

Launch pad to the world

MEREDITH WOO

STUDENTS who begin the four-year ESSEC Global Bachelor in Business Administration (BBA) in Singapore will spend at least three semesters abroad.

It offers multiple international mobility experiences across the school's four global campuses (France, Singapore, Morocco, Mauritius), an international exchange programme of at least six months at one of its 145 partner universities, and professional experiences overseas.

They can also expect an internationally diverse student and faculty body and the opportunity to pick up two new languages, one of which is French.

Says Associate Professor Reetika Gupta, marketing department and associate academic director of the Global BBA programme: "We truly believe that the global nature of the programme is what business professionals of tomorrow need to be successful and there is no better launch pad in the region than Singapore.

"Leveraging the strong regional and global economic connections here, the Global BBA programme provides the unique opportunity for young professionals to connect with both regional and global businesses looking to succeed in one of the fastest growing Asian economies."

Well-rounded education

The ESSEC Global BBA focuses on a learning-by-doing pedagogical approach through an emphasis on aspects such as case studies and simulation games, and there is a strong focus on preparation for the job market.

The internship component of the curriculum involves at least nine months of integrated professional experience and a one-month stint at a humanitarian organisation.

There will also be regular professional talks and workshops organised by the school's Career Services Team.

At the end of their first year, Global BBA students can also apply to be part of the International Business Education Alliance (IBEA) track, a partnership between ESSEC and three partner universities: University of Mannheim, Germany; Fundação Getulio Vargas – EBAPE in Rio de Janeiro, Brazil; and University of South Carolina, United States.

Only 10 students from each of these institutions are selected for the IBEA track every year and they will spend one semester at each of the partner schools.

Next year, students will begin their Global BBA with a managerial culture seminar. They will also be introduced to MOOCs (Massive Open Online Courses) related to non-business disciplines that will broaden their perspective and general knowledge.

New entrepreneurship courses will be introduced, says Prof Gupta. The programme will also emphasise more on digital tools and issues and students can expect more international exchange and double degree partners.

In addition, Global BBA students can now participate in the iMagination Week, a transdisciplinary seminar, at ESSEC's campus in Cergy-Pontoise, France, in their third year.



The global nature of the ESSEC Global BBA is what business professionals of tomorrow need to be successful, says Prof Gupta.

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