



Build your **future**

MASTER OF SCIENCE in ENTREPRENEURSHIP AND DESIGN THINKING

In partnership with the Quebec
School of Design, Laval University



MSc



WWW.ESSCA.FR

ESSCA School of Management

Founded in 1909 in Angers, in the Loire Valley in the west of France – listed on the UNESCO World Heritage Sites – with several campuses in France and abroad, ESSCA is one of the top French graduate schools of management offering Bachelor and Master programmes to French and international students. The school offers a range of specialist Master's programmes taught only in English.

For over one hundred years, ESSCA has educated young people and adults in business and management, as well as in core values – competency, humanism, responsibility and imagination. When combined with academic excellence, a high-qualified international faculty, top-notch research and a vast partner network worldwide, an ESSCA education truly becomes a fulfilling and enriching experience.

A private, not-for-profit institution, ESSCA is accredited by the French Ministry for Education and by two international accreditation agencies, EFMD* and AACSB**.

Key Figures

8 campuses

192 partner universities in 49 countries

3,000 full-and part-time students

118 full-time faculty

370 adjunct and part-time faculty or international experts

3 institutes, EU-ASIA Institute, Institute Marketing Digital Marketing and Institute for Advanced Pedagogy

2,500 corporate partners

12,800 alumni worldwide



YOUR CAMPUSES

Laval / QUEBEC

Université Laval (UL) is among the largest universities in Canada. By choosing UL, you're opting for an intellectually stimulating campus that is home to 1,500 professors and more than 250 research groups and chairs. A rich and stimulating environment in the beautiful Québec City!

Programmes of study cover all fields of knowledge, from medicine, administration and law, to engineering, arts and music. Moreover, Université Laval offers several exclusive programmes in disciplines such as geomatics, agriculture, and forestry. A UL diploma will help turn you into an in-demand professional with a bright future ahead.

Thanks to its dynamic personnel, Université Laval has built an international reputation in many top fields. And our talented professors understand that the secret to student satisfaction lies in staying available and attentive to student needs. Students come here to build their future: Université Laval works hard to help them succeed!

Boulogne-Billancourt / FRANCE

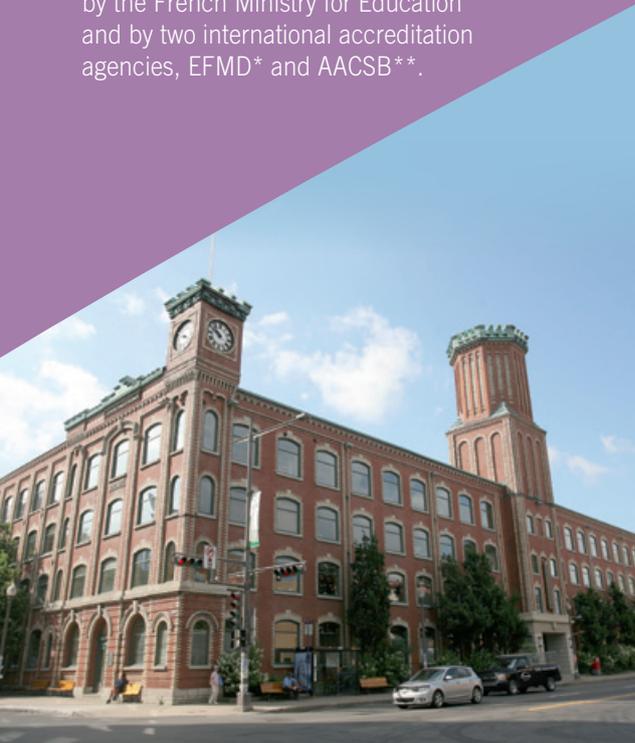
The largest city in the Paris metropolitan area outside of the capital, Boulogne-Billancourt is considered a major economic centre in the Paris region, employing 100,000 people and home to many corporate head offices.

Located on the banks of the River Seine, the campus is served by a variety of public transport means (metro, bus and tram) making access to the center of Paris and the rest of the area easier. Besides educating young people in years 1-5 and corporate leaders in the executive programme, another goal of the Boulogne campus is to promote research and specific study projects, allow for the continued development of the School's international profile by significantly increasing its capacity to accommodate students from around the world, and add to its educational programmes, in particular in the field of continuing education.

