



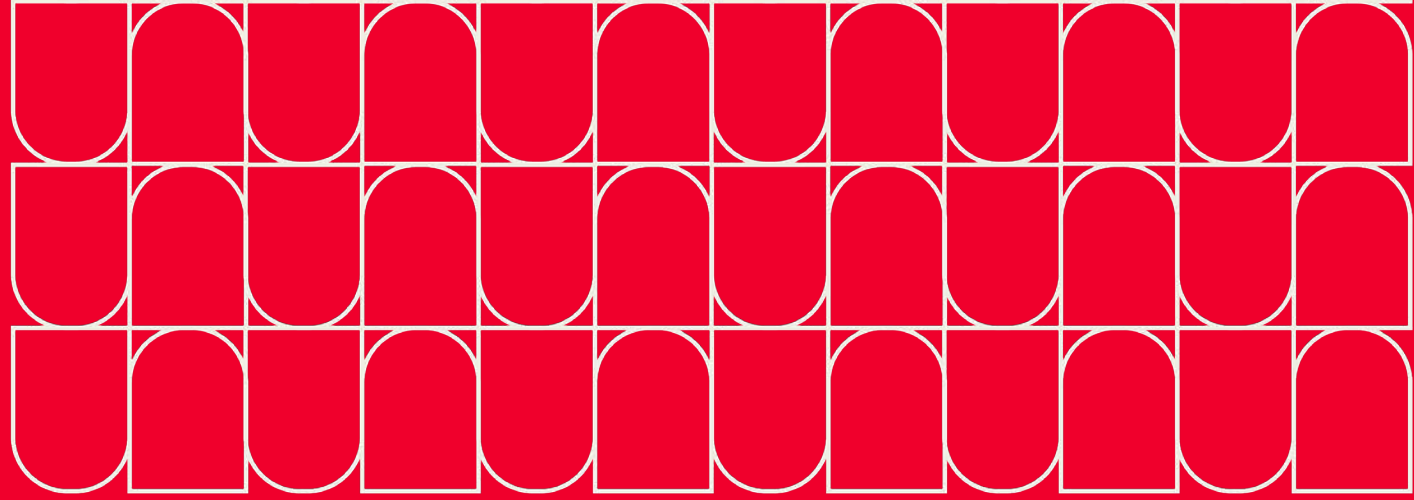
**ESSCA**

SCHOOL OF  
MANAGEMENT

Spend your summer  
in Budapest!

19<sup>th</sup> of June – 14<sup>th</sup> of July 2023





# Introduction to ESSCA

# ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year program to become managers in marketing, finance, and management in an international environment.

One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the Master's degree, the EPAS certification, the AACSB accreditation and the EQUIS accreditation. This year in 2022, ESSCA ranked 60th in the Financial Times ranking in 2022.

ESSCA offers international programs on 6 sites: Angers, Paris, Aix-en-Provence, Strasbourg, Budapest and Shanghai, along with a network of 279 partner universities in 56 countries. At present, the school works with some 2,500 companies.



# ESSCA: Creating Futures

In the top 1% business school worldwide:



