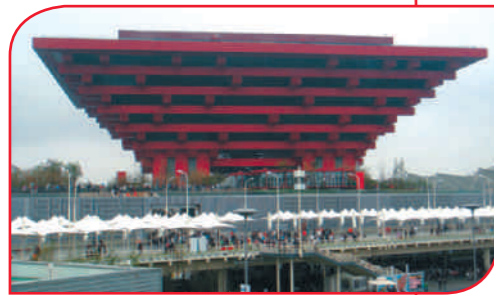


STUDY IN SHANGHAI

ESSCA GRADUATE SCHOOL OF MANAGEMENT



EXPO CHINA PAVILLON
CHINA PAVILLON WORLD EXPO 2010

APPLICATION PROCEDURES

- If you are an ESSCA student, please contact the International Office for further details.
- If you are from one of ESSCA's partner universities, please contact your student exchange coordinator or International Office.

PRACTICAL INFORMATION

- **Tuition fees:** a limited number of tuition waivers are available for students from ESSCA partner universities.
- ESSCA local support team in Shanghai will help you to find suitable accommodation.
- Further information (including visa and practical matters of living in Shanghai) will be given to you once your application has been accepted.



FURTHER INFORMATION AND CONTACTS

For academic-related issues:

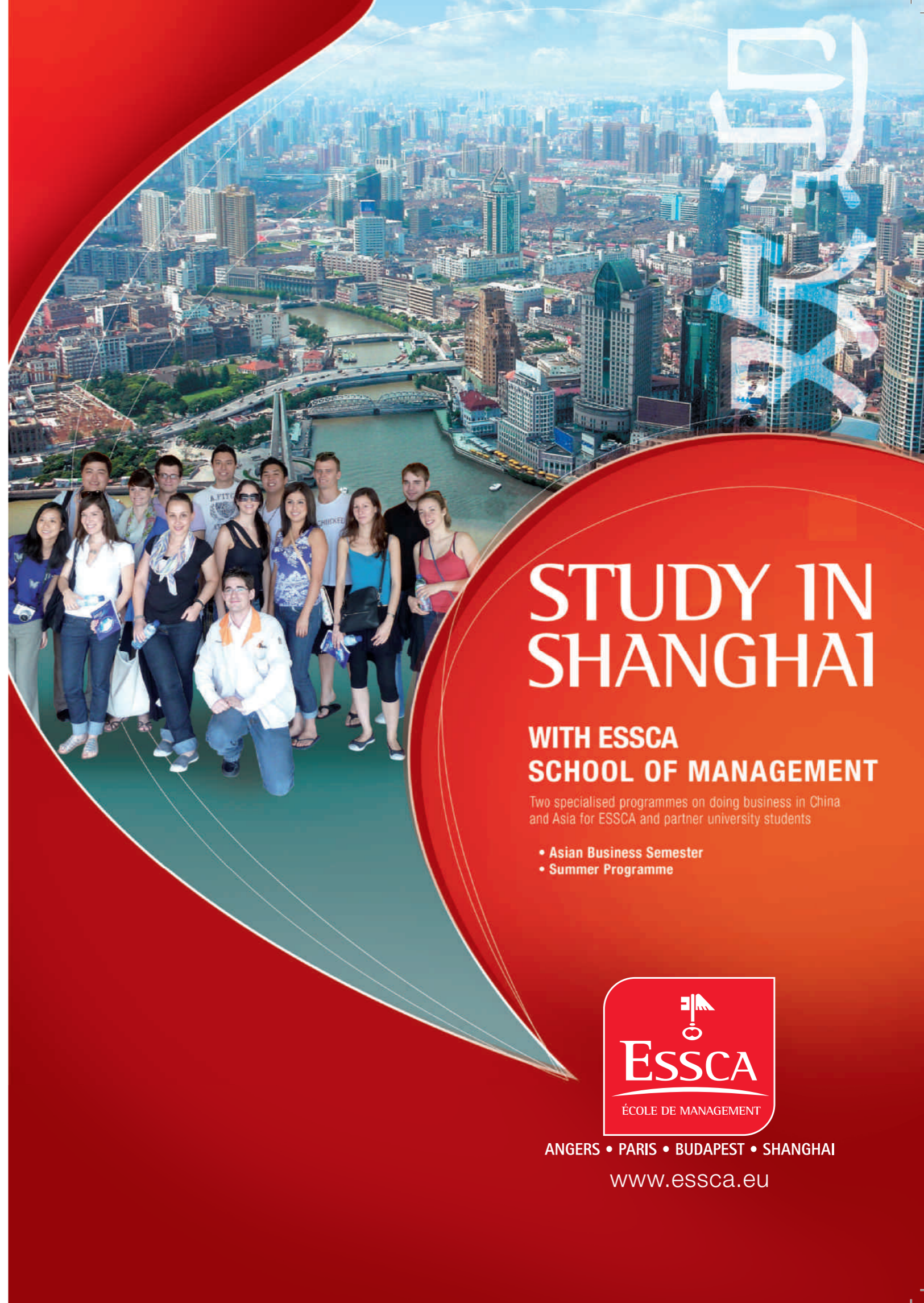
PROF. DR. WEI SHEN

Associate Dean for China
wei.shen@essca.fr
Tel: +33 (0)2 41 73 47 09
Fax: +33 (0)2 41 73 47 48

For application and practical information:

MS. NADÈGE PICQUENARD

International Office, ESSCA
nadege.picquenard@essca.fr
Tel: +33 (0)2 41 73 47 00
Fax: +33 (0)2 41 73 47 90



STUDY IN SHANGHAI

WITH ESSCA SCHOOL OF MANAGEMENT

Two specialised programmes on doing business in China and Asia for ESSCA and partner university students

- Asian Business Semester
- Summer Programme

CHINA

THE RIGHT PLACE

TO BE

One billion consumers, the world's largest manufacturing base, growing purchasing power... What else do you want to know about China?

