



## PRESS RELEASE

### ***“100 % Made in Asia”***

## **The Specialized Master’s in Strategy and Management of International Business now available in its entirety at ESSEC’s Singapore campus**

**As of the beginning of the 2007-08 academic year, students will be able to take the entire ESSEC Specialized Master’s in Strategy and Management of International Business at the ESSEC Asian Center, Singapore.**

This new, “100% Asian” track represents a new and important step in the internationalization of Master’s degrees. As a result, students will have the opportunity to follow the complete course in a multicultural environment and to acquire the necessary knowledge and skills for working in an Asian context.

Students will benefit significantly from the rewards of an international experience in a geographical area that offers great development potential for French and foreign multinationals. The ethnic diversity and economic, political and situational openness to the rest of Asia are such that Singapore has become a financial and operational hub in the space of the last 40 years. Numerous multinational companies have chosen it as their main site in Pacific Asia, due to its strategic location and its influence across the region.

The “100% Asian” track also represents an opportunity for students to enjoy a unique experience in one of the liveliest cities in all Asia.

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

- **The “100% Asian” track:** Upon completion of beginning-of-year formalities at Cergy and the adaptation weekend organized by the Student Association Body, students leave for the ESSEC Asian Center where they take the entire course (from September to mid-April). The internship that follows can be in any country of their choice.
- **The “50% Asian” track:** Students take 4 months of courses at ESSEC (from late-August to late-December), followed by 3 ½ months of courses spread across the ESSEC Asian Center and Nanyang Technology University, Singapore (from January to mid-April). The internship can be in any country of their choice.

#### **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, Tecnológico de Monterrey, Mexico).
  - The Latin-American exchange “B” track (course held jointly by ESSEC’s Cergy campus and the EGADE, Tecnológico de Monterrey, Mexico).

The 2005 employment survey reveals 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. |

#### About the ESSEC Asian Center

*The ESSEC Asian Center is the third ESSEC campus in existence, along with those at Cergy Pontoise and La Défense (the latter dedicated to executive education). The opening of a campus in Asia meets three main objectives:*

- *to increase ESSEC activity on an international level*
- *to strengthen the understanding by students and participants in the various ESSEC programs of problems specific to Asia*
- *to offer a welcoming structure for researchers and professors wishing to widen the scope of their professional activity and studies.*

*Ideally situated between India and China, Singapore has established itself as the privileged observatory platform for the Asian continent. As the genuine “hub” of Asian higher education, Singapore represents an amalgam of different Asian societies and, with English being its official language, offers ease of integration for foreign students. The ESSEC Asian Center will receive every year two classes of 40 ESSEC MBA students for a period of six months at a time, as well as participants in various other programs (ESSEC & MANNHEIM Executive MBA; Specialized Master’s in Strategy and Management of International Business and other continuing education programs).*

*In addition, ESSEC wishes to develop five of its areas of academic expertise in Asia, with a particular emphasis upon research into:*

- *Asian Luxury Brands*
- *Urban Management*
- *Ethics and Biotechnologies*
- *Innovation in the Service Industries*
- *Risk Management and Sustainable Development.*

**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. ESSEC Business School comprises three campuses (Cergy, La Défense and Singapore) and trains 3 700 students per year, as well as 6 000 executives in continuing education programs. The School community currently totals 25% of international students and 80 nationalities. 115 exchange agreements and 15 double degrees are in place with the most prestigious international schools in the world. <http://www.essec.edu>*

**Press contact:**

**Yamina BELAID**  
**01 34 43 28 47**  
[belaid@essec.fr](mailto:belaid@essec.fr)