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PRESS RELEASE

**ESCP EUROPE AND TSINGHUA UNIVERSITY COMBINE EXPERTISE FOR NEW
BACHELOR IN MANAGEMENT PROGRAMME**

From September 2018 ESCP Europe's Bachelor in Management (BSc) programme will offer students the opportunity to study in China.

Three years after its launch, the Bachelor in Management (BSc) continues its international development, with a new partnership with Tsinghua University, one of the best universities in the world.

This multicultural programme takes place over three years in three different countries. Students currently have the opportunity to study at 3 ESCP Europe campuses in the cities of Berlin, London, Madrid, Paris or Turin.

Students will also have the option to start their first year at Tsinghua University and then complete their last two years on ESCP Europe's campuses. Courses taught at Tsinghua will be similar to those taught at ESCP Europe, but slightly adapted to an Asian environment.

ESCP Europe's BSc programme offers students a unique opportunity to study not only management, but also liberal arts and languages. This combination makes the Bachelor in Management a challenging, distinctive and exciting programme. The classes are taught in English, however there is the chance for students to attend classes in local languages during their second and third year. The programme aims at preparing students for a successful career in today's diverse and multicultural workplace.

"As a European school, we have chosen to develop a Chinese / European programme that fits perfectly with our internationalisation strategy and our aim to educate future leaders. China is the world's second largest economic power and is not well known in the West. In 2017, 109 Chinese companies were among the 500 largest companies in the world in terms of revenues. China's 40 largest companies have cumulatively generated total assets of more than 17 trillion euros, which is more than the GDP of



the EU!" explains Léon Laulusa, Executive Vice-President and Dean for Academic and International Affairs.

Tsinghua University and ESCP Europe are both high achieving universities and this partnership will enable Asian students attending courses at Tsinghua to graduate from ESCP Europe, as well as giving European students the chance to learn about new and different cultures.

"One of the major benefits of this study year in China is the opportunity to study alongside the Chinese elite. Tsinghua will recruit high school students from the best schools in China. What better way to get to know a country than to make friends? Twenty years ago, I had the opportunity to study in Shanghai, but at that time international students and Chinese students did not have the chance to attend classes together. This year of study in China further strengthens the internationalisation of our students and their global career opportunities" says Margot Drancourt-de Lasteyrie, Director - China Projects in International Affairs Department.

Since its launch the Bachelor in Management (BSc) programme has been a global success, with students attending from over fifty different nationalities.

The annual tuition fees for the 2018 intake are €13,600 for European students and €18,000 for non-Europeans.

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About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 102 different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

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