



# STUDY IN ANGERS FRANCE

## Come Join One of France's Leading Business and Management Schools!

Founded in 1909 and playing a major role in the community as well as an academic leader in the area, ESSCA is proud to boast a main campus is of 17,500 sq. located in the historic city of Angers, in the heart of the Loire Valley, listed on UNESCO's list of World Heritage Sites. Having Angers as the main campus presents a multitude of advantages for exchange students: close proximity to historic and cultural sites, less than an hour away from the Atlantic Ocean, and only 1 ½ hours by state-of-the-art high-speed train from Paris.

Exchange students will be integrated into the full complement of more than 2000 undergraduate and graduate programs and benefit from all of the academic, support, athletic, social, student-oriented and research facilities and activities at this bustling campus. Interested students may also combine a semester's study in Angers with a second semester at one of ESSCA's other campuses in Paris, Budapest or Shanghai, making possible a full year's international experience — even in more than one country.

## Application Procedures

- If you are from one of ESSCA's partner universities, please contact your student exchange coordinator or international office.
- If you are from another university, please contact ESSCA directly (see below) and make sure to mention that you wish to be considered as a "free mover."
- A 550 TOEFL score is required for non-native English speakers. Students whose home university language of study is English are also exempt.

## Practical Information

- ESSCA student services in Angers can place semester-long students in one of ESSCA's partner residence halls as well as assisting candidates in their search for accommodations and also with their administrative formalities.
- For further information on ESSCA's Paris campus: [www.essca.fr/en](http://www.essca.fr/en) > About ESSCA > Our Campuses > ESSCA Angers

### Testimonial

**DIEUWERTJE WOULDSTRA**  
**University of Twente, Netherlands**



My exchange semester at ESSCA has been a rollercoaster ride! I have met so many nice people from all over the world as well as trying to keep up with 7 courses this semester (the Dutch system works differently with 3-4 courses per quartile) so in the beginning it took some time to get used to. The courses were taught in small groups which increased student interaction and makes you prepare the material more thoroughly! The Maine-et-Loire region is beautiful, both in winter and summer and I loved the fact that cycling was encouraged in Angers by the free bike system and cycle paths all around the city. All in all, a fantastic experience that I will never forget.



# Undergraduate Courses

## FALL SEMESTER (SEPT-DEC)

### Core Courses

- International Trade and Export Diagnosis
- Coordinating Marketing Strategy and Operations Management
- International HRM and Corporate Social Responsibility
- Financial Management

### Electives

- European History and Politics
- European Sustainability Policies
- Intercultural Dynamics
- Contemporary European Politics
- Sport in Business, Society & Politics
- Negotiating in a multicultural context
- International Corporate Finance
- Wine Marketing
- Social Innovation, Business & Society
- International Economics
- Digital Society
- Great Economic Thinkers
- French as a Foreign Language
- Mythes et fondements de la société française I & II

## SPRING SEMESTER (JAN-MAY)

### Core Courses

- International Trade and Export Diagnosis
- Coordinating Marketing Strategy and Operations Management
- International HRM and Corporate Social Responsibility
- Financial Management

### Electives

- Business Simulation
- European Sustainable Development
- Economic Theory and Globalization
- Intercultural Dynamics
- European Economics
- International Corporate Finance
- Wine Marketing
- Social Innovation, Business & Society
- French Retail Marketing Assets
- The Music Business in Times of Changes
- Digital Society
- Business Models for Sustainable Economy
- French as a Foreign Language
- Mythes et fondements de la société française III & IV

### Testimonial

Christopher Antonopoulos  
Australian National University, Canberra, Australia

I didn't know much about Angers before arriving, except that it had a large student population, although I did use the website and Facebook pages which were useful. I chose to study in France because I wanted to learn the language. My international experience was really enjoyable; I liked the fact that ESSCA has such an international community. Studying abroad exposes you to new cultures; you become a 'global citizen'. Having this experience is something that many employers are looking for.

# Graduate Courses

To avoid possible scheduling conflicts, please select courses, when possible, from only one area of study or ask for academic information and/or assistance.

## MASTER'S 1 - FALL SEMESTER (SEPT-DEC)

- Leadership and Strategy (core course)
- French as a Foreign Language
- Management:
  - Intercultural and Diversity Management
  - Project Management (4 ECTS)
  - Performance and Operations Management
- Marketing:
  - Various Types of Marketing
  - Digital Marketing
  - Innovation Marketing and Creativity
  - Consumer Behaviour

### Electives

- Principles of Management
- Marketing Essentials
- Fundamentals in Finance

## MASTER'S 2 - FALL SEMESTER (SEPT-DEC)

- French as a Foreign Language
- Entrepreneurship:
  - Business Modeling
  - Business Planning
  - Business Traction
  - Social Business and Digital Business
  - Entrepreneurial or Business Development Project

- International Business:

### Core Courses

- International Project Management
- International Corporate Strategies
- International Trade Legal Environment

### 2 specialisations

- International Sales
  - > International Sales Development
  - > International Trade Marketing
- Sourcing and Purchasing
  - > Global SCM
  - > International Sourcing and Purchasing

## MASTER'S 1 - SPRING SEMESTER (JAN-MAY)

- Leadership and Strategy (core course)
- Digital Marketing
- French as a Foreign Language
- International Business:
  - Country Risk Analysis
  - Business and Market Dynamics
  - European Integration and Business Environment
  - International Strategic Management
  - Business Communication in an International Environment

- Corporate Financial Management:
  - Advanced Management Accounting
  - Advanced Corporate Finance
  - Internal Auditing and Risk Management
  - Project Financial Management

- Consumer Goods Marketing:
  - Brand Management
  - Sales Development
  - Retailer's Strategy and Marketing
  - Luxury Marketing and Cosmetics
  - Digital Expertise 360°
  - Operational Management
  - Fashion Sourcing

*Courses are weighted 6 ECTS unless otherwise indicated. All ESSCA course offerings are subject to change.*

# Information and enrollments

Nadège Picquenard

exchange@essca.fr

Phone: +33 (0)2 41 73 47 00

Fax: +33 (0)2 41 73 47 90



Join us on Facebook,  
ESSCA International Students



### GROUPE HEADQUARTERS

1 rue Joseph Lakanel - BP 40348  
49003 ANGERS CEDEX 01  
Tel. : +33 (0)2 41 73 47 47  
info@essca.fr

### PARIS

55 quai Alphonse Le Gallo  
92513 BOULOGNE-BILLANCOURT CEDEX

### BUDAPEST

Czuczor utca 6  
1093 BUDAPEST  
HUNGARY

### SHANGHAI

297 Wusong lu  
200080 SHANGHAI  
CHINA

AACSB, EQUIS and EPAS accredited  
Member of the FESIC network and the Conférence des Grandes Ecoles  
Associate member of UCO and ComUE Université Bretagne Loire



WWW.ESSCA.FR