

The first batch of "Asian Track" ESSEC MBA students leave for Singapore

41 ESSEC MBA students left in mid-July for ESSEC's new campus in Singapore: the **ESSEC Asian Center**. Chosen from 110 applicants, the first batch of Asian Track students will spend six months on the Singapore campus, where they will follow:

- Courses on the Asian environment: "Asian Culture and Society", "Business environment in Asia" ; "Managing international business in Asia"
- More traditional courses, adapted to the specificities of Asian markets: "Marketing of Services"; "Strategy"; "Business Ethics"; "Advanced Marketing"; "Management of Innovation"; "International Finance".

They will also have the opportunity to attend Mandarin classes.

The next batch of Asian Track students will be posted in Singapore in January 2007, and will total 48 students.

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 international students.



For additional information, contact:

Estelle Ardouin – Petit
ESSEC press office
+33 1 34 43 28 47
ardouin@essec.fr