**2 NEW LOCATIONS:**  
> Malaga, Spain in 2023  
> Luxembourg in 2024



BUDAPEST



SHANGHAI

# ESSCA key figures



Nearly

**7,000**

undergraduate, postgraduate  
& continuing education students



**18,000**

alumni worldwide



**2,500**

corporate  
partners



A network of partner  
universities in

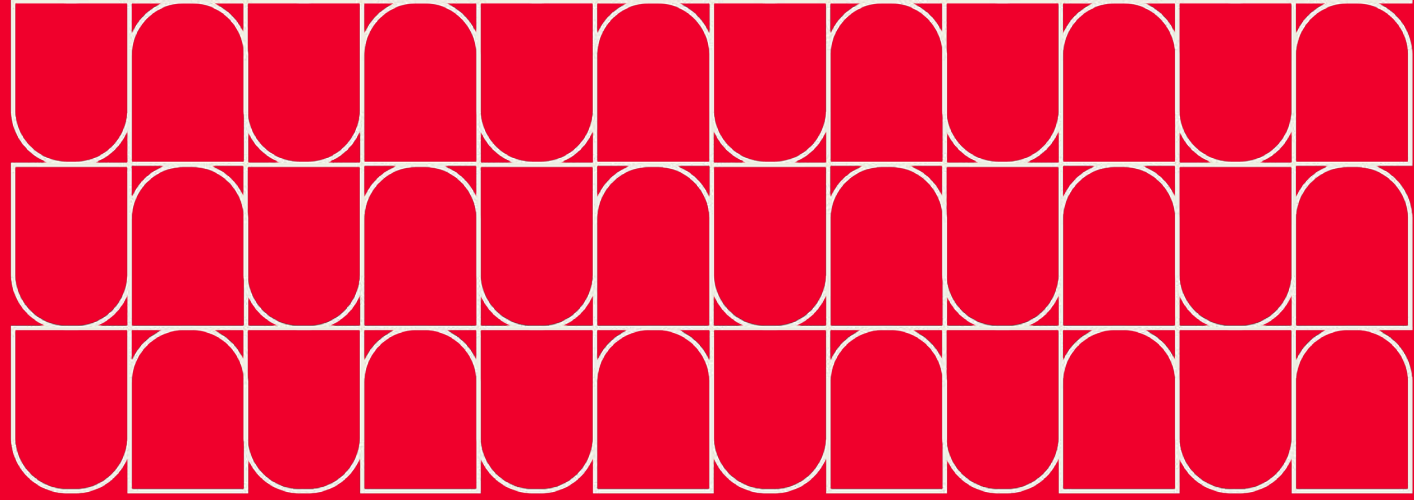
**56**

countries



**461**

Full-time faculty members  
and members of staff



# Presentation of the Programme





# The Programme

## Budapest Summer Programme:

- Is an intensive 4 week programme
- Is entirely taught in **English**
- Is open to **postgraduate students**
- Offers a multicultural learning environment which develops cross-cultural skills
- Provides a knowledge into the aspects of **Management and Leadership**
- Includes **field trips** to outstanding cultural sites
- **Each pairing is worth 12 ECTS (6 per course)**

# Content

Students can choose one of the following pairings:

## PAIRING 1 : Business Management

- Human Centered Management and Leadership
- Economic and Business Opportunities between Europe and Asia

## PAIRING 2 :International Business & Leadership

- International Marketing and Logistics
- Self Leadership

Including company visits





# Business Management

- **Human centered Management and Leadership** (6 ECTS – 45h)

This course builds on the ethical position that work organizations can greatly contribute but also greatly constrain character development and well-being of their members and business leaders need to learn to take this opportunity and responsibility.

- **Economic and Business Opportunities between Europe & Asia** (6 ECTS - 45h) The course provides an introduction to Asia's people, history, cultures, economic and political developments in forming the current business environment. In order to expand students' knowledge on Asia lectures concentrate on the current economic and political status of Japan, South Korea, Taiwan, the ASEAN region and China as well. The course attempts to examine the economic opportunities between the EU and Asian countries in the global economic system. The course covers contemporary affairs and provides a basis for thinking about the future of the two regions.

**Field trip examples:** KOTRA, INATRADE, TRO, etc

# International Business & Leadership

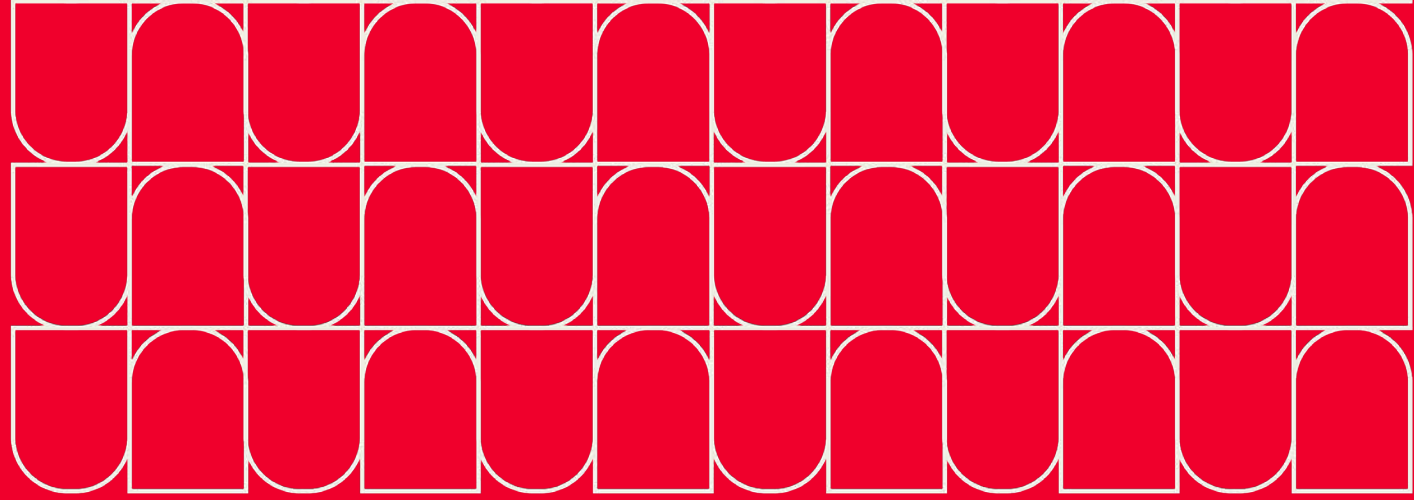
- **International marketing and logistics** (6 ECTS – 45h)

During the course the most important concepts, approaches and strategies of international marketing and international logistics will be demonstrated and the activities will be explained in details. The functions and tasks which have to be looked at by both the marketing and logistics experts and departments will be analysed and the possible synergies are pointed to.

