



STUDY IN EUROPE

ENGLISH TAUGHT BUSINESS PROGRAMMES FOR EXCHANGE STUDENTS

- A French Grande Ecole of Business
- A choice of semester and summer programmes on its campuses in:
 - Angers (Loire Valley), France
 - Budapest, Hungary



ANGERS • PARIS • BUDAPEST • SHANGHAI

www.essca.eu

CHOICE OF PROGRAMMES

ANGERS

MASTER LEVEL

Master 1 courses are designed for students who have a first degree in fields other than business and management. It is particularly interesting for students who wish to understand the European Union's current evolution, cultural background and economic challenges. Master 2 courses are more specialised, allowing students to choose from International Business or Corporate Finance. It should be noted that Master level courses are only available in the Fall semester. Courses are 6 ECTS unless otherwise indicated and students are required to register for 30 ECTS credits.

MASTER 1

- Contemporary Europe
- European Economics
- Intercultural Communication
- Principles of Management
- Marketing essentials
- Corporate Finance Essential
- French Language

MASTER 2 International Business

- Business Internationalisation
- International Business development project
- Global Study Chain Management
- International Marketing and Business strategies

MASTER 2 Corporate Finance

- Advanced Cost and Management Accounting
- Financial Engineering
- Financial Management of Projects
- International Finance

And a choice of electives in Master 2

- China and the World
- Business in Europe
- Advertising Management in the 21st century
- International Marketing in the car sector
- Luxury Marketing
- French

- Master level students only
Students are required to register for 30 ECTS credits
Most of the courses are 6 ECTS credits

UNDERGRADUATE LEVEL

Semesters are made up of a variety of core courses and elective modules. The course choice is suitable for students specialising in either International Relations or Business. Courses are 6 ECTS credits and students are required to register for 30 ECTS credits.

FALL SEMESTER 2012

Core courses:

- Marketing Strategy
- Human Resource and Labor Law
- Management Accounting
- International Economics

Electives:

- European Institutions
- Intercultural Communication
- European and International Law
- Management-Business Game
- French

SPRING SEMESTER 2013

Core courses:

- Marketing Strategy
- Human Resource and Labor Law
- Management Accounting
- International Economics

Electives:

- European Retailing
- International Corporate Finance
- Management Business Game
- European Institutions
- Intercultural Communication
- European Economics
- European Integration History and Politics
- Economic Theory and Globalisation
- French



CHOICE OF PROGRAMMES BUDAPEST

MASTER LEVEL

FALL SEMESTER 2012

An international management semester with a wide choice of subjects.

FINANCE (45h/6 ECTS)

- Financial Toolbox
- International Finance
- Principles of auditing
- Managing accounting
- Corporate Finance
- Investing

MARKETING (45h/6 ECTS)

- Consumer Behaviour
- Industrial Marketing
- Market Research
- Services Marketing
- Tourism and Leisure Marketing
- Webmarketing
- Sports Marketing

ELECTIVES (23h/3 ECTS)

- Logistics Management
- International Trade
- East Asian Business Environment
- Hungarian language
- Cross Cultural Management
- International Business Law

SPRING SEMESTER 2013

The focus this semester is on Central and Eastern Europe (CEE) and the issues involved in doing business.

- CEE Economy and Politics
- CEE and its Relations with the World
- International Trade
- International Human Resource Management
- European Business and Law
- French language (Beginner and Intermediate)
- Cross Cultural Management
- Doing Business in CEE
- Finance in CEE
- Ethics in Finance
- Business Strategy Game - 4 ECTS
- International Marketing - 3 ECTS
- Operations Management - 3 ECTS
- Basics in Computer, IT and Networking - 3 ECTS
- Introduction to Hungarian culture and Society - 3 ECTS
- Survival Hungarian - 3 ECTS

> Except when indicated otherwise, all modules are 6 ECTS credits.

UNDERGRADUATE LEVEL

FALL AND SPRING SEMESTER

Courses:

- EU Studies
- International Economics
- Strategic Marketing
- Business Ethics
- Presentation and Essay Writing Skills - 3 ECTS
- Business Communication - 3 ECTS
- Doing Business in CE 3 ECTS
- Introduction to Hungarian Language and Culture - 3 ECTS
- Organisational Analysis - 3 ECTS
- Tourism Marketing Research Methods - 3 ECTS
- Procurement and Outsourcing - 3 ECTS
- Business Law - 3 ECTS
- Financial Analysis - 3 ECTS

> Except when indicated otherwise, all modules are 6 ECTS credits.



FEEDBACK PREVIOUS YEARS



ANNE FROM THE USA

"As an American, I was able to appreciate and learn about European culture, history, politics, and business. The various lectures, business visits, and historical excursions as well as the close friendships I established built a strong foundation for further "international" opportunities that will take me into the future with an enriched set of ideals, goals, and views for myself, my country, and the world."



