



STUDY IN SHANGHAI CHINA

CHINA: More than a billion consumers and the world's fastest-growing economy

SHANGHAI: One of the world's most vibrant metropolises with over 22 million inhabitants

ESSCA: One of France's leading business and management schools for over 100 years

Profit from ESSCA's experience and international faculty to prepare your career in China or in Asia at ESSCA's Shanghai Campus. Made up of both a French and international student body, ESSCA Shanghai is a unique opportunity to get to know firsthand this compelling and complex society. With business courses in English and ample opportunity to learn Chinese, students use their summer school or semester in Shanghai to gain in-depth knowledge and return with an enriched business expertise, making them even more attractive on today's job market.

CORPORATE VISITS

In addition to the academic curriculum, ESSCA Shanghai also organizes company visits to multinationals and Chinese firms such as Bao Steel, Coca Cola, General Motors, Louis Vuitton, Volkswagen and the Port of Shanghai to gain direct experience of the Chinese way of doing business and to translate theory into practice.

CULTURAL ACTIVITIES

An international student body means a truly worldwide experience. Students from all over the world are welcomed to Shanghai by ESSCA staff and are taken on cultural excursions and study trips in and around Shanghai during the programme.

Students have also taken part in a number of extracurricular activities, notably during the World Expo held in China in 2010 where they were part of the EU pavilion, as well as fieldtrips to neighboring provinces.

Application Procedures

- If you are from one of ESSCA's partner universities, please contact your student exchange coordinator or international office. If you are from another university, please contact ESSCA directly (see below) and make sure to mention that you wish to be considered as a "free mover."
- A 550 TOEFL score is required for non-native English speakers. Students whose home university language of study is English are exempt.

Practical Information

- Tuition Fees: a limited number of tuition waivers are available for students from ESSCA partner universities.
- The ESSCA staff based in Shanghai will assist you in finding suitable and affordable accommodations.
- Further information — including visa and practical matters of living in China — will be given to you once you have been nominated to the programme and your application has been accepted.

Testimonial

Benjamin Alldis

University of Leeds, United Kingdom



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.





Undergraduate Level

CHINESE BUSINESS AND LANGUAGE SEMESTER

- Fall (Sept-Dec) and Spring (Jan-May) Semesters
- 30 ECTS per semester

- Old and Contemporary Chinese Civilization, Politics and Society
- Chinese Economics
- China Business Research Project
- Doing Business in China: Commercial Environment and Legal System
- China Inc. - Corporate China and the Belt Road Initiative
- Chinese Language

CHINESE MARKETING AND LANGUAGE SEMESTER

- Fall (Sept-Dec) and Spring (Jan-May) Semesters
- 30 ECTS per semester

- International Marketing
- Service Marketing and Tourism Management
- Event Marketing and Management
- Fashion Marketing
- Digital Marketing
- Chinese Language



Graduate Level

ASIAN BUSINESS SEMESTER IN MARKETING AND INTERNATIONAL BUSINESS

- Fall (Sept-Dec) and Spring (Jan-May) Semesters
- 30 ECTS per semester

- Strategic and Supply Chain Management
- Branding and Retailing in Asia
- Cross-Cultural Management and Negotiation
- Asian Business Research Project
- Digital Marketing
- Leadership and Strategy
- Asian Economy and Geopolitics
- Country Risk Analysis
- Chinese Language

BRAND MARKETING AND RETAILING IN CHINA

- Fall (Sept-Dec)
- 30 ECTS per semester

- A-Z Business Development in China
- Brand Marketing and Business Communication in the Chinese Market
- Integrating 'Made in China' into a Company's Global Supply Chain
- Retailing Techniques for China
- Digital Marketing and E-CRM in a Chinese Context

Elective

- Chinese Language

All ESSCA course offerings are subject to change.

Information and enrollments

Nadège Picquenard

exchange@essca.fr

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

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



Discover ESSCA Shanghai



MAIN CAMPUS

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

PARIS

55 quai Alphonse Le Gallo
92513 BOULOGNE-BILLANCOURT CEDEX

BUDAPEST

Czuczor utca 6
1093 BUDAPEST
HUNGARY

SHANGHAI

297 Wusong lu 200080
SHANGHAI CHINA



Master in Finance
Ranking 2018

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

||| ž7E E 5 3 ž8D!7 @