

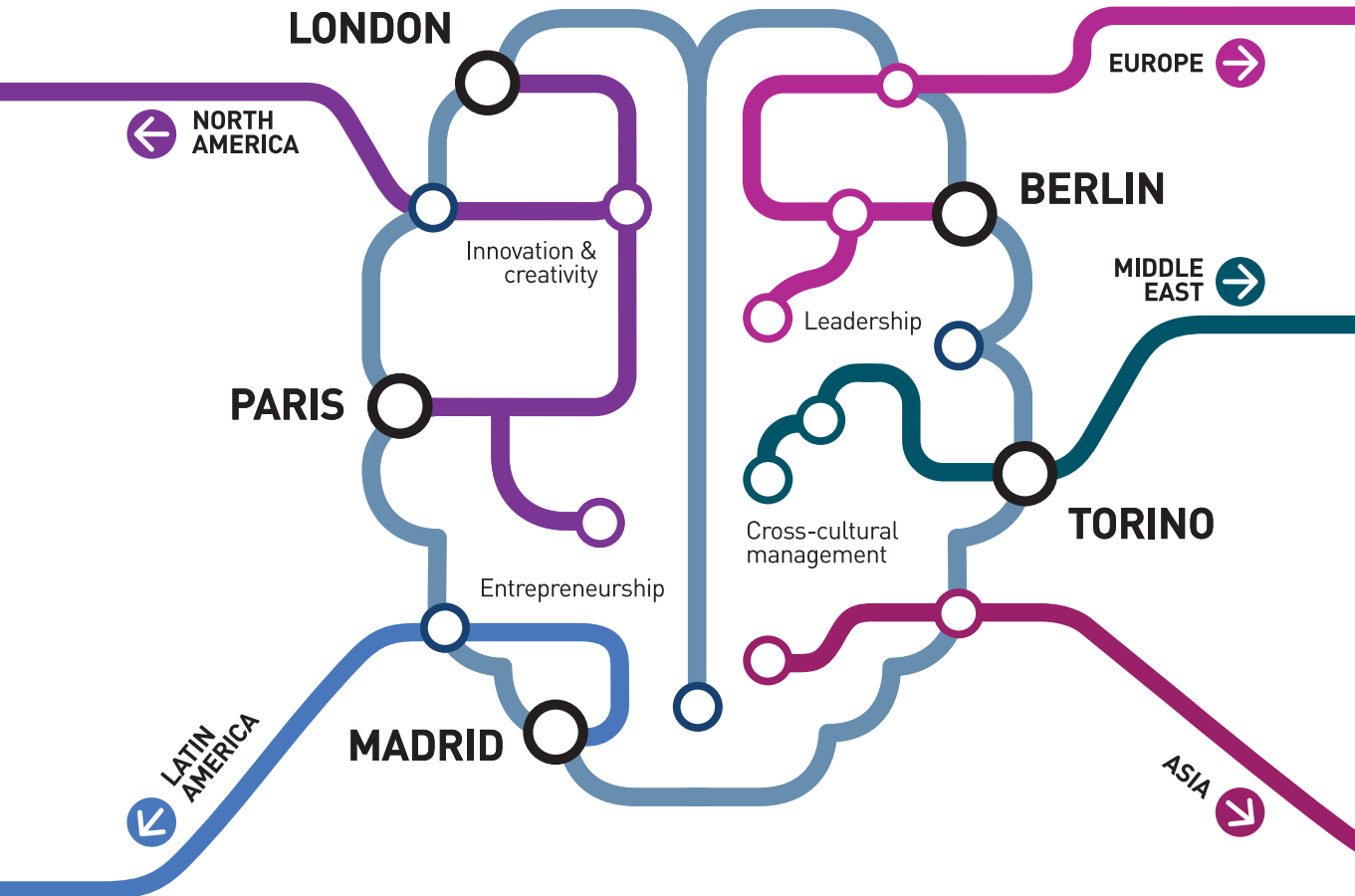


BUSINESS SCHOOL

# MEB

## MASTER IN EUROPEAN BUSINESS

1 Year / 2 Countries



affiliated to



EUROPEAN IDENTITY  
GLOBAL PERSPECTIVE

The World's First Business School (est. 1819)

