



MSc

**MASTER OF SCIENCE BAC +5
TITRE RNCP LEVEL 7 ***

**MSc
CULTURAL
HERITAGE
MANAGEMENT**

**MSc
INTERNATIONAL
BUSINESS
DEVELOPMENT**

**MSc
GREEN DIGITAL
PURCHASING &
SUPPLY CHAIN
MANAGEMENT**

**MSc
SUSTAINABLE
HUMAN
DEVELOPMENT**

* ESCE MSc programs are accredited by the French Ministry of Labor and registered with the RNCP (French Registry of Professional Certifications) Level 7, corresponding to a BAC +5 and granted by INSEEC

ESCE AT A GLANCE

SINCE 1968

ESCE's mission is to deliver managers who are experts in international business development, in a complex and globalised world, respecting business ethics, diversity and cultural differences. CSR, an open mind, passion and responsibility are at the core of our approach. ESCE is acknowledged as one of the most important French International business schools.

11 500
Alumni network

Alumni network active
in **80**
countries

90%
of Alumni work in
international positions

2 500
students representing
67 nationalities

Faculty from
25
countries

Pedagogical and academic quality

- Member of the Conférence des Grandes Ecoles (CGE)
- Certified EPAS by the EFMD
- Member of UGEI
- Member of the ERASMUS/ Socrates program of the European Commission
- Distinguished by the «Bienvenue en France» label for the quality of its welcome for international students



Recognized by institutions

ESCE has always been very close to businesses and academic institutions

- The school has been founded by Ubifrance (today: Business France)
- Is a member of MEDEF, the leading association of French large enterprises
- Member of the international commission CPME (small and medium business association)
- Numerous international groups are represented on the Strategic Orientation Committee such as Accor, Heppner, Bouygues...



«Capitalizing upon our recognized expertise in international business, ESCE has decided to expand our horizons through a new range of academic programs. Having identified the most promising sectors of activity, we have designed programs that combine both academic and professional aspects. Teaching focuses on the state of the art topics and complements the professional experience gained through internships and conferences providing you the opportunity to continue your studies while enhancing your skills!»

Christophe Boisseau,
Dean, ESCE



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INTERNATIONAL CAREER



96%
employment
after 6 months



90%
work in
an international
context



30%
begin their
career abroad

Source: ESCE Alumni Survey

AN INTERNATIONAL DNA

On the ESCE Campuses, you are already international by mixing with students and teachers of all nationalities. The School offers a wide range of languages as well as courses in culture enabling you to make progress in an effective way. Immerse yourself in the Anglo-Saxon world with our MSc **100% in English**.

A HUMAN ASPECT WHICH IS AT THE CENTER OF OUR TEACHING

ESCE targets your adaptability, open-mindedness, interpersonal skills as well as your ability to work in a team, all of which are **«soft skills» that will make the difference when you are recruited.**

LOOKING TOWARDS THE PROFESSIONS OF TOMORROW

Through the courses, projects, assignments, internships and student challenges, **ESCE trains you in order to fulfil the expectations that companies have.** Our strategic orientation committee, made up of representatives from large companies and institutions, are in direct touch with the professions of tomorrow.

BUILDING YOUR PROFESSIONAL PROJECT

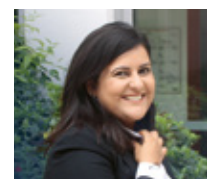
With professionals, entrepreneurs and Alumni, the School enables you to discover the different professions on a daily basis. Our courses, internships and international exchanges will maximize your skills. **With one single goal: the success of your integration into the world of work.**



«The courses at ESCE draw their content directly from the academic publications of our teachers specialised in international management.

Our teaching thus benefits from cutting-edge research. Our teaching is based on an acquisition of dynamic, immersive and digital knowledge with numerous digital resources.»

