

PRESS RELEASE

Ecole Centrale Paris and ESSEC Business School announce the joint creation of an Advanced Master in Entrepreneurship

(Châtenay-Malabry and Cergy-Pontoise, 19th June 2009)

ESSEC Business School and Ecole Centrale de Paris – one of France’s top engineering schools – have decided to combine their academic expertise and offer an Advanced Master in Entrepreneurship.

The globalised context in which we live requires men and women that are capable of tackling problems from technical, economic and socio-political perspectives. The goal of the ESSEC-Centrale Advanced Master in Entrepreneurship is to enable engineering, business school and higher education graduates to develop transferable, multidisciplinary management skills that foster new business initiatives in the form of SME’s, start-up companies and innovative management solutions.

This innovative program is founded on the principle that successful entrepreneurs need to master a holistic approach to value-creation by being able to cover all aspects of the business (marketing, finance, operations, technology) competently. As specialization is increasingly important in a competitive market, the ESSEC-Centrale Masters combines its strengths to provide participants with a unique opportunity to effectively grasp both managerial skills and technical expertise, a factor that fosters the creation of start-ups from all sectors (technology, professional services, non-for-profit etc.) and all types of organization (company, partnership, subsidiary etc.)

This flexible program allows participants to customize their timetable to fit in with other commitments and also approaches entrepreneurship from both angles – the entrepreneur and the ‘venture capitalist’. For budding entrepreneurs, training is provided in setting up companies, and managing small or medium sized enterprises, profit centers, business units, or subsidiaries. However, training also focuses on careers in entrepreneur-driven areas such as managing incubators, working in research labs, providing economic and industrial development support, becoming an analyst or an investor, executing mergers and acquisitions, or advising on investment law.

The course starts on the 31st August 2009.

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