

## **ESSEC and Centrale Paris Sign Strategic Alliance to Create a Business-Engineering Double Diploma**

(27<sup>th</sup> November 2009) ESSEC Business School and Ecole Centrale Paris, one of France's most prestigious engineering schools, have announced their decision to sign a strategic alliance in a move that will enable students from the two leading institutions to receive double business-engineering degrees.

In the context of economic globalization, ESSEC and Centrale maintain that top level managers should be capable of mastering and practicing a multitude of cultural and disciplinary fields. The signature of a strategic alliance marks the commitment of both schools to training international professionals by combining forces and building on the complementary cultures of their respective institutions.

21st century challenges are global and complex – water shortage, harnessing renewable energy sources, sustainable development, agricultural and industrial land management, the organization and structure of markets – and thus, require multidisciplinary solutions. The success of national economies, organizations and individuals will rest firmly on the capacity of these different actors to innovate.

ESSEC and Centrale are confident that this strategic alliance is a move that will both act in the national interest and permit both institutions to increase their visibility on the international playing field.

### **Strategic Alliance**

#### **A Universal Academic Agreement**

The alliance between ESSEC and Centrale involves a broad agreement that covers the entire program offerings of the two institutions, in the following areas:

- Undergraduate Education
- Graduate and Postgraduate Education
- Executive Education
- Research
- International Activity
- Entrepreneurship

## **Creation of a Reciprocal Double-Degree**

This innovative initiative by ESSEC and Centrale gives students the opportunity to embark on an alternate learning program over 5 years that will enable them to receive a degree from each university. Those selected will be expected to fulfill an equivalent portion of the work experience and international experience requirements of each school in order to graduate. Double-degree students will be selected by their respective school in the first year following a formal application process and presentation before an admissions board of representatives from both institutions.

## **ESSEC/Ecole Centrale of Beijing Partnership**

The partnership will extend the training of Centrale engineers by ESSEC to the Centrale campus in Beijing, where ESSEC will deliver management courses to Chinese students. This international aspect not only ensures that Centrale engineering students worldwide can benefit from the strategic alliance, but will also provide ESSEC with a forum in which to promote European management teaching and research.

## **Following in the footsteps of the recently created Advanced Master in Entrepreneurship**

In September 2009, ESSEC and Centrale jointly launched an Advanced Master in Entrepreneurship, a program that places emphasis upon innovative technologies. The initial success of this initiative has encouraged the two schools to continue working together.

*According to Hervé Biauxser, Director of Ecole Centrale Paris, "Ecole Centrale, by completely re-thinking its engineering training in 2006-2007, clearly reaffirmed its commitment to training multicultural, cross-disciplinary professionals that the world needs, who are capable of initiating and pioneering change. Our long cooperation with ESSEC has reassured us that ESSEC embodies the same values and ambitions as Centrale, particularly the importance of innovation and international outlook. This strategic alliance with ESSEC undeniably reinforces the originality, attractiveness and international visibility of the two institutions."*

*Pierre Tapie, Dean and President of the ESSEC Group added, "ESSEC traditionally nurtures partnerships with institutions of excellence and favors alliances between different cultures. ESSEC's pedagogy has always been on the cutting edge of teaching. The strategic alliance with Ecole Centrale, which brings together ESSEC's fundamental values, innovation, excellence and humanism, with Centrale's huge potential for growth in entrepreneurship and international engineering, fits perfectly into this perspective."*

## **An alliance founded on existing collaboration**

The two institutions have been cooperating for several years and share fundamental characteristics: founding as a result of private initiatives, natural entrepreneurial spirit, a taste for operational accomplishments, close relationships with companies and progressive internationalization.

In 2002, ESSEC and Ecole Centrale, together with the University Paris Descartes and INSERM, created **Paris Biotech**, a public biotechnology incubator specialized in healthcare that accompanies company projects resulting from scientific and technological research.

Paris Biotech received a rating of “A” in an evaluation by government ministers, and is continuing to develop the program further in order to fully integrate a business incubator.

In 2006, the joint program, “**Creation d’un Produit Innovant**” (CPI), an initiative meaning “Creation of an Innovative Product”, was conceived, that aims to foster the creation of new products and develop entrepreneurial spirit by bringing together a diverse group of students from ESSEC and Centrale, and more recently, Strate Collège Designers, one of France’s leading industrial design schools.

CPI is France’s first interdisciplinary product innovation program. Every year, companies and institutions submit concrete case studies to be carried out in the form of CPI projects. Recent projects involved cooperation with Gemalto, Orange, Orange TV, La Poste, SFR, Cofiroute, the French Minister of Foreign and European Affairs.

#### **About ESSEC**

*The ESSEC Group, Ecole Supérieure des Sciences Economiques et Commerciales, founded in 1907, is a major actor in management education on the world scene. With 4,200 students, a wide range of academic programs offered in management, partnerships with the most prestigious universities in the world, a network of 35,000 alumni, and a faculty composed of 135 permanent professors, renowned for quality and influential research, ESSEC has an established reputation for academic excellence and an innovative socially and economically aware, open-minded culture. For more information, visit: [www.essec.edu](http://www.essec.edu)*

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