Dora TRIKI, PhD
Research Director, ESCE



MSc CULTURAL HERITAGE MANAGEMENT



« Profound transformations are currently

taking place in the cultural heritage sector. As public subsidies for heritage programs are declining, cultural organizations such as museums, theaters, and national monuments increasingly adopt innovative marketing and communication strategies. Conversely, businesses allocate ever more resources to promote their own cultural heritage or support cultural organizations to generate positive reputation through philanthropic initiatives. The MSc program embraces the multiple opportunities that arise from these win-win partnerships between businesses and cultural organizations, which generate societal value and goodwill, while keeping history alive! »



Angela Bargenda, PhD
Professor of Marketing, ESCE

MSc Coordinator

Research areas: Cultural heritage,
Marketing and Communication

Professional skills

- Acquire the skills to manage the business of culture (museums, theaters, national monuments, events, cities...).
- Acquire the skills to manage the cultural heritage of luxury brands.
- Master the fundamental tools of integrated marketing communications, including digital marketing, applied to the promotion of cultural events.
- Be able to implement fundraising strategies in a cultural organization (for-profit or not-for-profit).
- Develop philanthropic activities in conjunction with cultural partner institutions (museums, theaters, national monuments, etc.).

Soft skills

In order to develop managerial skills in a corporate environment and enhance employability, the «Leadership and Development of Soft Skills» program provides personalized coaching and support.

Students are accompanied using an approach that promotes sustainable human development.

A soft skills referential has been elaborated based on the expectations of international organizations. Students follow a program in several phases:

- Self-evaluation
- Coaching to improve specific skills
- Review and formulation of a personal development plan

Program highlights

- This program provides a broad spectrum of aspects related to cultural heritage, including art history, aesthetic theories, management, marketing and identity issues.
- Students gain insights into the business of culture and the culture of business.
- Multiple synergistic effects between corporations and cultural organizations are presented and analyzed in the perspective of societal value creation.
- The hands-on experience of the Capstone projects affords the opportunity to put theoretical concepts into practice.
- In-class teaching sessions are supplemented by online resources.

Career prospects

- Heritage manager of a luxury brand
- Corporate philanthropy manager
- Cultural consultant
- Heritage tourism manager
- Cultural program manager
- Event manager in a cultural organization
- Donation manager in a cultural organization

YOUR PATH TO CULTURAL HERITAGE MANAGEMENT



Location
Paris



Internship
4 or 6 months



Intake
September



Teaching language
English



Track
Full time
13 months



Optional
Study an additional
foreign language

MSc 2

*Admission following a 4-year
degree in Business (240 ECTS)*

PLANNING (13 MONTHS)

Sem 1	Sem 2	Sem 3
Academic semester	Academic semester	Internship

Academic semesters 1 & 2:

Language skills

- Persuasive communication
- Optional: an additional foreign language

Professional skills

- Thesis methodology
- Integrated Marketing Communication
- Marketing in a Digital World
- Fundraising techniques, crowdfunding, private-public partnerships, grant writing, including the legal environment

- Cultural sponsorship as a marketing and communication tool (Cause-related marketing, co-branding, etc.)
- Innovative tools applied to cultural heritage management (innovation, management training, blockchain)
- CAPSTONE: Case study: develop a fundraising plan for a cultural organization
- The valorization of cultural heritage in the Arts and Business
- Techniques of Cultural Management

Soft skills

- Soft skills development & assessment
- Soft skills re-enforcement
- International employment checklist
- Behaving Ethically, Promoting sustainability & Fostering an inclusive environment
- Leadership and Team Development

Semester 3:

- Internship in France or abroad (4 or 6 months)



MSc INTERNATIONAL BUSINESS DEVELOPMENT



« International development requires skills

such as strategic analysis of international markets and export-specific operational techniques. The International Business Development MSc objective is to train operational managers capable of driving commercial development policies in competitive international markets.»