- **Self Leadership** (6 ECTS – 45h)

The course wants to create a safe learning environment and provide tools to raise the participants' learning and adaptability skills, to facilitate their integrity and to model them how to engage in change and development process and inspire others too. We explore different areas, from personal leadership styles, patterns of communications, connectedness, and abilities to create networks, to conflict handling or managing our priorities.

- **Field trips examples:** tbc.



# Practical information

# Kay Dates

- Nomination : 1<sup>st</sup> of April
- Application : 15<sup>th</sup> of April
- **No refund after the 1<sup>st</sup> of May**
- Programme starting date : 19<sup>th</sup> of June
- Programme ending date : 14<sup>th</sup> of July



- After the application deadline, please check directly with us if there are still places available.



# Practical information

## Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

## International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in Hungarian or English.

## Class time and textbooks

Generally students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers but a laptop is highly recommended.



# Fees

Tuition Waiver (Partner)*	0€
Non Partner or Free Mover*	1 500€

\* Housing is not included in this programme

## Including :

- Company visits
- Assistance for accommodation search
- Course materials
- Walking Tour
- Welcome snack

## Not including:

- Housing: 500€ (Price per person and per month, on a flat-share basis with private bedroom)
- Meals: A set lunch menu is around 8€, a Big Mac Menu around 4€
- Airport shuttle to and from: by taxi 45€ or 20€ by the Airport Minibus Service
- Public transportation within Budapest: 10€ for EU nationals who have a valid student card and 25€ for non-EU citizens (price is per month)

**Exchange students nominated by the University partner do not pay tuition fees.** Free movers outside the exchange agreement will pay the tuition fees.

# Admission

- Interested participants can be from ESSCA partner universities or non-partners
- Space limited, waiting list possible
- Applications will be processed on a « first come, first served » basis, including nomination.
- Max of 5 places /pairing from the same partner for tuition waiver students (more depending on enrolments)
- For questions and nomination: **summer@essca.fr**

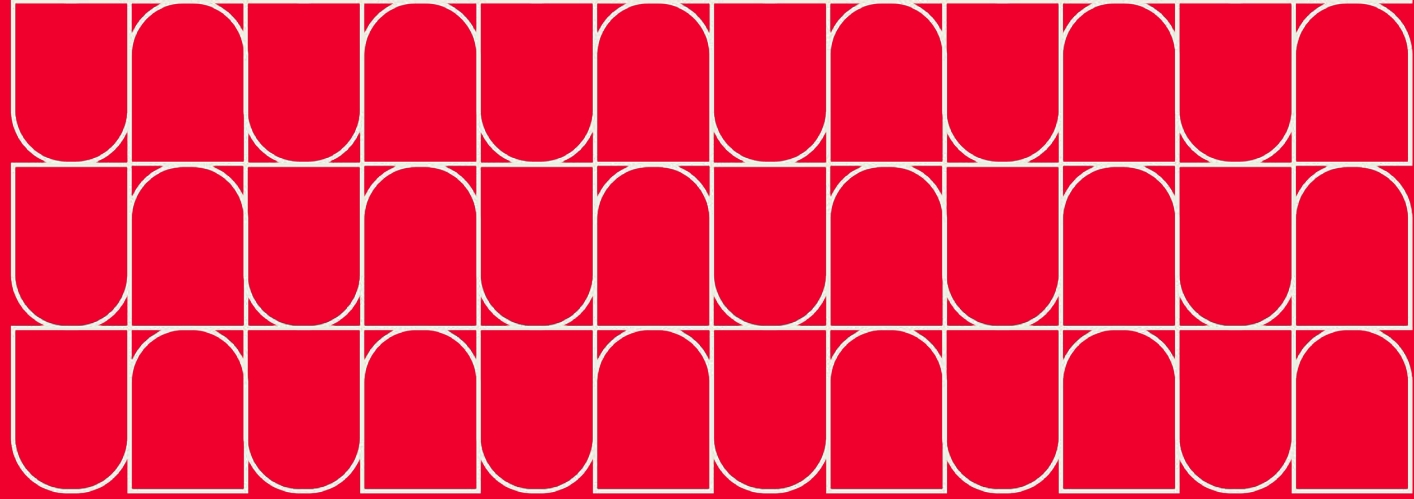
# Requirements

- Students must have undertaken at least 1 year of graduate study at their home institution
- Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)





# We look forward to seeing you!



[summer@essca.fr](mailto:summer@essca.fr)

ESSCA

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FRANCE

Creating Futures



AACSB, AMBA, and  
EQUIS accredited

Associate member  
of UCO (Université  
Catholique de l'Ouest)

Member of FESIC and  
Conférence des Grandes  
Ecoles

EESPIG  
certified