

BBA ESSEC

ESSEC
BUSINESS SCHOOL

YOU HAVE THE ANSWER

5,000 managers in executive education

4,400 students including 1,520 international students

42,000 alumni around the world

90 nationalities represented on 3 campuses

You have the answer

Since its founding in 1907, ESSEC has been developing a unique learning model based upon its strong identity and core values:

innovation, open-mindedness, responsibility and excellence.

The ESSEC mission is to educate responsible leaders for tomorrow's world. Its comprehensive range of programs - covering undergraduate, graduate and executive education - reflects ESSEC's tailor-made approach, and is designed to train entrepreneurs and managers who are ambitious, economically aware and socially responsible.

ESSEC's teaching method is focused upon 4 main goals: **the ability to manage process** through theoretical knowledge and practical experience, **face complex business situations, rise to leadership** thanks to authenticity and communication skills and finally develop abilities to **integrate social and cultural issues in business.**

ESSEC's dynamic research activity (**over 700 academic articles and publications in the last 5 years**) and its **18 research and teaching chairs** that bring together professors and companies, generate a wealth of knowledge and management theory that is continuously contributing to the improvement of organizational performance for the 21st century.

Faced with the ever-changing challenges of globalization, ESSEC's strategy to develop its resources, global presence and partnership network is the pursuit of an ambitious goal: to be ranked amongst **the 20 most influential business schools in the world** and to position itself as a leading educational institution in Asia.



Business School
Rankings 2011-2012

Worldwide Rankings

no.2 Best Master in Finance **no.5** Best Master of Science in Management
no.6 Top Business School for Entrepreneurship **no.7** Top Executive Open Programs
no.10 Top European Business School



Message from the Dean

by **Christian Koenig**
Dean BBA Program

Welcome to the BBA of ESSEC Business School

ESSEC has long been known for its innovative approach to management education, its academic excellence and its international reach. The Bachelor in Business Administration builds on these values and fosters responsible, entrepreneurial and multi-lingual young leaders with an ability to deal with demanding professional duties in very diverse environments around the globe.

The program draws on a world-renowned faculty and on a dense network of international academic and corporate partnerships to offer a unique combination of cutting-edge academic foundation, international exposure and business experience in a variety of contexts.

It is our mission to help our students find their own way and design their own answer in a challenging world.

A handwritten signature in black ink that reads "Ch. Koenig". The signature is written on a white rectangular background.



International Immersion Throughout the Program

Type of exchanges

Exchange students have to be nominated by one of our partner universities.

Double Degree Program

- The first 2 years of study at the partner home institution
- One full year (2 semesters = 60 ECTS credits) of study on the BBA, ESSEC Business School program
- A six month internship in France or another French-speaking country
- In general, the final semester of study at the home institution
- Final year dissertation

During the year of study, Double Degree Students take the 3rd Year curriculum in the Fall Semester and the 4th Year curriculum in the Spring Semester. Each semester of study is worth 30 ECTS credits

Full Year Exchange

Full year exchange students do not qualify for the double degree. Therefore they do not have to fulfill any academic obligations to BBA, ESSEC Business School and can choose from the classes available during their chosen study period in accordance with the academic requirements of their home university. In the Fall Semester, full year exchange students take 3rd year classes. In the Spring Semester, they take 4th year classes.

One Semester Exchange

Semester exchange students do not qualify for the double degree. Therefore they do not have to fulfill any academic obligations to BBA, ESSEC Business School and can choose from the classes available during their chosen study period in accordance with the academic requirements of their home university. In the Fall Semester, students take 3rd year classes. In the Spring Semester, they take 4th year classes.

Induction and Integration seminar with ESSEC students

There is an Induction seminar at the start of each semester where exchange students find out about all aspects of their studies at ESSEC, including Myessec portal training, how to get the best from their study period at ESSEC, French language evaluations and a trip to Paris the first weekend. During the Fall induction seminar, a workshop is organized with full-time ESSEC students who have just come back from their first study period abroad, in order to exchange experiences and work on a term project together. Exchange students are fully integrated in management classes with regular students.

Create a value for your future in France

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"I chose ESSEC because of the school's excellent international and domestic reputation. The career centre provides a wealth of opportunities



and well-known firms from a wide range of industries recruit directly from the school. Classes available to international students offer a balanced business education, and professors come from a diverse range of countries, industries, and academic backgrounds. Continuing my education in an environment that benefits from so many perspectives has been especially rewarding for me. The ESSEC campus has everything you need to produce quality work, from an excellent library to lots of workspace, as well as many options for meals. I chose to live off-campus in Paris and was able to commute to the school in less than 50 minutes. Going to school in France means exposure to an incredible range of French and European culture. In addition to easy access to fine art, music, and great food every weekend, I was able to travel to over 15 countries and 2 continents during my stay. Networking with your fellow classmates who are here from all over the world is easy with the amazing range of activities offered via ESSEC student clubs. Social, sport, and career-oriented clubs are available to all students."