Claude Obadia, PhD
Full Professor in International Business, ESCE

Research areas: Management of export relationships



Caroline Bianchi,
International marketing professor, ESCE

MSc Coordinator

25 years of professional experience in international companies (SC Johnson, L'Oreal)

Professional skills

- Develop a broad business vision to design appropriate export strategies in competitive international markets
- Assess a "risks and opportunities" analysis of international markets
- Select countries and identify the adequate entry modes
- Master operational cross-border techniques to secure financing, insurance, logistics and contract issues
- Organize governance to manage export relationships with agents, importers...
- Draw a business plan and reporting tool to develop local business
- Understand the role of culture & leadership factors in international business and managerial situations

Soft skills

In order to develop managerial skills in a corporate environment and enhance employability, the «Leadership and Development of Soft Skills» program provides personalized coaching and support.

Students are accompanied using an approach that promotes sustainable human development.

A soft skills referential has been elaborated based on the expectations of international organizations. Students follow a program in several phases:

- Self-evaluation
- Coaching to improve specific skills
- Review and formulation of a personal development plan

Program highlights

- The «young export talent» challenge: a Strategy Case Competition. The students work on an international strategy case and present their strategic recommendations to a jury including members of the company.
- A balance of instructors: academic Phd holder professors and practitioners of different sectors and countries of origin.
- International environment on the campus with students from 67 nationalities.

Career prospects

- Business developer
- Export sales manager
- Area sales manager
- Import-Export manager
- International sales & marketing manager
- Export consultant

YOUR PATH TO INTERNATIONAL BUSINESS DEVELOPMENT



Location
Lyon



Internship
6 months



Intake
September



Teaching language
English



Track
Full time



Optional
Study an additional
foreign language

MSc 1

*Admission following a 3-year
degree in Business (180 ECTS)*

PLANNING

Sem 1	Sem 2	Sem 3	Sem 4
Academic semester	International Academic Exchange	Academic semester	Internship

Academic semesters 1 & 3:

Language skills

- Persuasive communication
- Optional: an additional foreign language

Professional skills

- Quantitative & qualitative Research methods
- Thesis methodology
- Geopolitics & business
- International trade & globalization
- Doing business in
- International project Management
- International Market selection

- Export mode
- Cross border Business Planning
- Sales strategy
- Finance, Budget & Reporting
- Interorganizational management
- Intercultural people management
- International Business negotiation
- Location decision: outsourcing, offshoring...

Soft skills

- Soft skills development & assessment

- Soft skills re-enforcement
- Behaving Ethically, Promoting sustainability & Fostering an inclusive environment
- Leadership and Team Development
- International employment checklist

Semester 2:

- Foreign Academic Exchange

Semester 4:

- Internship in France or abroad (6 months)



YOUR PATH TO INTERNATIONAL BUSINESS DEVELOPMENT



Location
Paris



Internship
4 or 6 months



Intake
September



Teaching language
English



Track
Full time
13 months



Optional
Study an additional
foreign language

MSc 2

*Admission following a 4-year
degree in Business (240 ECTS)*

Academic semesters 1 & 2:

Language skills

- Persuasive communication
- Optional: an additional foreign language

Professional skills

- International project Management
- International Market selection
- Export mode
- Cross border Business Planning

PLANNING (13 MONTHS)

Sem 1	Sem 2	Sem 3
Academic semester	Academic semester	Internship

- Sales strategy
- Interorganizational Management
- Intercultural people Management
- Location decision: outsourcing, offshoring...
- International Business negotiation

Soft skills

- Soft skills development & assessment

- Soft skills re-enforcement
- International employment checklist
- Behaving Ethically, Promoting sustainability & Fostering an inclusive environment
- Leadership and Team Development

Semester 3:

Internship in France
or abroad (4 or 6 months)



MSc

GREEN DIGITAL PURCHASING & SUPPLY CHAIN MANAGEMENT



« The management of the production and crossborder

distribution of products and services are under the pressure of worldwide trends of sustainability and digital transformation. These challenges require a new breed of minds capable of handling large amounts of data to make the right operational decisions while taking into account the impact of supply chains on the environment. Collaboration within and across organizations and out of the box thinking are key competencies that are targeted by our training program. We believe that understanding the theory behind supply chains and how it relates to these trends is key to effective purchasing and supply chain management.»



