

# ESSCA Essentials

N° 12 - JUNE 2011



**ESSCA IS COMMITTED  
TO SUPPORT AND MAXIMIZE  
THE POTENTIAL OF ITS STUDENTS**

## DEAN'S WORD

A recent headline in the French daily *Le Monde* was: "A good manager is a well-educated executive". This striking phrase is one ESSCA could easily make its own. Economics and management are our core subjects, but we cannot afford to underrate history, philosophy, sciences, literature... in short all those subjects that constitute so-called "general knowledge" and develop our students' critical thinking, taste and judgement.

This is why ESSCA supports such student associations as *Les Arts* or *Arrêt photo* and schedules a series of year-round lectures fostering a culture of openness both in Angers and Boulogne (see page 2).

We believe these lectures are an ideal opportunity to feed the curiosity of our future graduates. Headhunters are indeed paying increasing attention to cultural open-mindedness since highly responsible positions now often incorporate a cultural dimension.



**Catherine Leblanc,**  
Dean of the ESSCA Group

**F**or the fourth consecutive year over **5,000 applicants - either in their last year of high school or holding the French baccalaureate - have taken the entrance exam for admission into the first year.**

Since 2007, the number of places available has remained more or less the same. Next September, the 2011-2016 year group will include 430 students. For the first three years of their training, students may choose between two sites: Angers or the Paris campus of Boulogne.

By keeping the size of the year groups stable, ESSCA focuses on students' intellectual, professional and personal development. Individual support is provided through tutorials, methodological workshops for career guidance, a Learning Assistance Centre and a counselling and student well-being service. ESSCA endeavours to help its students map out their career by giving them food for thought in an environment where humanistic values are clearly upheld: respect for others, commitment and responsibility.

The 1,650 applicants who took the oral exam at the end of May appreciated the involvement and warm welcome of ESSCA students.

Until the new academic year starts, ESSCA staff offers pre-arrival support to all new students in order to help them settle in.



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# ESSCA NEW GRADUATES' BIG DAY!



A key moment for ESSCA is the graduation ceremony, which took place on Saturday 26<sup>th</sup> March at the "Centre des Congrès" (conference centre) in Angers.

The 360 new graduates were sponsored by Didier ALIX, Adviser to the Chairman of the *Société Générale* (a French private bank) and one of ESSCA's privileged partners. M. ALIX praised the students saying: "Every encounter we had, left me greatly impressed, and did much credit to the quality of your training. I particularly appreciate the values of solidarity, ethics and humanism you endeavour to promote". Quoting Albert Einstein, he gave another piece of advice to the graduates: "Try not to become a man of success, but rather to become a man of value". They got the message!



Didier ALIX, sponsor of the graduates in 2010

## THEY MET ESSCA STUDENTS...

9<sup>TH</sup> MAY  
**CÉLINE BAYOU**

Dr Céline Bayou of the *Institut National des Langues et Civilisations Orientales* (National Institute for Oriental Languages and Civilisations)

**Lecture title:** "The European Union Seen from an Eastern European Perspective"

28<sup>TH</sup> APRIL  
**PAMELA BARNES**

Professor at Lincoln University (United Kingdom)

**Lecture title:** "Nuclear Roller-Coaster"

4<sup>TH</sup> APRIL  
**HERVÉ MORIN**

Député (Member of Parliament) for the French *département* of Eure, and President of the *Nouveau Centre* (a right-of-centre political party)

**Lecture title:** "The European Union: Is the Status Quo still Possible?"

8<sup>TH</sup> MARCH  
**PASCAL PICQ**

Paleoanthropologist at the College de France  
**Lecture title:** "Development, Adaptability, Transmission, Innovation: How Do Societies Decide between Survival or Demise?"