Nathan Litchfield
1 semester exchange student
from Canada

The BBA program: a balanced academic plan

- Extremely selective system: 4176 candidates in 2011 chose the BBA when taking the entrance exam for an intake of 200 students.
- A combination of theory and practice: through individual and group work, with a focus on management and mind-opening, knowledge acquisition and personal development.
- Academic exchanges and professional experience: students alternate between coursework and working in a company, in France and abroad, to develop awareness of other cultures, adapt to new environments and become multilingual.
- A true entrepreneurial spirit: both in academic terms and company relations. ESSEC Business School offers support for business-creation projects.

ESSEC Business School: international excellence

- World class academic education
- First Business School outside North America to get AACSB accreditation in 1997.
- Received EQUIS accreditation in 2003
- European roots: Alternative views on world's growing complexity
- Wide variety of International Programs: Master of Science in Management, MBA in international Luxury Brand Management, MBA in Hospitality Management, Global MBA, Advanced Master's, Ph.D.



Who can apply?

For Exchange Students:

At the BBA program of ESSEC, we welcome international exchange students who are nominated by our partner universities. Please check our International Partners to see if you are eligible to enrol.

For French-speaking Students:

An entrance exam into the first year
The Sesame Entrance Exam (in French) is mandatory for students in their final year of high school. This exam consists of a written part and an oral part in three languages (French, English and a third language). Candidates must be highly proficient in French to be admitted to the first year of the BBA program.

Why choose France?

- For contemporary French culture
- For the “art de vivre” (art of living) in France
- For the quality of its higher education
- For the dynamics industries : luxury, agrifood, hi-tech.

For International Students:

Non-French speaking students can now join the 1st year of the ESSEC Bachelor of Business Administration for the academic year starting September 2013. They will attend modules taught in English for a total duration of 4 years. The program offered to international students is similar to the existing BBA program and includes the same international and professional experience requirements.

Online application at www.essec.edu, Bachelor in business administration, english version.

ESSEC Business School in the top league

International Ranking



Business School
Rankings 2012

#2

Best Master in Finance

#5

Best Master of Science in Management

National Ranking

Le Point

#1 Le Point ranking 2012: BBA ranks 1st

The BBA program is ranked number one among four-year business schools.

Challenge

#1 Challenges Ranking 2012: the BBA program is ranked number one among four-year business schools

A Strong Link with Companies

Career Services

For full time BBA Program and Double Degree students

Two internships to enhance the student's professional skills: one in France and one abroad

The two internships that are part of the BBA program offer students 10 to 18 months of professional experience.

- At the end of their first year, students undertake an internship with operational missions
- In the fourth year, the "decision-making" internship is a six-month assignment, which allows students to carry out an important project for the company.

Exchange students are invited to take part in Career fairs, and WIT (Workshop for Industry and Talents

A successful entry into the professional world

With a network of over 700 partner companies, individualized tutoring and a number of contacts with professionals, ESSEC Career Services gives students the tools they need for rapid entry into the working world.

86% of all graduates find employment within four months of finishing the program

70% of all graduates work in an international environment

Graduates earn an average annual salary of

€36,000

41% of all graduates continue their studies upon completion of the BBA program.

Among main recruiters :

ACCOR - AIRBUS - ALSTHOM - AXA
- BAIN - BMW - MICHELIN - NESTLÉ -
PEUGEOT - SANOFI AVENTIS - SOCIÉTÉ
GENERALE - TOTAL - UNILEVER...



Experience at ESSEC and in France

It is by choice that I came to ESSEC, came to Paris, the most appealing city in the world. Very different from the way Chinese organize classes, here in ESSEC, classes are much livelier and more career-oriented. In terms of life on the campus.

One would never feel lonely in ESSEC since there is always somebody or association organizing great activities or parties to get you involved. Thanks to this opportunity, I began my trips in Europe, which broadened my horizon of new cultures and races. Being the vice-president in the association of ESSEC China, well integrated with the international students and French students, I really appreciate that I have chosen ESSEC, the school that gave me so much happiness and precious memories.