Adib Bensalem, PhD
Professor of Supply
Chain Management, ESCE

MSc Coordinator Research areas:
Supply Chain Strategy, Reverse logistics

Professional skills

- To learn purchasing and negotiation techniques
- To develop a strategic management of flows within a digital environment
- To anticipate, plan, optimize and manage supplies, transportation, inventory and sales
- To manage information systems, quality control and optimize the project plan
- To analyze risks and costs
- To understand and control the strategic impacts of supply chain operations
- To address eco-logistical and sustainable development issues

Soft skills

In order to develop managerial skills in a corporate environment and enhance employability, the «Leadership and Development of Soft Skills» program provides personalized coaching and support.

Students are accompanied using an approach that promotes sustainable human development.

A soft skills referential has been elaborated based on the expectations of international organizations. Students follow a program in several phases:

- Self-evaluation
- Coaching to improve specific skills
- Review and formulation of a personal development plan

Program highlights

- Practical experiences and workshops, internship placements, company visits and the internationally known business game the FRESH CONNECTION developed in the MIT constitute the core elements of the program pedagogy.
- The graduates from this MSc are able to explore careers in all different sectors from management consulting to hospitality as well as international transport, aviation industry or the fashion industry.

Career prospects

Logistics and Supply Chain

- Logistics Controller
- Demand Planner
- Supply Chain Director
- Warehouse Manager
- Distribution Manager

Procurement & Purchasing

- Industrial Buyer
- Sourcing Purchaser

Process Improvement Project Management

- Quality Coordinator
- Continuous Improvement Manager
- Logistics Consultant
- Digital transformation Coordinator

YOUR PATH TO GREEN DIGITAL PURCHASING & SUPPLY CHAIN MANAGEMENT



Location
Paris



Internship
4 or 6 months



Intake
September



Teaching language
English



Track
Full time
13 months



Optional
An additional foreign
language

MSc 2

*Admission following a 4-year
degree in Business (240 ECTS)*

Academic semesters 1 & 2:

Language skills

- Persuasive communication
- Optional: an additional foreign language

Professional skills

- Procurement & Sourcing Management I
- Procurement and Sourcing management II
- Warehouse Logistics & Facility Design

PLANNING (13 MONTHS)

Sem 1	Sem 2	Sem 3
Academic semester	Academic semester	Internship

- Inventory Management
- Transportation & Distribution Management
- Supply Chain Strategy and Design (International Business Game)
- Quality Management & Process improvement
- SCM workshops
- International Business negotiation

Soft skills

- Soft skills development & assessment

- Soft skills re-enforcement
- International employment checklist
- Behaving Ethically, Promoting sustainability & Fostering an inclusive environment
- Leadership and Team Development

Semester 3:

- Internship in France or abroad (4 or 6 months)



MSc SUSTAINABLE HUMAN DEVELOPMENT



« Are you passionate about the sustainability

development issues?

Are you looking to bring a contribution in making people more conscious of the environmental effects of businesses ?

Do you want later in your job position as employee or consultant to participate in identifying solutions to minimize those effects and help companies to find alternatives? If YES, this specialization is for you! The aim of this MSc is to give you the tools to question the business model about the value creation, configuration and capture. »



Nadia Tebourbi, PhD
Professor of Management,
ESCE

MSc Coordinator

Research areas: Learning Organization,
Corporate Social Responsibility
Implementation, Qualitative Research

Professional skills

This master brings you knowledge, expertise, soft skills and a potential for career development. First, you will acquire knowledge about fundamentals in strategic implementation, project management methodology, legal standards for environmentally sustainable businesses, diversity management demands and competency-based analysis. Second, you will develop expertise skills about how to implement a Corporate Social Responsibility approach in managing innovative projects taking into account the problems of ecological transition and those related to social issues.

Soft skills

In order to develop managerial skills in a corporate environment and enhance employability, the «Leadership and Development of Soft Skills» program provides personalized coaching and support.

Students are accompanied using an approach that promotes sustainable human development.

