Build your future

ESSCA School of Management

SHANGHAI SUMMER PROGRAMME
Why study in Asia?

GDP growth above world average

World GDP*
2016 forecast, % increase on a year earlier

- North America: 2.3%
- Western Europe: 1.8%
- Eastern Europe (incl. Russia): 1.2%
- Middle East/ North Africa: 3.0%
- Asia (excl. Japan): 5.4%
- Japan: 1.7%
- Sub-Saharan Africa: 3.5%
- Australasia: 2.6%
- Latin America: 0.6%

**Source:** Economist Intelligence Unit

Economist.com

*At market exchange rates
Why study in Asia?

Asian population and cities in 2025 > future hubs of growth
New York City, Mexico City, Rio de Janeiro, Lagos, Asian cities....
Why study in Asia?

Shifting consumer habits and a new middle class

Source: JANA. Apr 2012.
Why study in Asia?

Tech-driven Chinese brands are conquering the world

<table>
<thead>
<tr>
<th>Brand</th>
<th>Category</th>
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<tbody>
<tr>
<td>Tencent</td>
<td>Technology</td>
</tr>
<tr>
<td>China Mobile</td>
<td>Telecom Providers</td>
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<tr>
<td>Alibaba</td>
<td>Retail</td>
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<tr>
<td>ICBC</td>
<td>Banks</td>
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<tr>
<td>Baidu</td>
<td>Technology</td>
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<td>China Construction Bank</td>
<td>Banks</td>
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<td>Huawei</td>
<td>Technology</td>
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<td>Agricultural Bank of China</td>
<td>Banks</td>
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<td>Ping An</td>
<td>Insurance</td>
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<td>China Life</td>
<td>Insurance</td>
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</tbody>
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Why study in Asia?

Find new career opportunities in a country 17 times the size of France

Not only the growth of upper and middle class consumers creates a need for sophisticated lifestyle...

...But China fundamentally needs infrastructure, sustainable solutions & renewable energy, health solutions, services, and education.
An introduction to ESSCA

Founded in 1909, ESSCA (Business School) prepares its students through a five-year programme to become managers in marketing, finance and management in an international environment.

ESSCA offers international programmes on 4 sites: Angers, Paris, Budapest and Shanghai, along with a network of more than 200 partner universities in 50 countries. At present, the school works with some 5,000 companies.

ESSCA opened its Shanghai campus in 2006 with a central location, it is the first non-European campus that ESSCA has.

For a visual introduction to life in Shanghai, take a look at this video made by students.
ESSCA holds the following accreditations:

Admission to the Conférence des Grandes Écoles

AACSB International accreditation

AMBA accredited

The FFMD EQUIS certification

Financial Times – ranking #49 in Masters in Management
An introduction to Shanghai and the complex Chinese market

Understanding China means understanding the complex environment of a market of more than 1 billion people, a more and more powerful player in global business and a fascinating heritage of culture and history.

Shanghai is a great city to study business in, with it being the largest economic and transportation hub in China. There are many cultural and heritage sites to explore and as it is the largest city in China, there is always something new to discover. The 6-week Shanghai Summer Programme, taught entirely in English, offers an excellent introduction to contemporary China. It also provides a first-hand initiation into the essential aspects of doing business in China and its interaction with other important regions in the world.
The Shanghai Summer Programme:
- is an intensive **6-week** programme
- is entirely **taught in English**
- is open to **graduate students**
- offers a **multicultural learning environment** which develops cross-cultural skills
- provides **knowledge** of the essential aspects of globalising **Chinese market**
- includes visits to companies providing first hand experience

Shanghai

The programme takes place in Shanghai, the largest city of China. With a population of more than 20 million people, this bustling city sits at the end of the Yangtze river, which is also the largest river in China. It is described as an international metropolis and a global financial centre, the perfect place to spend 6 weeks!
Shanghai Summer Programme

- 20mn+ inhabitants
- 0.06% of China’s land mass
- 2.16tn RMB – highest in China
  - 12.9bn RMB – primary sector > 1%
  - 802bn RMB – secondary sector > 37%
  - 1.34tn RMB – tertiary sector > 62%

- Foreign influence:
  Architecture & former concessions – multi-national corporations – FTZ

- 170,000 expatriates
  (30,000 Japanese, 20,000 Koreans, 20,000 US-Americans, 7,500 French, 7,200 Germans, 6,000 Canadians, 5,000 British)
The programme enables each student to earn up to **15 ECTS credits**, equivalent to **7.5 US credits**

* *including a series of subject-related field visits*
Old and Contemporary Chinese Civilisation, Politics & Society (3 ECTS)
This course introduces students to past and contemporary Chinese civilisation and society, its cultural background, and current challenges and opportunities so that students gain a thorough understanding of the society they will do business with.