ESSCA hosts a business incubator to provide even greater support to its young entrepreneurs. In addition to this a foundation, "ESSCA House" welcomes all of its preferred partners (businesses, institutions, graduates, etc.).

*European Foundation for Management Development

**Association to Advance Collegiate Schools of Business



Why this course?

The Msc in Entrepreneurship and Design Thinking is a joint programme co-created with Laval Design School, our Academic Partner since September 2013. Half-taught in English and in French, it aims to equip you with an entrepreneurial culture supported by a strong design orientation.

Entrepreneurial culture means giving you a real expertise in project engineering so that you can mobilize it in any kind of context: starting up a business but also business transmission and recovery, redeployment of traditional activities, business development, whether through a franchise network type, an SME in a national or international development, or a large group of managers who actively search intrapreneurs to get a boost after and reinvent their business model.

Taken in its broadest sense, design will allow you to think differently, through the acquisition of complementary skills, in a completely different environment. With one semester in Quebec and one in Paris, you will get double cultures and competencies.

Course Content

The programme lasts 3 semesters and includes:

- 450 hours of on-site teaching (1 semester in Laval and 1 semester in Boulogne-Billancourt) totalling 60 ECTS credits
- An internship (4 to 6 months) and a Master's thesis totalling 30 ECTS credits.

Semester 1 in Laval, Quebec

- Expertise Design

Projet de mémoire en design	45h
Introduction à la recherche en design	45h
Méthode de recherche et d'analyse en design	45h
Théorie et fondements en design	45h
Recherche et documentation en design	45h

TOTAL **225h**

Semester 2 in Paris, France

- Expertise Entrepreneurship
- Designing innovative projects

Business Modelling	45h
Business Planning	45h
Business Traction	45h
Entrepreneurial or Business Development Project	45h
Social and Digital Business	45h

TOTAL **225h**

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Dr Xavier Lesage
Head of the programme



The learning-goal of this programme is not to push you into becoming an instant entrepreneur but really to develop your capacity to think, act, behave, communicate and pitch as entrepreneurs do.

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Careers

Graduates are primarily destined to positions of:

- Business Start-Ups (projects holders or co-holders)
- Start-up business developers
- National / International Market / Sector Developers
- Sales Strategy Specialists / Sales & Operations
- Managers / New Product Developers
- Business Developers
- Design Management, Creative Processes Management



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THEY SUPPORT US

Françoise Seince
Head Manager of Ateliers de Paris, City of Paris

As head of a business that promotes design as a tool for economic development and innovation factor, I welcome the creation of this programme. Bringing these skills can help the emergence of highly innovative projects within a structured development plan. Moreover, it will promote a better understanding of the mechanisms involved. It is thus hoped that the design management within large companies will soon be more evident.

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And also Crédit Agricole Atlantique Vendée, Bienfait & Associés, O2 Développement, Ornika SAS, Bodet, Clen...



TUITION FEES

PROGRAMME IN 2017-2018: €14,000

ESSCA does offer a limited number of partial and total scholarships for students from outside France.

ADMISSION REQUIREMENTS

For entry into the programme, participants will need to have:

- A 4-year Bachelor degree, or a total of 240 ECTS credits, preferably but not exclusively in business administration or engineering
- Les candidats français ou d'Afrique francophone peuvent postuler s'ils possèdent un diplôme M1 ou un total de 240 crédits ECTS
- An advanced level of English (TOEFL 550 or equivalent)
- An advanced level of French

APPLICATION PROCESS

Admissions are on a rolling basis throughout the year. The programme begins in September.

The selection includes the following five steps:

- Online registration (application fee: €80)
- Application pack submitted to ESSCA (in English)
- Short list of candidates
- Interview in English
- Validation of the application by the selection committee

Applications must be submitted by June 30, 2017

Please consult our website for information on the application process:
www.essca.fr/en/programmes/other-degrees/msc

ACCOMMODATION AND PRACTICAL INFORMATION

ESSCA student services can provide information to students in their search for accommodation, as well as assistance with the administrative formalities.

Information concerning visas and practical matters of living in France will be provided once candidates have been admitted to the programme.

FOR FURTHER INFORMATION ON ESSCA'S PARIS CAMPUS:
www.essca.fr/en > About ESSCA > Our campuses



CONTACT

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