A soft skills referential has been elaborated based on the expectations of international organizations. Students follow a program in several phases:

- Self-evaluation
- Coaching to improve specific skills
- Review and formulation of a personal development plan

Program highlights

- Teaching is based on active pedagogy. It includes various pedagogical tools like lectures, examples, illustrations, videos, case studies and projects within work teams.
- Students will discover sustainable management practices through case studies of companies acting globally in the tech industry, real estate sector, consultancy, automobile and hospitality industries.
- Masterclasses are organized during the training program.
- Ethical public speaking training with an English native speaker.
- Some courses mobilize the «Potential Optimization Techniques».

Career prospects

- Corporate Social Responsibility Manager
- Corporate Citizenship Manager
- Chief Mission Officer
- Sustainable Development Project Manager
- Chief Accessibility Officer
- Learning and Development Manager
- International consultant in sustainable development
- Compliance officer

YOUR PATH TO SUSTAINABLE HUMAN DEVELOPMENT



Location
Paris



Internship
4 or 6 months



Intake
September



Teaching language
English



Track
Full time
13 months



Optional
Study an additional
foreign language

MSc 2

*Admission following a 4-year
degree in Business (240 ECTS)*

Academic semesters 1 & 2:

Language skills

- Persuasive communication
- Optional: an additional foreign language

Professional skills

- Operational CSR Approaches
- Management Consulting
- Knowledge Management and Learning Organizations for CSR

PLANNING (13 MONTHS)

Sem 1	Sem 2	Sem 3
Academic semester	Academic semester	Internship

- Principle approach in strategic implementation
- Legal compliance
- Project: Sustainable human development capstone

Soft skills

- Soft skills development & assessment
- Soft skills re-enforcement

- International employment checklist
- Behaving Ethically, Promoting sustainability & Fostering an inclusive environment
- Leadership and Team Development

Semester 3:

- Internship in France or abroad (4 or 6 months)



OUR CAMPUSES



CAMPUS EIFFEL, PARIS

Situated in the heart of Paris, inside beautifully renovated premises, the campus Paris Eiffel is conveniently accessible by all means of transportation. Just steps away from the magnificent Eiffel Tower, this four-story modern and convivial infrastructure offers a quality learning environment and provides an interactive student life.

Available programs:

- MSc 2 Cultural Heritage Management
- MSc 2 International Business Development
- MSc 2 Sustainable Human Development
- MSc 2 Green Digital Purchasing & Supply Chain Management



CAMPUS CITROËN, LYON

Located in the iconic former Citroën factory, the Lyon campus, situated a stone's throw from Place Bellecour and the banks of the Rhône, offers an exceptional living environment for students. Lyon has a select position with its technological and scientific potential (biotechnology, chemistry, agro-foods, digital electronics, etc.).

Available programs:

- MSc 1 International Business Development

HOW TO JOIN US



ESCE helps you to deal with administration matters:



Visa



Accommodation



Internships



Scholarship

REQUIREMENT FOR

MASTER OF SCIENCE BAC +5 TITRE RNCP LEVEL 7 *

Requirements

MSc 1 admission with bachelor's degree (3 years) 180 ECTS

MSc 2 admission with 4 years bachelor's degree 240 ECTS

Required documents

- Copy of Identification document
- Resume or CV
- Motivation letter
- Academic or professional letter of recommendation
- Transcripts and/or diploma
- Proof of English language ability level

Admission process

Following evaluation of candidate applications by the review board, those declared eligible will be proposed an interview (face-to-face or online-interview) to assess whether the program corresponds to their academic and personal goals and to evaluate their motivation.

Candidates can apply online at esce.fr

CONTACT



Sylvia LÊ
msc@esce.fr
Tel: (+33) 1 84 14 02 98

VISA PROCESS & REQUEST
(via campus France)
www.campusfrance.org

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ESCE

PARIS

10, rue Sextius Michel
75 015 Paris

LYON

25, avenue de l'Université
69 007 Lyon

contact@esce.fr
01 84 14 02 98

WWW.ESCE.FR

PROGRAMME
GRANDE ÉCOLE

BACHELOR

MSC

MASTÈRE
SPÉCIALISÉ

