

## THE LATIN-AMERICAN TRACK:

### LAUNCH OF A NEW TRACK FOR THE SPECIALIZED MASTER'S IN STRATEGY AND MANAGEMENT OF INTERNATIONAL BUSINESS

**The ESSEC Specialized Master's in Strategy and Management of International Business is now able to offer a Latin-American Track, in partnership with EGADE (Escuela de Graduados en Administracion y Direccion de Empresas) of the Tecnologico de Monterrey, Mexico.**

This new track will enable students to gain significant international experience in a developing geographical area of great interest to multi-nationals from France and around the world.

The completion of the agreement with the ESSEC Specialized Master's in Strategy and Management of International Business represents a new and important stage in the internationalization of the program. It will offer students the opportunity to benefit from a multicultural learning environment and to develop the knowledge and skills required for a future career in a Spanish-speaking context.

#### **Two options are available:**

- **A 15-month double diploma:** students attend courses at ESSEC for 7 months (late-August to late-March) and for 8 months at EGADE (April to late-November). This period of study must then be completed by a 4- to 6-month internship in a country of the student's choice.

Successful completion of the course requirements is rewarded with an **ESSEC Specialized Master's in Strategy and Management of International Business** and the **EGADE Maestria en Mercadotecnia**.

- **An exchange:** students follow courses at ESSEC for 4 months (late-August to late-December) and for 3 months at EGADE (January to late-April). This period of study must be completed by a 4- to 6-month internship, in a country of the student's choice.

#### **The choice of partner - EGADE (Escuela de Graduados en Administracion y Direccion de Empresas) du Tecnologico de Monterrey, Mexico**

EGADE was chosen on account of its reputation as the leading management school in Latin America. It is an EQUIS and AACSB-accredited institution and is regularly rated number 1 Latin American business school by the Wall Street Journal, the Financial Times and Business Week.

#### ***About the Specialized Master's in Strategy and Management of International Business***

The ESSEC Specialized Master's in Strategy and Management of International Business, accredited in 1996 by the *Conférence des Grandes Ecoles*, receives approximately 100 students per year spread over the two traditional tracks and four international ones.

70 % of students already hold an Engineering diploma, 15% an Economics or Management diploma, and 5% a diploma in Law or Political Science.

40% of the intake for the 2006-07 academic year are international students.

The 12-month, full-time period of study (divided into 7 months of courses and a 4- to 6-month placement in a company, followed by a professional thesis project) trains managers seeking to specialize in the international market.

The program can be taken partially or entirely in English, and is available in **six different tracks**:

→ **Two traditional tracks**

- The “mixed” track (50% in French, 50% in English – course held at ESSEC’s Cergy campus).
- The “Anglophone” track (100 % in English – course held at ESSEC’s Cergy campus).

→ **Four international tracks**

- The “American” track (course held jointly at ESSEC’s Cergy campus and Thunderbird, USA).
- The “Asian” track (course held jointly at ESSEC’s Cergy campus, the ESSEC Asian Center and Nanyang University, Singapore).
- The Latin-American double diploma “A” track (course held jointly at ESSEC’s Cergy campus and the EGADE, Technologico de Monterrey, Mexico).
- The Latin-American exchange “B” track (course held jointly by ESSEC’s Cergy campus and the EGADE, Technologico de Monterrey, Mexico).

The 2005 employment survey revealed that 22% of the program’s graduates take up their first job abroad.

The most popular sectors chosen are Industry, Consultancy, and Auditing.

The main positions taken up are in finance, management control, trade/export, consulting/strategy, international business /international project management, and marketing/commerce.

**87 % of graduates take up positions containing a high to very high international element.**

The ESSEC Specialized Master’s in Strategy and Management of International Business is a feature of international management education in France, having been ranked 1<sup>st</sup> amongst non-MBA, specialized postgraduate courses in international management by SMBG for the fifth year in a row, as well as 6<sup>th</sup> place in the Financial Times rankings for the Top European Master’s degrees in Management. I

**About ESSEC**

*Founded in 1907, ESSEC Business School, Ecole Supérieure des Sciences Economiques et Commerciales, is a major figure in international management education. Teaching is carried out by researchers of international renown and heads of well-known companies. Together, they perpetuate a tradition of academic excellence and the nurturing of personality as well as a spirit of openness at the service of the economic and social sectors. <http://www.essec.fr>*

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