# MASTER IN EUROPEAN BUSINESS

## European Identity Global Perspective

The World's First Business School (est. 1819)

### ESCP EUROPE AT A GLANCE

Ranked among the world's best business schools

5 ESCP Europe urban campuses in Paris, London, Berlin, Madrid and Torino

100 academic alliances worldwide

4,000 students in degree programmes representing 90 different nationalities

5,000 high-level participants in customised training programmes and executive education

More than 130 research-active professors representing over 20 nationalities

45,000 active alumni in more than 150 countries worldwide

Triple accredited: EQUIS, AMBA, AACSB

### THE KEY FEATURES OF THE MEB

Programme accredited by the Association of MBAs (AMBA)

Fast track management programme based on an MBA-style curriculum with a cross-cultural approach

1 year across 2 countries of your choice in Europe, Asia and Latin America

Double degrees available

Study tracks offered in English and/or local languages

2 company consultancy projects solving real-life business issues

Internship or direct employment



LONDON

MADRID

PARIS  
BERLIN

TORINO

# European Identity Global Perspective

The World's First Business School (est. 1819)



*"We believe that diversity stimulates creativity, and that creativity leads to innovative management."*  
Prof. Philippe Gabilliet, Academic Dean of the MEB

## YOUR OBJECTIVES

### FAST TRACK YOUR CAREER IN INTERNATIONAL BUSINESS

The ESCP Europe Master in European Business (MEB) is an intensive general management programme taught over one year across two countries of your choice in Europe, Asia and Latin America. Based on an MBA-style curriculum with a cross-cultural approach, the MEB is a life-changing programme which concludes with a business degree at an international level offered by ESCP Europe.

The MEB's objective is to prepare you to take on major responsibilities on an international scale by providing you with:

- Comprehensive expertise in management techniques and methods of international business
- A deep understanding of economic and cultural realities in at least two countries
- The capacity to show flexibility and mobility, as well as open-mindedness and decisiveness
- The ability to work in multicultural groups and to interact with them effectively

## YOUR COURSES

### BASED ON AN MBA-STYLE CURRICULUM

The MEB is a unique master taught over 1 year in 2 countries with a cross-cultural approach to management. The class is diverse, with students coming from various backgrounds and around 40 different countries each year.

Being academically rigorous, the MEB favours a hands-on approach to management and features group work, oral presentations, business cases and 2 company projects. The MEB will prepare you to be efficient in the business world and get the career you want.

#### SEMESTER 1 COUNTRY 1

COURSES	HOURS
<i>Induction Seminar</i> *	<b>NEW</b>
Quantitative Methods for Finance & Marketing	30
Financial Accounting	30
Marketing Management: Developing a Marketing Plan	30
Economics for Managers	30
Operations Management & Supply Chain	15
Business Strategy	30
Finance	30
Organisational Behavior: From Structures to Action	15
Management Information Systems (MIS)	15 * <b>NEW</b>
Company Project 1	

#### ADDITIONAL MODULES (optional)

Computer Skills  
Fundamentals of Mathematics  
Languages  
Tutorials

#### SEMESTER 2 COUNTRY 2

COURSES	HOURS
Marketing Management: Buying Behaviour & New Product Development	30
European Business Environment	30
Management Accounting & Control	30
Financial Strategy	30
Leadership and Change Management	15 * <b>NEW</b>
Ethics & Corporate Social Responsibility	15 * <b>NEW</b>
International Management	30
Entrepreneurship & Innovation	15 * <b>NEW</b>
Human Resources for Managers	15
Finance or Marketing elective	30
Company Project 2	
<i>Closing Seminar about creativity</i> *	<b>NEW</b>

#### ADDITIONAL MODULES (optional)

Languages  
Tutorials

#### INTERNSHIP OR DIRECT EMPLOYMENT

\* New courses starting September 2015

**TOTAL FOR THE MEB**

**525 hours (90 ECTS)**

The MEB programme reserves the right to make changes affecting policies, fees, curriculum or any other details specified in this publication.