Doing Business in China: Economy, Commercial Environment and Legal System (6 ECTS)
Specialised knowledge of Chinese business practice, politics and law is becoming increasingly sought after. This course is intended to introduce the cultural and legal foundations of China and to show how they are applicable in organisations and business practices.
Shanghai Interdisciplinary Field Research (3 ECTS)
In this course, students conduct first-hand research and develop cutting edge knowledge and research skills about the internationalisation in and of Asia, in the spheres of business, politics, culture and societies. There is also an element of looking at marketing strategies that are used in Chinese consumer goods markets. By using techniques of business studies and social sciences, students are given ample time for field visits and work in groups on a specific business topic or project. Classes are completed by subject-related field visits.

Chinese Language - Mandarin (3 ECTS)
Chinese (Mandarin) is one of the most widely spoken languages in the world. With China’s growing prominence in the world’s economy, Mandarin is increasingly used as the lingua franca for doing business with and in China and more and more people are learning it as foreign language.

Assessment is carried out through written and oral exams at regular intervals throughout the programme
International Professors

Teaching staff from many parts of the world: China, France, Germany, Hungary, Ireland, South Korea, Spain, The Netherlands, United States of America...
Company visits are organised every year, there are usually 2 or 3 during the 6 weeks of the summer programme. The exact visits aren’t finalised until just before the programme starts but to give you an example of company visits in the past...

Louis Vuitton Shanghai

Zheijang Real Estate

General Motors Shanghai
Practical information

Dates
The Shanghai Summer Programme starts on 8 June and ends to 17 July 2020.

Application and admission
To apply, please contact summer@essca.fr specifying the summer programme you are interested in. Should you come from an ESSCA university partner, you will need to be nominated by your home institution to be allocated a fee-waiver exchange place. You will be sent an application to complete online. Once the application is submitted, we will send an official letter of acceptance. The Shanghai Summer Programme has a limited number of places so please apply by the application deadline, on 10 April 2019. After this date, please check directly with us if there are still places available.

Class time and textbooks
The total number of contact hours for the whole programme is 122.5h. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers.
Visa
Valid passports and visas are mandatory. Non-Chinese students will need to present their letter of acceptance to apply for a visa. Please check the Chinese consulate website for the exact procedure and any other documents that the consulate may require for the visa application. Students will need first to register with ESSCA Shanghai and pay a Registration and Administration fee of 990 RMB to cover the administration costs and to obtain the necessary visa documents.

International health insurance
Valid international health insurance or travel insurance covering hospital care and repatriation is required to register for the Summer Programme. Please send us a copy of your insurance and make sure your document is written in either French or English.
## Shanghai Summer Programme

### Practical information

#### Fees

Students from ESSCA's partner universities do not pay tuition fees, but do pay administration costs which are **1050 HK$ per student**. Students from non-partner universities will pay **1300€ tuition fees** plus the administration costs.

<table>
<thead>
<tr>
<th>Included in the costs</th>
<th>Not included in the costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company visits</td>
<td>Plane tickets and local transport costs</td>
</tr>
<tr>
<td>Help finding accommodation</td>
<td>Meals</td>
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<tr>
<td>Course materials (You do not have to buy any textbooks)</td>
<td>Accommodation</td>
</tr>
<tr>
<td>Welcome dinner</td>
<td>Personal expenses</td>
</tr>
</tbody>
</table>
Practical information

Taxi
14 RMB + 3.6 RMB per km

Meals
Chinese or Japanese set lunch menu: 40 RMB.
Big mac meal: 20 RMB.

Accommodation
Estimated costs including Chinese breakfast at YuHang Hotel
Around 278 RMB/night.
Benjamin Alldis:

“Taking the chance to study at ESSCA Shanghai has been one of the most valuable life decisions I have ever made. ESSCA has given me the opportunity to build invaluable knowledge surrounding the ever-changing, increasingly significant Chinese economy and given me the opportunity to live in one of the most exciting cities in the world. Studying with students from all over the world at ESSCA has opened up my views to working and living abroad later in life, allowed me to develop my language skills and has given me confidence to take on challenges such as taking on China in the future. The syllabus at ESSCA Shanghai gives students a unique foundation for understanding how best to do business in China and allows students to develop the spark needed to fully discover and understand the Chinese market. Spending a term studying at ESSCA Shanghai is no doubt going to benefit you in a number of ways throughout your life, but most importantly you are guaranteed to have a lot of fun.”
For further information and application, please contact us directly by e-mail at: Shanghai@essca.fr
Welcome to ESSCA Shanghai
Welcome to ESSCA Shanghai