18<sup>TH</sup> JANUARY  
**NICOLAS DE TAVERNOST**

Chairman of the Board of Directors of the M6 Group (French national TV network)

**Lecture title:** "The M6 Group and the Development of Audiovisual Technology"



29<sup>TH</sup> DECEMBER  
**STANISLAS CHAPRON**

Chairman of the Board of Directors of Marsh France and sponsor of the 2006-2011 year group

**Lecture title:** "Risk Control: Opportunities for Risk Management Consultants and Insurance Brokers"



25<sup>TH</sup> OCTOBER  
**PASCAL CAGNI**

Vice-president of Apple for Europe, the Middle East, India & Africa and sponsor of the 2007-2012 year group

**Lecture title:** "Leadership"



## COMING SHORTLY...

28<sup>TH</sup>-29<sup>TH</sup> SEPTEMBER

**JACQUES VAUCLAIR**

Director of the PsyCLÉ Centre

**Lecture title:** "The Origin of Language"

18<sup>TH</sup> OCTOBER

**MARIE-CHRISTINE CAUBET**

Chairwoman of the Board of Directors of Volkswagen France

**Lecture title:** "Strategy and Globalisation"



9<sup>TH</sup>-10<sup>TH</sup> NOVEMBER

**CHARLES PÉPIN**

Writer and Philosopher  
**Lecture title:** "Will and Voluntarism" / "How Philosophy Can Help Us Adapt to Change"

## THE "ENTREPRENDRE" SCHOLARSHIP,

A BOOST TO BUSINESS DEVELOPMENT

Every year, the graduation ceremony is also an opportunity to present the winners of the "Entreprendre" scholarship.

This scholarship is awarded by ESSCA, Capessca\*, the ESSCA Alumni Network and the year group sponsor. It rewards the creation of new businesses and community projects carried out by new graduates. The 2011 prize-winners testify to the variety and originality of the projects:

- **Beepjob.com:** A job search website aimed at non-executives or non-qualified job seekers
- **Take Mex:** Eco-friendly Mexican fast food
- **Anaïs:** Organisation of breakfasts, cocktails and light meals in companies and trading rooms in Paris
- **Duchesnes:** Outdoor installations and floor fitting
- **Hap'ecommerce:** Outsourcing of sales operations management on the Internet

> See the videos of the prize-winners at [www.essca.fr](http://www.essca.fr)

\* ESSCA Students Family Association

## CONTINUING EDUCATION TWO NEW "BADGE" PROGRAMMES INITIATED

As from the next academic year, ESSCA will offer two new continuing education programmes. The "Design manager" and "Management of businesses in the fashion and luxury industry" Badge programmes are aimed at those executives of the design and fashion sectors that seek enhanced managerial skills. The Badge programmes are accredited by the *Conférence des Grandes Ecoles* and are attractive to both company personnel and headhunters. These programmes are short training courses tailored to meet the specificities of these sectors. They carry 25 ECTS (European Credit Transfer System) that can be used accumulated throughout one's career.

> [www.essca.fr](http://www.essca.fr), click on "Entreprise"





# ESSCA LINK FROM YOUR SMARTPHONE

You can access ESSCA from most smartphones (iPhone, Android, Blackberry). Three free apps are available:

- GRANDE ÉCOLE, for first year admission
- ESSCA INTERNATIONAL, for admission to Master's degree 1<sup>st</sup> year
- ESSCA CARRIÈRE, aimed at corporate collaborators



## ESSCA BLOG

Run by Alain ANQUETIL, a professor of Business Ethics, our blog focuses particularly on the role of ethics in the economic environment. Its aim is to foster thinking and communication among corporate professionals, academic staff and students. Posts are based on a concept or a topical event, and raise philosophical questions backed up by academic references.

> <http://www.essca.fr/blog/ethique>



## “GLOBALISATION STUDIES”, FOR MORE IN-DEPTH KNOWLEDGE



Taught to 1<sup>st</sup> year students for the first time this year, “Globalisation studies” is an original course offering a new approach to international relations. Thomas HORBER\*, from our international business department, answers our questions:

**Can you tell us about this new course?**

It is divided into two parts.

First the “Geopolitical seminars”. They are led in English by several international experts and aim at a better understanding of the role of the

European Union and its relations with the United States, China, India, Russia and Africa. Before each seminar, students should read several papers on the subject. Each seminar provides students with further in-depth knowledge.

Secondly “Methodological seminars”, which are led in French and focus on the tricky art of dissertation: presenting your arguments, commenting, putting forward an issue and making a plan.

**How do the two parts combine?**

At the end of the semester, each student writes a dissertation on a specific international issue, following the studied methodology.