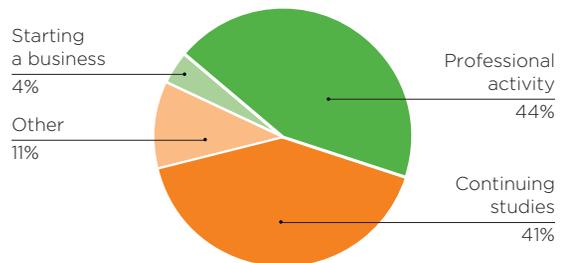
Baidi LI, Double Degree Tongji University, Shanghai



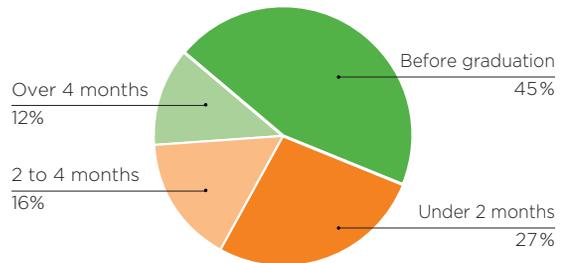


First job after BBA

What is your situation after the BBA?



Length of your employment search?



The 4 main sectors of activity

- Consulting/Studies
- IT industry
- Agri-food industry
- Leisure industry

The 3 main functions



More than a Learning Environment

Housing

Choosing to stay in one of the ESSEC Business School's residences is stepping into a world rich in cultural diversity and broadening your experiences in a convivial and dynamic environment. 1 095 rooms, studios and apartments are located in the surrounding areas of the campus. An array of services and amenities are provided in our four residences to make your stay as comfortable and enjoyable as possible. All International students are given priority in the student residences if they apply by the stipulated deadline.

<http://www.essec.edu/student-life/housing/alegessec.html>

Student life

The goal of the ESSEC campuses is to provide students with an exceptional learning environment equipped with cutting-edge digital technology, while fostering a sense of community via student associations and promoting interactions with the business world. They offer all the facilities students need for their education and career development. Yet, as living on a campus is not only about attending classes, practical and leisure-time amenities such as a gym, a cafeteria, restaurants, ATMs and student residence halls are also available.

A true campus community

Students can add an extracurricular dimension to their ESSEC experience by getting involved in associations and participating in a true campus community marked by a spirit of sharing and multicultural diversity. ESSEC's 100 student associations cover a wide range of interests and opportunities, and convey strong values firmly anchored in the school culture: openness to the world, conviviality, mutual assistance, creativity and entrepreneurship.

■ The BDE student society

It aims to make international students feel at home from the outset. Before International students arrive, they create a group on Facebook so that new students can contact other international students, and they organise welcome activities during the orientation session and excursions and social events during their stay

The BDE also arranges student 'buddy' partnerships to team up international students with their French counterparts.

Tools for learning and research

ESSEC offers its students a full range of digital tools to help them study, share and communicate more effectively, enhance their learning experience and facilitate their entry into the professional world. Expanded and renovated in 2008, ESSEC's 3,000 sq. m Learning Center is much more than a library, with thousands of books, academic journals, international newspapers, multimedia resources as well as rooms for collaborative work, Wi-Fi access and PCs available for students. An online learning portal, www.myessec.com, gives you access to all the information and tools you need for your education, including course syllabi, downloadable documents, videos, discussion forums, and an interactive space.



Welcome to ESSEC Business School's original campus located only 35 minutes away from Paris.

The Cergy-Pontoise Campus

ESSEC established its original campus in this student haven in 1973. Set in a vast green space covering 2,000 hectares, the campus features the very best teaching tools: auditoriums equipped with facilities, libraries rooted in the digital era, language labs, etc. It is also a convivial site with places to eat, student residences, sports facilities, practical services, and more.

Midway between India and China, Singapore boasts the ideal location to get a global vision of Asia.

The Singapore Campus

Singapore has always been in the vanguard of Asian development and continues to attract multinationals from all over the world. Since 2005, ESSEC's third campus has been ushering its students into the heart of a major economic, commercial and financial crossroads, offering an ideal platform for understanding the forces, complexity, diversity and challenges of a key region in the 21st century. In January 2015, ESSEC will move into their new 6,500 m² campus.



At the heart of Europe's leading business district, this ESSEC campus is adapted to the time constraints and targeted needs of working managers.

The Paris-La Défense Campus



This campus, housed in the well-known CNIT building, is specifically dedicated to our executive education programs. Thanks to its strategic location, spaces for group work, connectivity, areas for relaxing, reading and getting together, it offers the perfect conditions for educating managers and executives.

www.essec.edu/programs/bachelor

- More details on the program
- Admission conditions, process and schedule
- Financing solutions
- Online application



*Bachelor in Business
Administration*

Master of Science in Management

Global MBA

*MBA in International Luxury Brand
Management*

*MBA in Hospitality Management
(IMHI)*

Advanced Master's

Ph.D.

Information

For enquiries relating
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