



# STUDY in ANGERS FRANCE

## Come Join One of France's Leading Business and Management Schools!

Founded in 1909 and playing a major role in the community as well as an academic leader in the area, ESSCA is proud to boast a main campus is of 17,500 sq. located in the historic city of Angers, in the heart of the Loire Valley, listed on UNESCO's list of World Heritage Sites. Having Angers as the main campus presents a multitude of advantages for exchange students: close proximity to historic and cultural sites, less than an hour away from the Atlantic Ocean, and only 1 ½ hours by state-of-the-art high-speed train from Paris.

Exchange students will be integrated into the full complement of more than 2000 undergraduate and graduate programmes and benefit from all of the academic, support, athletic, social, student-oriented and research facilities and activities at this bustling campus. Interested students may also combine a semester's study in Angers with a second semester at one of ESSCA's other campuses in Paris, Budapest or Shanghai, making possible a full year's international experience — even in more than one country.

## Application Procedures

- If you are from one of ESSCA's partner universities, please contact your student exchange coordinator or international office.
- A 550 TOEFL score is required for non-native English speakers. Students whose home university language of study is English are also exempt.

## Practical Information

- ESSCA student services in Angers can place semester-long students in one of ESSCA's partner residence halls as well as assisting candidates in their search for accommodations and also with their administrative formalities. However, semester-long students do remain responsible for finding their own accommodations.
- For further information on ESSCA's Angers campus: [essca.fr/en](http://essca.fr/en) > About ESSCA > Our Campuses > ESSCA Angers

DIEUWERTJE WOULDSTRA  
University of Twente, Netherlands

### All in all, a fantastic experience that I will never forget!



My exchange semester at ESSCA has been a rollercoaster ride! I have met so many nice people from all over the world as well as trying to keep up with 7 courses this semester (the Dutch system works differently with 3-4 courses per quartile) so in the beginning it took some time to get used to. The courses were taught in small groups which increased student interaction and makes you prepare the material more thoroughly! The Maine-et-Loire region is beautiful, both in winter and summer and I loved the fact that cycling was encouraged in Angers by the free bike system and cycle paths all around the city. All in all, a fantastic experience that I will never forget!



# Undergraduate Courses

## FALL SEMESTER (SEPT-DEC)

### Core Courses

- International Trade and Export Diagnosis
- Coordinating Marketing Strategy and Operations Management
- HRM and Corporate Social Responsibility
- Financial Management

### Electives

- European History and Politics
- European Sustainability Policies
- Intercultural Dynamics
- Contemporary European Politics
- Sport in Business, Society & Politics
- Negotiating in a multicultural context
- International Corporate Finance
- Wine Marketing
- Social Innovation, Business & Society
- Great Economic Thinkers
- Digital Society
- Advanced Microeconomics for Managers
- Economics of Money and Finance
- High-Tech Europe
- French as a Foreign Language
- Mythes et fondements de la société française I & II

## SPRING SEMESTER (JAN-MAY)

### Core Courses

- International Trade and Export Diagnosis
- Coordinating Marketing Strategy and Operations Management
- HRM and Corporate Social Responsibility
- Financial Management

### Electives

- European Sustainable Development
- Intercultural Dynamics
- European Economics
- International Corporate Finance
- Wine Marketing
- French Retail Marketing Assets
- Business Models for a sustainable Economy
- Digital Society
- French as a Foreign Language
- Mythes et fondements de la société française III & IV

Christopher ANTONOPOULOS  
Australian National University, Canberra

## My international experience was really enjoyable

I didn't know much about Angers before arriving, except that it had a large student population, although I did use the website and Facebook pages which were useful. I chose to study in France because I wanted to learn the language. My international experience was really enjoyable; I liked the fact that ESSCA has such an international community. Studying abroad exposes you to new cultures; you become a 'global citizen'. Having this experience is something that many employers are looking for.

# Graduate Courses

To avoid possible scheduling conflicts, please select courses from only one area of study or ask for academic information and/or assistance.

## MASTER'S 1 - FALL SEMESTER (SEPT-DEC)

- Leadership and Strategy
- French as a Foreign Language
- **Management:**
  - Starting new venture
  - Project management
  - Information Systems and Operations Management
  - Managing Creativity & Innovation
- **Marketing:**
  - Taking Decisions and Monitoring Performance in Marketing
  - Innovation Marketing and Creativity
  - Negotiating successfully
  - Research in marketing
  - Consumer Behaviour
- **Essentials of Management:**
  - Principles of Management
  - Marketing Essentials
  - Finance Essentials
  - International Economics

### • Finance

- Corporate Finance
- Management Control
- Finance Markets
- Econometrics in Finance
- Applied Modeling in Finance
- Economics, Markets and Institutions
- International Standards and Ethics

## MASTER'S 1 - SPRING SEMESTER (JAN-MAY)

- Leadership and Strategy
- French as a Foreign Language
- **International Business:**
  - Geopolitics and Risk Management in International Business
  - Market Dynamics, Investment and Finance
  - European Integration and Business Environment
  - International Strategy and Project Management
  - Business Communication in an international environment
  - Digital Marketing

## MASTER'S 2 - FALL SEMESTER (SEPT-DEC)

- French as a Foreign Language
- **Entrepreneurship:**
  - Business Creation and Development
  - Entrepreneurial finance
  - Business Project
  - Social Business
  - Digital Business
  - Business transfer and family business
- **Corporate Finance Management:**
  - Advanced Performance & Management Control
  - Advanced Financial Management and Governance
  - Internal Auditing and Risk Management
  - Project Financial Management
- **Consumer Goods Marketing:**
  - Brand Management
  - Sales Development
  - Retailing
  - Digital Expertise 360
  - Shopper Marketing
- **International Business:**
  - International Business Strategies and Negotiation Techniques
  - International Trade Legal Environment
- **2 specialisations:**
  - International Sales
    - > International Sales Development
    - > International Trade Marketing
  - Sourcing and Purchasing
    - > Logistics for Trade
    - > International Sourcing and Purchasing
    - > IT for Supply Chain Management

All ESSCA course offerings are subject to change.

## Information and Enrollment

exchange@essca.fr

Phone: +33 (0)2 41 73 47 00

Fax: +33 (0)2 41 73 47 90



### MAIN CAMPUS

1 rue Joseph Lakanal - BP 40348  
49003 ANGERS CEDEX 01  
Tel. : +33 (0)2 41 73 47 47

AACSB, AMBA and EQUIS accredited  
Member of the FESIC network and Conférence des Grandes Ecoles  
Associate member of UCO (Université Catholique de l'Ouest)



Master in Management  
Ranking 2019

ESSCA.FR/EN