\* PhD in European Studies, University of Cambridge, UK

## ESSCA PROFESSORS' RECENT PUBLICATIONS:



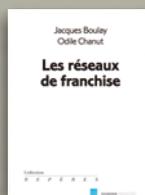
**Revenue Management. Anticiper l'offre et la demande Optimiser les prix**

Patrick LEGOHÉREL and Elizabeth POUTIER  
Ed. Dunod



**Business Model. Configuration et renouvellement**

Samuel GRANDVAL and Sébastien RONTEAU  
Ed. Hachette



**Les réseaux de franchise**

Jacques BOULAY and Olivier CHANUT  
Ed. La Découverte

## DÉFI L'EXPRESS : TEN ESSCA STUDENTS AMONG PRIZE-WINNERS

After winning the Special Jury Prize in 2010, a group of ESSCA students won the Commercial Performance Prize, awarded by the jury of the Défi l'Express Grandes Ecoles. (L'Express is a long-standing French news magazine).



This famous competitive challenge brings together 14 teams of 10 students each, from both business and journalism schools. Their assignment is to produce a 20-page regional supplement from A to Z: drafting, finding the illustrations, distribution and sales promotion. With nearly 8,000 issues sold in Angers and its suburbs, ESSCA has achieved the best sales results.

The second and third year students involved in this challenge really enjoyed this 6-month project. Some of them have gone on to choose the Corporate Communication specialised pathway of the Master programme.



The prize-giving ceremony on 5<sup>th</sup> May at the Musée Grévin in Paris.

## HANDICAP AND THE CORPORATE WORLD ESSCA STUDENTS RALLY ROUND

In 2011, ESSCA undertook to raise students' consciousness regarding the issue of the integration of disabled people into the corporate world, in partnership with the Companieros training centre.

Seven students from the second and third years have worked for one year on the “Handimanagement” programme, and organised a one-week public awareness campaign. This event was an opportunity for 86 students to attend various workshops (a review of labour laws, meetings with disabled employees, case studies...) and take a written exam so as to be awarded the “handimanager” label. This successful experience highlighted the strong interest students have in this highly topical issue.

# ANGERS OR PARIS ?

## OUR NEW STUDENTS HAVE A CHOICE

In a few days from now, those students who passed the entrance exam will have to choose on which of the two Essca campuses they wish to study for the next three years. While some have already made up their mind, others are still uncertain about their choice. Here are the advantages of each campus:

### ANGERS CAMPUS

215 PLACES AVAILABLE IN FIRST YEAR

- The school has premises covering 17,200 m<sup>2</sup>, surrounded by a park and sports facilities
- The train station is 15mn away
- Angers is a great place to study (the city ranked fourth in the *L'Étudiant 2011* classification – medium-sized cities category)
- Rents are “reasonable”

### PARIS CAMPUS

215 PLACES AVAILABLE IN FIRST YEAR

- Bright and spacious premises on the banks of the Seine
- Easy access by the underground, tramway or train
- Quality fast food catering on the premises
- Numerous sports partnerships in the vicinity
- A parking space for bikes and motorcycles

## ANGERS OR PARIS: BOTH CAMPUSES OFFER MANY STRONG POINTS FOR STUDENT SUCCESS

- 1 The first and only business school of its category (i.e. requiring no prep school) with an international accreditation/ EPAS\* label from EFMD\*\*
- 2 Two ESSCA overseas campuses: Budapest and Shanghai
- 3 131 renowned academic partners in over 40 different countries
- 4 Individual customized guidance from the first year to the first job
- 5 From the third year on, all students spend at least one semester overseas
- 6 A choice of 16 specialised programmes: Webmarketing, Marketing of Services and Revenue Management, Finance & Risk Management, Procurement and Logistics, Management of Automobile Networks
- 7 A network of 6,700 alumni now working in the corporate world
- 8 Rapid and successful employability

\* EFMD Programme Accreditation System

\*\* European Foundation for Management Development - [www.efmd.org](http://www.efmd.org)



## ESSCA HEADS FOR THE OPEN SEA

For almost a year now, ESSCA has sponsored the *Nacira 6,50 ESSCA SEANERGY*, a mono-hull steered by Alban ASTIER, a 2008 alumni.

The young skipper, who is a project leader at Generali Patrimoine, created the Seanergy association with a twofold purpose: to compete in the Mini Transat 6.50 from La Rochelle to Salvador de Bahia (starting next 25th September) and to cross the finish line in the top 50%.

Alban already took part in several single-handed and double-handed races and is currently looking for new sponsors to continue his fabulous sea adventure.

> Learn more at [www.transat-seanergy.com](http://www.transat-seanergy.com)



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