + 34 91 386 25 11
Fax: + 34 91 373 92 29
info.es@escp-eap.net

→ BERLIN

Heubnerweg 6
14059 Berlin
Phone: + 49 30 32 00 70
Fax: + 49 30 32 00 71 11
info.de@escp-eap.net

→ TORINO

Corso Unione Sovietica, 218 bis
10134 Torino
Phone: +39 011 790 58 94
Fax: + 39 011 371 93 88
info@escp-eap.it

ESCP-EAP

LONDON PARIS BERLIN
MADRID TORINO

European School of Management

Learn everywhere. Manage anywhere.

