

ESSEC Business School Asia-Pacific Reinforces Commitment to Regional Education Scene

Academic Year 2016/17 Commences with Series of New Developments

SINGAPORE, 14 September 2016 - ESSEC Business School, a leading business school in Europe with over 109 years of heritage, today announces a series of new developments at its Asia-Pacific campus in Singapore, in conjunction with the new academic year, which starts this September. Updates include the appointment of a new dean, expansion of the faculty, and the introduction of new academic programs.

New Dean

With effect from 1 September, Prof. Kevyn YONG assumes the role of Dean of ESSEC Asia-Pacific, in addition to his existing responsibilities as Associate Professor of Management. As the Dean of ESSEC Asia-Pacific, Prof. Yong will be responsible for the following areas: Strategy & Development, Internal Affairs, Centers of Excellence, Executive Education and Corporate Relations, Full-time Academic Programs and Student Affairs, and the Knowledge Center. He succeeds Prof. Martine BRONNER, who has served as Dean for the last two years. Prof. Yong's deputy is Mr Bertrand SULPICE, newly-appointed Managing Director of ESSEC Asia-Pacific, who will manage the support services at the campus.

Prof. Yong received his Ph.D. in Management and Organizations from the S.C. Johnson School of Management at Cornell University. He also holds Bachelor's degrees in Psychology and Philosophy from the National University of Singapore and a Master's degree in Mind, Brain, and Education from Harvard University.

Prior to joining ESSEC in 2014, Prof. Yong was Associate Professor of Management at HEC Paris and taught courses at Cornell University and the National University of Singapore. He has been recognized for teaching excellence, most notably when he was awarded the Pedagogy Innovation Prize by the HEC Foundation in 2011 and made the Dean's Honor Roll at the S.C. Johnson School of Management at Cornell University in 2005 and 2006. His expertise includes creativity, innovation, entrepreneurship, and leadership, particularly design thinking, strategic leadership, and leading change & digital transformation.

Larger Faculty

The beginning of the new academic year will also witness an expansion of the research and teaching faculty¹. Among the 142 faculty members of ESSEC Business School, 20 professors are now based in Singapore.

Professors who have newly joined ESSEC Business School in Singapore:

- Prof. Mark CHRISTENSEN, Professor, Accounting and Management Control Department
- Prof. Ping-Sheng KOH, Associate Professor, Accounting and Management Control Department
- Prof. Anand NANDKUMAR, Associate Professor, Management Department
- Prof. Ramkishan RAJAN, Professor, Economics Department

¹ ESSEC Knowledge, [International & Research Expertise Join ESSEC Faculty for the New Term](#), 12 September 2016.

ESSEC professors who have relocated from France to Singapore:

- [Prof. Jan ONDRUS](#), Associate Professor, Information Systems, Decision Sciences and Statistics Department, Director of Research for the Center of Excellence in Digital Business, and Director of ESSEC Media & Entertainment Chair
- [Prof. Xavier PAVIE](#), Teaching Associate Professor, Operations Management Department, Professor of Innovation, Director of the Imagination Center, and Associate Academic Director for MSc in Management in Singapore
- [Prof. Sonja PROKOPEC](#), Associate Professor, Marketing Department and Director of ESSEC LVMH Chair
- [Prof. Aarti RAMASWAMI](#), Associate Professor, Management Department and Academic Director of the Global MBA

New Academic Programs

Today, the Singapore campus is home to more than 600 students representing various nationalities across six degree programs: the Global BBA, MSc in Management (Grande École), Master in Finance, Advanced Master Strategy & Management of International Business (MS SMIB), MSc in Management of Health Industries, and ESSEC & Mannheim Executive MBA Asia-Pacific.

With the start of the academic year 2016/17, the education offerings at ESSEC Asia-Pacific will be extended with the launch of two new programs: the Singapore track for the MSc in Management, and a full-time Master in Finance program.

- MSc in Management (Grande École)

In a ranking that was released on 12 September, ESSEC's flagship MSc in Management program was ranked #3 worldwide *Best Masters in Management* by the Financial Times², for the third year running. Combining the best of a prestigious French 'Grande École' program with a unique exposure to international experiences, the program offers students a personalized curriculum with full flexibility that includes 200 electives, 18 specialized tracks, 12 double-degree programs, and 90 international exchange programs. With the new Singapore track, students now have the option of starting their first year at the Asia-Pacific campus.

