Global education, international exposure

ESTHER TEO

EASSC Business School alumna Valerie Chan, 28, had not intended to attend university in non-English speaking countries.

But when the idea was mooted during her scholarship interview at a statutory body, she then 18-year-old was impressed.

"I find it a very fascinating option. I don’t think students in Singapore were exposed to such alternatives. I was determined to choose something different," she said. "In the most important, challenging," the graduate of the Bachelor of Business Administration (Honours) in Hanyang University.

Upon being awarded a government scholarship, she left for Paris to pursue the four-year BBA programme at the top French business school.

The Global BBA has been offered in ESSSC’s campus in France for more than a decade. Last year, for the first time, it was ranked as the top four-year business programme in France by French news magazine and management website, Le Point, Educand and Challenge.

Based at the beautiful city of Nice home to ESSSC Business School, Asia Pacific, which carries the Global BBA programmes, students are involved in international business careers with ample interaction with companies, exposure, as well as rich academic and professional experiences within a multicultural faculty and evidently vibrant cities.

Delivered in English, the Global BBA students have the opportunity to start their programme in Singapore or one of ESSSC’s other campuses in France, Mauritius or Morocco.

"Exposing “Learning by doing” as a principle of the programme, the theory and practice through ease of access”, Ms Chan said. "Career guidance, professional talks, and work experience taking one year out of the four-year programme.

There is also a compulsory student exchange programme in one of the school’s 92 partner universities worldwide.

Other tracks, such as the International Business Education Alliance (IBEA) programme, allow students to complete the Global BBA at one of the school’s partner schools.

After two years of studying in Paris, Ms Chan, a corporate career, wanted to take a "the rigours of elite English language", and so chose to do an undergraduate at Tsinghua University in Beijing.

After graduation, she went on to complete her master's programme in Political Science at Stanford University.

"Not content to manage a global management consulting firm McKinsey & Company, Ms Chan says that her time at ESSSC has inspired her with a global perspective and confidence.

She says that opportunities to study with top students in France and in China has set her apart because I have 'had my thinking validated, and I am not afraid to share my perspectives.

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