# YOUR PROGRAMME STRUCTURE

## 1 YEAR IN MANAGEMENT / 2 COUNTRIES OF YOUR CHOICE

The MEB offers a unique opportunity to spend two semesters of study in two countries of your choice, with at least one semester taking place at one of ESCP Europe's campuses. Locations include the ESCP Europe campuses (Paris, London, Madrid, Berlin, Torino) and partner institutions: AIT Bangkok (Thailand), HSE Moscow (Russia), MDI Gurgaon (India), School of Management, Xiamen University (China) and Tec de Monterrey (Mexico).



## INTERNATIONAL DEGREES

The MEB is an ESCP Europe degree accredited by AMBA (Association of MBAs).

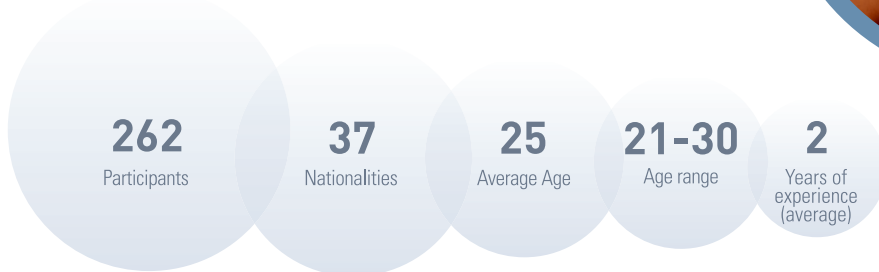
In certain conditions, students can also obtain: *Grade de Master*, German Master of Science, or degrees from international partners.

For more information, visit our website:  
[www.esceurope.eu/meb/doubledegrees](http://www.esceurope.eu/meb/doubledegrees).

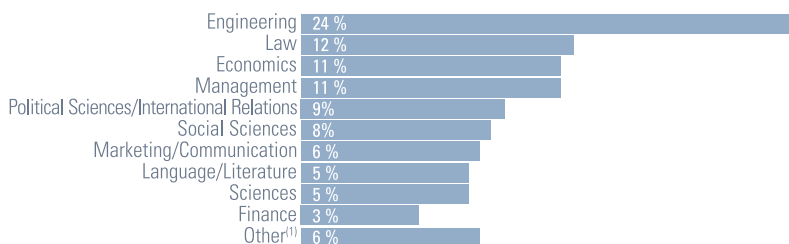


## YOUR FUTURE CLASS

### A BROAD DIVERSITY OF PROFILES

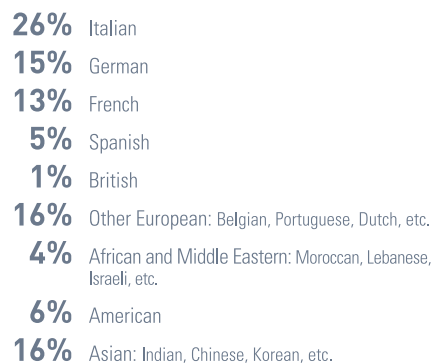


## BACKGROUNDS



<sup>(1)</sup> Architecture/Design, Media, Music

## NATIONALITIES



# YOUR GLOBAL CAREER

## CHOOSE YOUR FUTURE AND LEVERAGE YOUR OPPORTUNITIES

Studying at ESCP Europe will provide you with the skills, knowledge and networks to assist you in achieving your potential.

- A globally recognised degree: ESCP Europe is ranked amongst the top European Business Schools by the Financial Times
- A worldwide alumni network with 45,000 active alumni in more than 150 countries worldwide
- A dedicated and experienced careers service team who help students to explore and refine career aspirations
- 20,000 jobs and 16,000 internships offered to ESCP Europe students and alumni each year



**Francisca Mainardi** (Brazilian/Italian)

**Class of:** 2013

**Before the MEB:** International Relations

**Current job:** Coverage - HSBC (UK)

*"The MEB was an incredible experience that helped me find the job of my dreams. The multicultural group of more than 25 nationalities also makes the MEB unique. I can't describe how much I was able to learn from my colleagues during this one year."*



**Matteo Dominici** (Italian)

**Class of:** 2013

**Before the MEB:** Engineering Management

**Current job:** Global Brand Manager assistant at Lavazza (Italy)

*"The MEB experience was totally unique because of the job opportunities it offered, thanks to the high level of training and the company project experiences. I finished the MEB on the Berlin campus and got a German M.Sc. in Management. All of this allowed me to choose a job out of four offered to me by multinational companies".*



