



PRESS

KIT 2020/2021

Our values

E

“EXCELLENCE
in what we do”

S

“SINGULARITY
in who we are and that
others cannot imitate”

C

“CREATIVITY

in how we think
and design”

P

“PLURALITY

plural in how we believe
and behave”



LEADING TOMORROW'S WORLD STARTS
BY CHOOSING AN OPEN WORLD TODAY

CHOOSE ESCP



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

Our conviction: in a world defined by the economy, the sphere of business can play a central role in reorienting how this world evolves.

It's by giving meaning to business that we will be able to nurture society in a positive manner.

In order to provide this meaning to business we must take a direction to better anticipate change and make decisions, because, in life as in business, everything starts with choices.

It is by making such choices that we can uphold our values, our management style and our point of view on the world.

The era of responsible and collaborative leadership has arrived. It brings with it an openness to the world; it is a leadership aware of social issues, and is sustained by European diversity, multiculturalism and universal values.

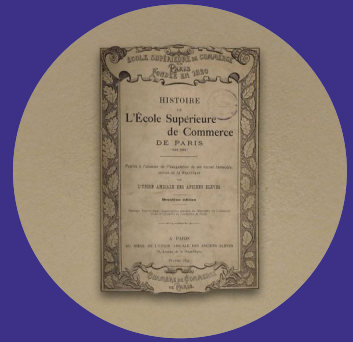
Becoming part of ESCP is to learn how to make enlightened choices. Put simply, integrating with ESCP means to be ready to meet the great challenges of our times with optimism.

Yes, with optimism. Because we feel good in this era, our era. We understand and embrace the new technologies that we place at the behest of business development and people in general.

Let's reach a new level of insight, always engaging with intelligence and giving the world an impetus that will take it in the right direction.



1819 On 1st December 1819, a group of economic scholars and businessmen found ESCP Europe under the name Ecole Spéciale de Commerce et d'Industrie, soon renamed Ecole Supérieure de Commerce. The first Chair of Economics was held by the celebrated economist Jean-Baptiste Say. ESCP Europe is the oldest business school in the world. Even at its debut ESCP Europe had a Global Perspective, as one third of its students were international.



ESCP Europe is acquired by the Paris Chamber of Commerce and Industry (CCIP) in its 50th year of existence. **1869**

1873 The **School's Alumni Association** is founded.

The French Ministry of Education grants official recognition of the School's degree, recognising the pioneering contribution of the School's combination of theoretical and practical, hands-on learning. ESCP Europe becomes a *Grande École d'Etat*. **1890**



1898 The School **moves from 102, Rue Amelot to 79, Avenue de la République**, the same address it still occupies in Paris today. The building is classified as a historical monument.

*The first specialisation sections, a legacy of the Comptoirs (trading posts) invented in the early years of the School: **Maritime section (1905)**, Colonial section (1913), Hotel section (1916), Trade Representation section (1917).*

Mandatory competitive entrance exam. **1926**
*The School premises **are transformed to accommodate the war wounded** (in 1870, 1914-1918, and 1939-1945).*



1947 Promotion to **the status of higher education establishment**, an essential step towards the gradual transformation into a *Grande École de Commerce*.

Creation of **the Student Union**. **1950**

1960 **Integration of IT and a language laboratory.**

Creation of a **dedicated permanent Faculty and the Student Association Tribunes ESCP**. **1969**
The first executive education programmes are launched, introducing a major innovation in ESCP's vocation.



1819

2019

1973

During the General Assembly of the Chamber of Commerce and Industry on April 5th 1973, the concept of a multi-campus business school is founded with the consecutive inaugurations of campuses in the United Kingdom (London in 1974, moved to Oxford in 1975) and in Germany (Düsseldorf in 1975, moved to Berlin in 1985). 1973 is also the year when **the School becomes accessible to women (Joëlle Le Vourch is the first female student in 1973)**.



A fourth campus is opened in Madrid.

1988

1999

ESCP merges with its sister school EAP, the European School of Management.



A fifth campus in Torino, Italy is founded. Validated by the University of Torino, Master in Management students can obtain the Italian degree *Laurea Magistrale*.

2004

2007

The Master in Management programme is recognised by the Carlos III University of Madrid and students can obtain the Spanish degree of *Master Europeo en Administración y Dirección de Empresas*. ESCP Europe is able to award a national degree in each of its five countries of implantation.

The School establishes its sixth European campus via a strategic alliance with the Warsaw-based Kozminski University, the only business school in Central and Eastern Europe with triple accreditation (AMBA, EQUIS, AACSB).

2015



2018

ESCP adopts the new statute of EESC (*Etablissement d'Enseignement Supérieur Consulaire*) and becomes the only management school with pan-European executive and non-executive governance.

ESCP Business School (London Campus) was awarded UK Business School of the Year in the 2018's Times Higher Education Awards (December 2018).

