

Press Release

Cergy 6th May 2010

ESSEC announces its strategy for 2010-2015

Pierre Tapie, Dean and President of ESSEC Business School, unveiled on Thursday 6th May 2010, the institution's objectives and development strategy for the next five years.

Faced with the challenges of internationalization, the growing demand for higher education in emerging countries and the new needs of students and companies, ESSEC has developed an ambitious plan to maintain its position amongst the top business schools of the future.

The strategy focuses upon the repositioning of ESSEC's program offering, the strengthening of global influence networks and partnerships, the capitalisation of the value of the brand, and the development of HR, and technical and financial resources.

International higher education is faced with new challenges today. In a globalized world that is continuously changing and developing, the demand for education is growing exponentially. It is estimated that by 2015, the number of students in the world will have doubled from 100 to 200 million, out of which over 55 million will come from China and India, countries which are not currently equipped to meet this demand.

Simultaneously, students and companies alike are voicing their renewed expectations for business schools by expressing a desire to see ethics and values at the core of management training and research, and insisting on the importance of *responsible* leadership for future leaders.

ESSEC has set new goals in its mission to meet these new expectations and continue to be considered one of the world's top business schools: Become one of the top 20 worldwide, join the prestigious ranks of the top 10 business schools in Asia, and become firmly established as one of Europe's top 5 business schools.

ESSEC 2015: A STRATEGY FOR A GLOBAL WORLD

On a pedagogic level, ESSEC aims to enable students to develop a professional career plan that is compatible with their personal goals and will thus guarantee them long-term professional success. This commitment also involves providing companies with graduates who have a combination of technical expertise, humility and ambition, interpersonal sensitivity, social responsibility and long-term vision.

As a leader in management research and expertise, ESSEC aims to contribute towards improving the way companies are run, by promoting knowledge creation, and the formation of new concepts and methods of management to face the challenges of the 21st century. By training entrepreneurs and managers of high-growth organisations, who are economically savvy and socially responsible, ESSEC is contributing to the creation of a multi-polar world, exposed to diverse management and governance systems.

AN AMBITIOUS ACTION-PLAN

ESSEC has built its strategy around 5 main pillars:

1. The repositioning of the program offering

To improve its visibility in an evolving international market, ESSEC will be offering:

- A “Bachelor in Business Administration” (ex EPSCI)
- A “Master of Science in Management” (Grand Ecole program)
- “Advanced Master” programs
- A “Global MBA” delivered in a one year intensive course for young managers who already have several years experience
- Two sector-focused MBAs (Luxury and Hospitality)
- A Ph.D
- Executive education diplomas and degree programs (Exec MS, Exec MBA, AMP, General Management)

2. The strengthening of networks of influence

ESSEC is reinforcing its relationships on a national level, with partners offering complementary programs at an equivalent standard of excellence. Recent double-diploma partnerships include Centrale, Paris II Assas, Paris V and Saint-Cyr Military School.

In Europe

- Strengthening of our Franco-German alliance with Mannheim Business School
- Creation of the *ESSEC Foundation* in Romania, a centre of research for optimization methods
- Creation of a recruitment ‘cluster’ at the Bachelor level: *Best Bachelors in Business* focusing on the recruitment of non-European students

In Africa

- Morocco – Master in Management in Urban Planning
- Great Lakes region – Development of pedagogic engineering for post-conflict negotiation and reconciliation
- Research on the impact of multinationals on local development

In North America

- Creation of brand and research alliances
- Implementation of ad hoc collaboration in teaching and research

In Asia

- Development of the Singapore campus (30 professors, 100 employees by 2015): A platform for Asia
- Reinforcement of our links with major university partners, notably in India, China and Japan
- Creation of ESSEC Centres for Recruitment, Business Development, Alumni and Executive Education, in India, China and Japan
- Creation of Research Centres in India, China and Japan
- Double-diplomas and joint programs

On an international level, ESSEC is also planning to develop a global alliance with 6-7 business schools that are leading players in their country, creating a strategic advantage in areas such as research and continuing education.

3. Benefiting from a strong brand

To improve recognition on an international scale and be considered one the best, ESSEC has put in place a strategy for a unique global brand: **ESSEC Business School**. The promotion of the ESSEC Business School brand is managed by EURO RSCG C&O.

4. Optimisation of technical and human resources

The school plans to accelerate the development of its academic resources and research capabilities. ESSEC also aims to vary the missions and responsibilities of the faculty to stimulate collaborative work and the pursuit of “non classical” research subjects.

To achieve this, the permanent research faculty will be extended and international faculty recruitment sped-up. Experts in transversal subjects will be recruited, with a focus on entrepreneurship and pedagogic innovation.

ESSEC plans to integrate the campus into the learning experience by introducing *serious gaming* and immersion in different environments.

ESSEC will also promote intellectual collaboration on the themes that are top priority for the school and that are relevant to wider, global challenges.

Finally, additional innovative, technical resources will enable students and professors to be connected live across-continent, facilitating deeper ties between the different geographical ESSEC communities and more efficient team-work.

5. The development of financial resources

ESSEC will be launching its second development campaign, with the goal of raising 150 million euros by 2015, in order to achieve its goals and remain competitive with the elite international business schools.

79 million euros will come from companies, 41 million euros from public support and 30 million from the alumni.

The school will work closely with the state and European institutions.

Funds will be allocated in the following manner:

- 70 M€ for research and world-class faculty
- 20 M€ for scholarships and entrepreneurship
- 40 M€ for infrastructure
- 20 M€ for the international brand

ESSEC Business School: KEY FIGURES

- 5,550 students (4,250 full time)
- 42 diploma-awarding programs (19 graduate education and 23 continuing education)
- 2,000 graduates every year (of which 1,600 graduate with a 'Master')
- 3 campuses: Cergy, Paris and Singapore
- A budget of 89 million euros, 600 employees
- 135 permanent professors
- 800 articles and publications in 5 years
- 18 teaching and research chairs
- 44 companies created in 2009
- 31% of students and 42% of faculty are international
- 120 university partnerships
- 16 double-diploma agreements
- 35,000 alumni

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 additional information: www.essec.edu

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