



PRESS RELEASE

Angers, 17th March 2022

ESSCA formalises overhaul of the Master's cycle of its Grande Ecole programme

In 2020 following the reform of the French baccalaureate, ESSCA School of Management began re-structuring the initial cycle of its Grande Ecole programme. It is now the turn of the Master's cycle to be re-designed, thereby guaranteeing continuity across the entire curriculum. The concept of business-relevant skills is at the very heart of this overhaul, with a view to better meeting the current and future expectations of companies and ensuring the best possible transition into working life for students. This re-structuring also forms a part of the regional and international development strategy of the School, as announced as part of its Odyssee 20/24 strategic plan.

A fourth year designed to blend different profiles

From the beginning of the 2022-23 academic year, all students will take a **new block of complementary courses incorporated into the Master's cycle**. This transitory semester, which will be known as "**Advanced Management Skills**" (**AMS**) and amounting to 180 hours, will enable students to obtain **leadership and management skills** on the following themes: exercising leadership, communicating, managing, operational positioning of a strategy and its deployment, using information and data, managing a budget, and assessing the environmental and societal impact of one's decisions.

"After having learned the ABCs of Management over the first three years, students will now be able to tackle the next stage. This transitory semester will enable them to strengthen their academic skills" points out **Franck GAVOILLE, Director of the Grande Ecole programme**.

The new programme will make it possible to bring together student profiles from different backgrounds, by incorporating Engineering, Sciences and Arts profiles, among others, via the parallel admissions process. These students will benefit from a **month-long intensive learning seminar dedicated to the fundamentals of Management** upon their arrival before then joining their classmates for the AMS semester: Franck GAVOILLE comments: *"by combining students already taking the programme, international students and these newly-admitted profiles, the semester will offer a genuine opportunity to learn to work with people from differing backgrounds"*.

Upon completion of this first semester, the students will be ready to specialise in a particular area of Management.

A fifth year geared towards specialisations

The next stage in the students' training will involve a choice from **14 specialisations on offer in the fields of Marketing, Finance, Management, and Digital Transformation, among others**. The range of specialisations has been re-modelled from campus to campus, in order to concentrate on the areas of most relevance to local business representatives. *"Our*



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multi-campus strategy at regional and international levels enables us to remain at the heart of the various ecosystems and employment areas”, adds Franck GAVOILLE. The establishment of 6 campuses in France and 2 abroad makes it possible for ESSCA School of Management to create a learning environment for its students offering the best preparation for working life, featuring contributions from visiting lecturers and a wide range of internship, sandwich course and employment offers linked to the economic activity of each region.

ESSCA is also planning to **extend its portfolio of courses related to CSR and social impact**, in order to train tomorrow’s responsible leaders and therefore tackle the latest societal challenges.

In addition, the international component will be reinforced. All specialist areas will be **available in English, thereby encouraging the ratification of Double Degree agreements with international partners. Furthermore, the extension of the Master’s level of the programme to the School’s Budapest and Shanghai campuses will give students the option of taking the entire curriculum on those campuses.** In line with the Odyssée 20/24 strategic plan, this overhauling of the Master’s forms a part of ESSCA School of Management’s drive to **extend its presence in Europe and beyond.**

ESSCA is also preparing its students to transition professionally into a globalised world.

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About ESSCA School of Management

Now 112 years in existence, ESSCA School of Management offers a range of courses in marketing, business, finance, HR, digital and consulting. It is a member of the Conférence des Grandes Écoles and delivers a nationally endorsed Bac+5 Master’s-level diploma as well as a Bachelor in International Management, a Specialised Master’s and a Master of Science. A non-profit 1901 association and EESPIG-certified, ESSCA School of Management is part of the 1% of business schools worldwide to hold AACSB, AMBA and EQUIS triple crown accreditation status, thanks to the excellence of its programme portfolio, international exposure, and close ties with the corporate world. The school currently comprises a 17,000-strong alumni network present around the world. Established on 8 different campuses in France and abroad (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, Strasbourg, Budapest, and Shanghai), the school delivers a broad range of curricula in tandem with a large-scale network of partner universities in 56 countries. The Grande Ecole programme can also be taken in continuing education format. The school also offers a selection of training programmes specially designed for executives, managers, and operational teams.

www.essca.fr/en/

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