Honoris Causa: Léon Cligman 16.09.2019 / Jean-Jacques Bienaime 06.2019, alumnus and Doctor Honoris Causa, for his 24th place ranking in Forbes' Most Innovative US CEOs!

2019



3

**Optimism and
responsibility**

**are two European
values which the
world's leading
business school
intends to pass on.**

Every revolution brings about blissful optimism or pessimistic defeatism. The revolutions of this century are no exception. This is a challenge for the *Grandes Ecoles* as they develop and pass on knowledge aimed at enlightening future leaders in their choices.

In this respect, the bicentenary of the world's oldest business school, ESCP Business School, is rich in lessons. In 200 years, ESCP, the only European business school, has been through many revolutions, from industrial to political and economic, and has

cultivated two essential, defining values of what Europe must offer today's world.

Optimism is one. We believe in progress when it places science at the service of society. And secondly, responsibility. Access to excellent education is the key to meeting the social, environmental and societal challenges of the future.

**ESCP is entering its
third century.**

**For us,
it all starts here.**

[At the top of national and international rankings.

RANKINGS

6th worldwide: Master in Management (FT September 2020)

7th worldwide: EMBA (FT October 2020)

2nd worldwide: advanced Master in Finance (FT June 2018-2019)

18th worldwide: Exed Custom Programmes (May 2019)

11th European Business Schools (FT December 2018)

4th: The Economist (May 2019)

- **# 1** Employability amongst diverse recruiters
- **# 1** Range and access to overseas exchange programmes
- **#5** Salary in Europe – Except Germany (#7 HEC / #9 ESSEC)

1st for MiM programme in El Mundo (June 2019)

Master in Marketing & Digital Media is also #1 in the table for Digital Marketing and #3 for Marketing in El Mundo (June 2019)

2nd BSc in Le Parisien (April 2019)

**ESCP forms part of the 1% of multi-accredited
business schools in the world.**



EXECUTIVE COMMITTEE

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Dean & Executive President

Prof. Léon LAULUSA

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acting ESCP Warsaw Campus Dean



Philippe Houzé,
*Executive Chairman of the ESCP
Board of Administration*

“The global business schools market is about branding. To boost the international development of the School, we’re using ESCP’s 200th anniversary branding to reposition it and make it stand out on the world stage.”



Prof. Frank Bournois,
Dean and Executive President

“Our mission is to educate and inspire future business leaders so that they have a positive impact on the world. We’re meeting today’s global technological, environmental and societal challenges by tapping into our European values: excellence and humanism.”



Cultural leadership

6

urban campuses

The world's

1st

Business School
(est. 1819)

160

research-active professors representing 33 nationalities



A full portfolio : Bachelor, MiM, 25 Specialised Masters, MBA, 2 PhDs, 12 Executive Masters, EMBA, Global EPhD, as well as a custom and open program offer.



140

academic alliances worldwide in 47 countries

5,000

managers and executives in executive training each year

7,100+

students representing 120 nationalities



65,000

alumni in 150 countries worldwide



Sustainable leadership

ESCP's culture is profoundly impacted by humanist and European management and, because of this, generations of students have been trained to learn and reflect beyond normal frameworks and one-track thinking.

Each year, the Berlin campus hosts the International Conference on New Business Models with researchers, business leaders and consultants, in order to promote sustainable businesses and to reach policy makers, consumers and the community.

The Green Office initiative was launched to implement sustainable projects in the fields of research, operations, teaching, transition and governance, by bringing all stakeholders together. An advisory board shares the projects and sustainable management activities with experts who provide ideas and feedback.

Some exemplary student initiatives:

- ◆ **Les restos du cœur:** created in 1985 thanks to one student's initiative.
- ◆ **Fleur de Bitume:** association created in 1993 that fights against exclusion of all forms.
- ◆ **NOISE:** created to guide social entrepreneurs and which can now be found in eight schools and universities.
- ◆ **Wintegreat:** association created to help refugees integrate, thanks to the action of students of all nationalities and from various institutions, as well as ESCP professors who train refugee students.

“ In the face of global issues, it is essential to open management up to other disciplines and to organise systematic dialogue with “hard” sciences (climatologists, engineering sciences, etc.) and to other social sciences (philosophy, economy, and political sciences).”

Prof. Aurélien Acquier
Head of Sustainability Transition

FIELDS OF ACTIVITY

Deloitte and ESCP share the conviction that a circular economy must be developed collaboratively.

Professors Aurélien Acquier and Valentina Carbone, who handle the scientific management of the Circular Economy Chair, aim to make it an innovation accelerator to facilitate the transition towards a circular economy. Their fields of action include research, training and the dissemination of good practices throughout the world of management.

Teaching

The circular economy concept is already present in the courses on offer at ESCP (as part of the MIM programme, the MSc in International Sustainability Management, Executive MBA courses, and in modules, within various MSc programmes).

The School is reinforcing its engagement in favour of the environment and sustainable development with the “Stand Up For A Sustainable World” cycle of conferences organised by the Executive Education department. These conferences aim to raise the awareness of the main players in the world of business that are safeguarding our planet, the major challenge of our century.