**Arpit Mittal** (Indian)

**Class of:** 2009

**Before the MEB:** Engineering

**Current job:** Transition Manager - Axa Group Solutions (France)

*"The MEB is the perfect place to study business with an international focus and in a multicultural group. The MEB was an unforgettable experience which has definitely greatly enhanced my career."*



**Pei Ming Yuan** (Chinese)

**Class of:** 2013

**Before the MEB:** English Literature

**Current job:** International Marketing Development - L'Oréal (France)

Six months after graduation, the employment survey for the ESCP Europe MEB leavers indicates that:

**89%** of graduates found a job within 6 months of the Graduation Ceremony

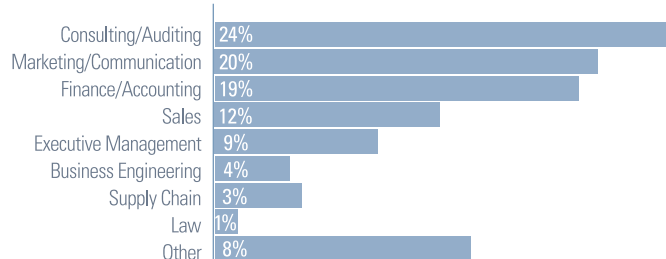
**€41K - €57K** average yearly salary (according to age, professional experience, countries, sectors and jobs)

**44%** work outside their home country

**78%** have a job with an international dimension

**57%** work in firms with more than 2000 employees

MEB graduates leave ESCP Europe to take on roles in a variety of fields:





BUSINESS SCHOOL

PARIS | LONDON | BERLIN | MADRID | TORINO

## ADMISSION REQUIREMENTS

The MEB is designed for graduates with a previous degree in any field of study, preferably non-business related, who have completed their higher education to a level equivalent to a university honours degree: Master, BA/BSc Honours, *Licenciatura*, *Laurea* or equivalent. We encourage our candidates to have some professional experience (internships included).

## YOUR ONLINE APPLICATION FORM JOINING THE MEB AT ESCP EUROPE

### STEP 1: Application

All MEB applications are made online: [www.escpeurope.eu/meb/apply](http://www.escpeurope.eu/meb/apply)  
Carefully complete the online application form and provide the following required documents:

- Copies of previous grade transcripts and degrees to date
- Curriculum vitae
- References
- GMAT / GRE / TAGE MAGE (not compulsory)
- Language certificates (not compulsory)
- A non-refundable application fee of €120

### STEP 2: Final Round

Candidates whose applications are accepted will be invited to attend the on-campus admission tests, consisting of:

- A personal interview
- Language tests corresponding to the choice of countries (both verbal and written for candidates without language certificates)  
To be exempt from English written test (only), we require the following minimum scores: TOEFL IBT: 100; IELTS: 7
- SHL online logic and quantitative test at ESCP Europe for candidates without a GMAT / GRE / TAGE MAGE score

Admission sessions will take place at all five campuses throughout 2014 and 2015 for the September 2015 intake. For more information, visit our website: [www.escpeurope.eu/meb/admissions](http://www.escpeurope.eu/meb/admissions)

## TUITION FEES AND SCHOLARSHIPS

Tuition fees for the academic year 2015/2016 are set at €18.700\*. An additional fee will be charged for the MSc track at the Berlin Campus. Scholarships with total or partial coverage of tuition fees are available. They are issued on the basis of two equal criteria: family income (ISEE) and merit (Admission ranking). Scholarships are available for students applying and studying at the Torino campus.

## ADMISSION CONTACT

### Federica Simionato

ESCP Europe: corso Unione Sovietica, 218 bis - 10134 Torino, Italy  
Tel. +39 011 670 58 96 - Mob. +39 347 785 12 11 - [infomeb.it@escpeurope.eu](mailto:infomeb.it@escpeurope.eu)



\* The MEB programme reserves the right to make changes affecting policies, fees, curriculum or any other elements described in this publication. The information herein is accurate to December 2014.

[www.escpeurope.eu](http://www.escpeurope.eu)

affiliated to



Only 1% of all Business Schools worldwide are triple-accredited. ESCP Europe is one of them.



European Business Schools Ranking