The Singapore track will see the introduction of an all-new *Junior Consultant Experience*. Through this program, which will be incorporated with existing refresher courses, participants will be able to gain hands-on business consultancy experience with reputable firms operating in Asia. Upon completion of the refresher courses, students will be able to embark on one of three available specialized tracks - Corporate Finance, Core Management, and Entrepreneurship & Innovation - that are offered in Singapore.

² Financial Times, [Masters in Management 2016 Rankings](#), 12 September 2016.



Overview of the ESSEC MSc in Management France and Singapore Tracks

- Master in Finance

Career-oriented and internationally focused, the ESSEC Master in Finance is a highly selective and intensive program designed to offer quality training to talented students who wish to pursue a career in corporate finance, financial markets, asset and portfolio management, and risk management. The program has a strong international dimension and teaches students to adapt to a multicultural environment, while addressing multinational issues and providing exposure to both Europe and Asia.

Previously, students had to commence the program in France, but they can now choose to enroll in the program at either the ESSEC France or Asia-Pacific campuses. The curriculum includes 21 core courses and 29 elective courses, with two specialized tracks - Corporate Finance and Financial Markets - available at the Singapore campus, and a third track in Asset Management offered in France. Students are also required to undergo academic dissertation or internship of four to six months during the course of the program.

To help students and executive participants reach and exceed their learning potential, the ESSEC Asia-Pacific campus also houses its own centers of excellence and research institutes dedicated to research in various areas. These include fields of expertise in *Digital Business, Entrepreneurship & Innovation, SmartLife & Economy, and Leadership*.

Commenting on the new developments, Prof. Yong shared, “The expansion of the academic faculty and introduction of new programs are in line with ESSEC’s 3i Development Strategy, which focuses on the pillars of *Innovation, Involvement, and Internationalization* to fuel academic excellence, educational ambition and social engagement. Ultimately, our aim is to drive excellence, by providing students, executive participants, and partners at our Asia-Pacific campus with access to leading-edge knowledge that will make an impact on both the business world and society at large.”

For more information on ESSEC Asia-Pacific and its academic programs, visit www.essec.edu/asia.

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About ESSEC Business School

Established in 1907 in Paris, France, ESSEC Business School is an academic institution of excellence which has been characterized by its pioneering spirit throughout its history.

A centennial institution with a wide network of corporate and academic partners across the globe, ESSEC focuses its strategic development on three principles: innovation, involvement and internationalization. A research-driven institution committed to an ambitious development of alliances with leading universities, ESSEC constantly strives to expose its students to the latest technologies and cutting-edge knowledge across all disciplines.

With more than 4,880 full time students, 5,000 managers in executive programs and a faculty of 142 full time professors, it is well recognized for the quality of its programs and influence of its research. The school has a network of 47,000 alumni undertaking business challenges all around the world, and partnerships with many of the world's leading universities. ESSEC runs a wide range of academic and executive programs internationally.

Hallmarked by a profound humanistic tradition, ESSEC has succeeded in making the link between business and society a major subject of research. This is also one of the fundamental components of its philosophy in training responsible managers. ESSEC thereby affirms the necessity of placing innovation, knowledge and the creation of value at the service of the wider community.

For more information, please visit www.essec.edu

About ESSEC Business School, Asia-Pacific

ESSEC Business School, Asia-Pacific was established in Singapore in 2005. The campus has since welcomed over 5,500 students and managers. ESSEC's operations in the Asia-Pacific region present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region.

ESSEC Business School, Asia-Pacific offers innovative academic and executive programs with Asian insights and Western perspectives. Backed by a multicultural faculty, ESSEC Business School, Asia-Pacific aims to achieve influential world-class research in Asia. The school also leverages on its Asian experience and regional network of premium academic and corporate partners to offer customized corporate and open-enrolment programs designed to suit the specific needs of organizations and individuals.

For more information, please visit www.essec.edu/asia

CPE Registration number: 200511927D Period of registration: 30 June 2011 until 29 June 2017

**Issued by Red Bug Communications on behalf of ESSEC Business School, Asia-Pacific.
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