Bold leadership

The Jean-Baptiste Say Institute is named in tribute to the man behind the concept of the entrepreneur, and who, in 1819, founded the first business school in the world. ESCP has the cutting-edge ambition to offer an academic alternative to the American model.

Become the **European benchmark for research and expertise in entrepreneurship.**

Develop **unique methods to become the leading institute for entrepreneurial leadership training** for the leaders and managers of the future.

Support the best innovative projects in Europe by providing a successful and comprehensive solution to help them succeed, from start-up to acceleration.

JEAN-BAPTISTE SAY
I N S T I T U T E



The Jean-Baptiste Say Institute draws on a unique European network that the Entrepreneurship Chair has been developing since 2007:

RESEARCH AND EXPERTISE

The largest European team

- **50 researchers and professors** (20% French, 60% Europeans, and 20% non-Europeans)
- **1 Jean-Baptiste Say grant**, to accommodate one global researcher for one year
- More than **50 international publications** per year

TRAINING

The most innovative European school for training in entrepreneurial methods

- **100,000 euros for R&D in teaching innovation** with projects such as “Improbable: An Art Thinking Workshop”
- **6 campuses** in Europe: Berlin, London, Madrid, Turin, Warsaw and Paris (with two sites in République and Montparnasse)
- **20,000 people trained over 10 years** (managers, entrepreneurs, Option E students, and students of the Master in Entrepreneurial Leadership and Innovation)

GUIDANCE

The Blue Factory, a global European solution (from start-up to acceleration)

- **600 start-ups** have received guidance over the course of 10 years
- **3 programmes:** Blue Factory Start/Seed/Scale
- **Alumni club** bringing together 100 projects from creation to innovative projects
- > €100k in revenue, and more than 20 businesses
- > €100m in revenue

“For professor Sylvain Bureau, Director of the Jean-Baptiste Say Institute,

ESCP has been a pioneering school in teaching entrepreneurship. For 10 years the Entrepreneurship Chair has been developing an alternative way of teaching and understanding entrepreneurship. Today, backed by its network of European researchers and entrepreneurs, the Jean-Baptiste Say Institute aims to train entrepreneurs and leaders from all over the world in entrepreneurship, and offer them, thanks to the ESCP platform, a unique entrance into Europe’s entrepreneurial ecosystem.”

Connected leadership

ESCP's ongoing "phygital" revolution

Three questions for Anthony Hié, Chief Information and Digital Officer
"We want to make ESCP one of the European leaders in digital learning among the big business schools"

How is digital transformation shaking up higher education conventions?

Higher education is not immune to the revolutions and innovations that could initiate digital transformation. EdTech (educational technologies) broaden possibilities by changing the teaching and learning that takes place throughout life. Most transformation projects offer organisations the possibility to improve their business processes and propose new value-added products and services.

Consequently, ESCP has nothing to lose by engaging in an ambitious digital transformation when it comes to developing its user experience, particularly for its target audience: its students, but also professors and administrative staff.

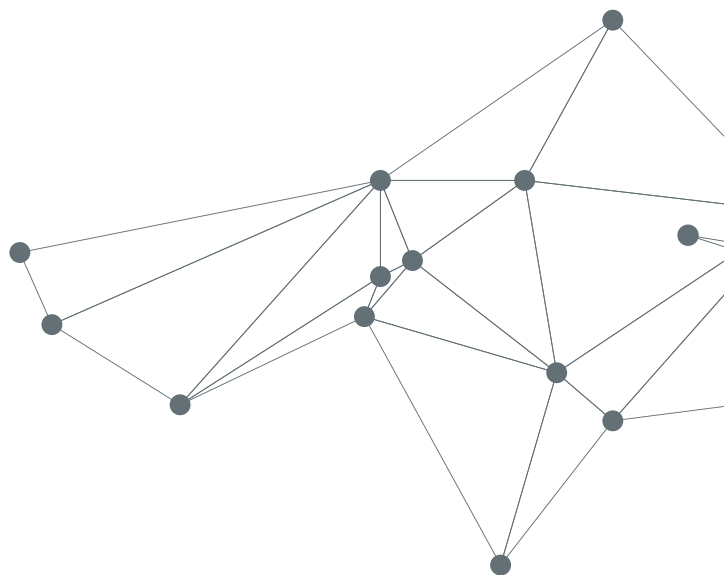
How are you going to organise this digital revolution at the School?

This can be broken down into two interdependent and completely aligned strategies which will enable us to significantly improve our student-

customisable services, add value to face-to-face teaching, and reach out to new audiences. All our new digital systems will be designed with mobile technology in mind.

What are the objectives that have been set?

From now until 2022, we are aiming to continuously improve service quality; develop new digital services; increase the level of maturity and management of digital projects; be clearly recognised as one of the European leaders in digital learning among the big business schools; and simplify and align our IT systems for our audiences.







ESCP
BUSINESS SCHOOL



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