THE CHOICE BETWEEN TWO PROGRAMMES

ESSCA offers two specialised programmes in Shanghai, China's largest city to help you understand China and Asia better and apprehend the business opportunities this fascinating region offers.

All courses are taught in English by local and international faculty members. The programmes also include several company visits and various cultural activities.

1 SHANGHAI ASIAN BUSINESS SEMESTER

- Major Themes: Marketing and Supply Chain
- Geo-Focus: China and Asian Region
- Dates: Both Fall and Spring Semesters
- Key Courses (30 ECTS):
 - Fashion Sourcing
 - Consumer Behaviour in the Asian Market
 - Cross Cultural Management and Negotiation
 - Asian Economy and Geopolitics
 - Asian Business Research Project
 - Chinese Language

* For an updated module list, please visit ESSCA's website or contact ESSCA's International Office

2 SHANGHAI SUMMER PROGRAMME

- Major Theme: Doing Business in China
- Geo-Focus: China
- Dates: mid-June to end of July (6 weeks)
- Key Courses (12 ECTS):
 - Chinese Economy
 - Chinese History & Culture
 - Doing Business in China
 - Commercial Environment and Legal System
 - Shanghai Interdisciplinary Field Research
 - Chinese Language



WHY ESSCA?

- One of France's leading business schools (Grande Ecole) which celebrated its centenary in 2009
- Programmes in Angers, Paris, Budapest and Shanghai
- International faculty and student body
- Extensive alumni network and corporate contacts
- EPAS* accredited Grande Ecole programme
- ECTS credit transfer



INTERNATIONAL FACULTY

The programmes in Shanghai are taught by local and international experts from academia, the public sector and the corporate world.

There is a diverse ESSCA faculty team in Shanghai, with professors coming from Burundi, China, France, Korea, United Kingdom and United States. Since 2008, ESSCA has welcomed guest lecturers and visiting professors from Leeds University, Shanghai Jiatong University, UC Berkeley, Bristol University and companies.

COMPANY VISITS

Shanghai's strategic location gives students ample opportunities to visit multinationals and Chinese companies to learn how real business is done in China. Company visits are an important and integral part of our curriculum. In the past few years, we organised visits to a number of global enterprises such as Bao Steel, Coca-Cola, General Motor, Louis Vuitton, Volkswagen and the Port of Shanghai.

CULTURAL ACTIVITIES

There is an international student body in our programmes in Shanghai. In the past, our students have come from Brazil, Canada, Finland, France, Germany, Guatemala, Korea, Mexico, Morocco, the Netherlands, the Philippines, Russia, Senegal, Sweden and the United States.

ESSCA organises welcome and farewell sessions for all students, as well as cultural excursions and study trips in and around Shanghai during the programmes.

Students also take part in a number of extracurricular activities while studying in Shanghai. For example, ESSCA students co-organised the Model European Union event in partnership with the European Commission, CEIBS (China-Europe International Business School) and Fudan University at the EU Pavilion in the Universal Expo 2010.



WHY SHANGHAI?

- "Dragon head" of the Chinese economy
- International financial centre, logistics and trade hub
- Cosmopolitan lifestyle, Asia's global city - where East meets the West
- Gateway to China with easy access to other major cities and cultural sites in China and other parts of Asia
- Opportunities for combining academic studies with company visits, internships and even employment

TESTIMONIALS



Christopher Broman
Jönköping International Business School, Sweden
(Summer Programme participant 2008, now working as an expat for a Swedish company in Shanghai)

"The ESSCA Shanghai Programme gives an opportunity to get a good quality introduction to China and Chinese business. I believe that the broad and diverse selection of content makes understanding of the complex Chinese business society possible. It is a good starting point for anyone having interest in engaging in future business in China."



Sigourney Courtright
Mc Gill University, Canada

"My participation in the summer programme was a very unique experience. Having the chance to study in China and live in the buzzing metropolitan of Shanghai was very exciting. It was very special taking classes with such a diverse group of students from a range of nationalities and backgrounds coming from different universities. I learnt a lot about the Chinese economy and culture. Having the opportunity to visit several companies in China was very revealing and provided significant insight into how business is conducted in China."



Sam Giniger
University of West Florida, United States

"Living and studying with students from around the world broadened my knowledge about international business and I gained many long term friends and possible future business partners. Professor Wei Shen and the other colleagues ran an impeccable program making sure every student felt right at home upon arrival. If a student had any type of problem a staff member was available at all times and if any problems arose they were taken care of immediately."