HO SUNG FROM THE PHILIPPINES

"Looking back, I really miss the diversity of the people who were in the programme. There were Spaniards, Mexicans, Americans, Australians, Germans, Finnish, Belgian, Dutch, English, Irish, Indians, Romanians, Lithuanians, as well as Taiwanese, Thai and some fellow Philipinos. We were all in a country that wasn't our own so everybody respected each other. We all spoke English, too, so there we were, one diverse group of "open-minded" people."



CHARLOTTA FROM FINLAND

"I got to know people from all over the world that taught me a lot of new and interesting things. I still keep in touch with them and I hope (plan) to see them some day again. There's hardly any better way to spend your summer than attending this course ! It was a real success in every aspect and especially field trips."



KAREN FROM MACAU

"The ESSCA exchange programme has been a really, really nice and valuable trip in my life. I think I learnt a lot during this 5 week program not only from the course, but it has also been an interesting life experience."





ENGLISH-TAUGHT BUSINESS PROGRAMMES FOR EXCHANGE STUDENTS

As a member of the prestigious “Conférence des Grandes Ecoles”, ESSCA (Ecole Supérieure des Sciences Commerciales d’Angers) is an unmistakably French but at the same time resolutely European and international School of Management.

It offers a state accredited Master in Management degree (diplôme Grande Ecole) which attracts students from all over France and increasingly international students from further afield.

In 2006 the ESSCA Master programme was the first French graduate programme in Management to obtain the EPAS label of excellence awarded by the European Foundation for Management Development*. In May 2009 the programme was re-accredited for the maximum period of 5 years.

ESSCA is also an international institution with a network of over 141 partner universities across the world and on average 400 exchange students each year studying for periods of 5 weeks and 9 months at all four of ESSCA’s site: Angers, Paris, Budapest and Shanghai.

Studying as an exchange student at ESSCA is the perfect opportunity to study European Business with students from all over the world, to make new friends, to learn to adapt to other cultures and to gain credit for your home university degree.

**Make the most of this opportunity to give
your CV the international dimension
that could make all the difference!**

PRACTICAL INFORMATION

ESSCA student services both in Angers and in Budapest assist students in their search for accommodation and with their administrative formalities.

Nadège PICQUENARD - Angers campus

nadege.picquenard@essca.fr

Robert RAHNER - Budapest campus

robert.rahner@essca.fr

LANGUAGE REQUIREMENTS

All non-native English speakers must provide a TOEFL score of 550 or equivalent.

HOW TO APPLY

For all these programmes you will find more detailed information on our website including programme dates and registration deadlines. You will also find the international student guide, specific to each city, which will explain arrangements for housing, living costs, medical insurance, etc.

www.essca.eu > Click on **International Student**

Please note that all applications must be sent via the international office of your university.

TWO COMPLEMENTARY LOCATIONS



ANGERS

Angers is a beautiful green city, situated in the west of France. By high-speed train, it is just 90 minutes from Paris and 60 minutes from the spectacular beaches of the Atlantic coast. It is an historical city with the world's oldest medieval tapestry and timbered houses, cobbled streets and a unique 12th century fortress.

With a population of 160,000 inhabitants and a total student population of 30,000, it is also a modern and lively city with a conference centre and many theatres, cinemas and bars. It hosts in January of each year the European First Film Festival, a young but increasingly well-known event.

Ranked in 2006 as France's 2nd most business-friendly city, it is also a very student-friendly city, with lots of activities and entertainment.

And some of France's most beautiful countryside and chateaux along the banks of the famous river Loire are to be found within a day's train, bus or car journey.

BUDAPEST

With more than 2 million inhabitants and 10,000 companies, Hungary's capital is influential throughout Central Europe, a region of significant economic growth.

One of central Europe's most beautiful cities, it is also the perfect location to discover others as it is just two hours from Vienna and Bratislava, four hours from Ljubljana and five hours from Prague.

But of course there is much to do and see in Budapest itself, with its outdoor cafés and underground bars, sports complexes, modern shopping centres, Turkish baths, numerous museums and its famous opera. ESSCA is situated in the heart of one of the liveliest parts of the city on the Pest side.

INSTITUTIONAL CONTACT

CAROL CHAPLAIS

carol.chaplais@essca.fr

ACADEMIC CONTACTS

DR LYDIA KERNEVEZ

1 rue Joseph Lakanal - BP 40348
49003 **ANGERS** CEDEX 01 - FRANCE
lydia.kernevez@essca.fr
Direct phone: +33 (0)2 41 73 57 65

DR ZSUZSA DELI-GRAY

Czuczor utca 6
1093 **BUDAPEST** - HUNGARY
zsuzsa.deli-gray@essca.fr
Direct phone: +36 (0)1 210 95 91



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