



PARIS LONDON BERLIN MADRID TORINO BUSINESS SCHOOL

ESCP Europe in a Nutshell





ESCP Europe: A Leading International Business School with a Two Century History and Global Reach



Background

- ESCP Europe (established in 1819) is the oldest business school in the world
- Five campuses in Europe: Paris, London, Berlin, Madrid and Torino
- Associate campuses in Austin (Texas), Monterrey (Mexico), Mumbai (India), Shanghai (China), Rio de Janeiro (Brazil)
- Among the few institutions in the world to be awarded triple accreditation
 - AACSB*
 - AMBA
 - EQUIS



- ESCP Europe Campuses
- ESCP Europe Associate Campuses

*AACSB = American Assembly of Collegiate Schools of Business, AMBA = Association of MBAs, EQUIS = European Quality Improvement System

In numbers

- Over 3,500 students currently enrolled of 90 different nationalities, speaking at least two languages each
- Over 50,000 Alumni working on every continent
- Over 120 permanent faculty of 20 different nationalities teaching and conducting research across campuses
- Courses delivered in the local language at every campus as well as in English
- 3,000 managers and executives in training across the five campuses each year

* See appendix for more details on proposed programme locations and accreditation details



ESCP Europe Can Provide Significant Value Through Five Main Competences



Strongly experienced in co-designing customised programmes with client organisations

- Ability to dedicate significant Faculty resources to this programme
- Familiar with long and sophisticated curricula
- Familiar with obtaining certifications for customised training
- Rapid understanding of the client's needs
- Solution orientated

FT ranking as 7th business school in Europe

European & International Exposure

- Campuses in Paris, London, Berlin, Madrid and Torino
- Our faculty of 150 experienced professors can teach in several languages
- International approach in everything we do

**ESCP Europe
is a valuable
business
partner**

Wide Network of Experts

- Alumni, professionals, faculty network... ESCP Europe is able to organise conference speakers and subject matter experts to deliver testimonials.
- ESCP Europe coordinates its clients' top level Executives as guest speakers to share best practices (FT-Orange, NATO, Carrefour, GE, Saint Gobain, KPMG, etc...)

Institutional Credibility

- Established in 1819, we are among the oldest business schools in the world
- We work closely with companies like L'Oreal, Chanel, Lactalis, Rentokil Initial, Societe Generale, BNP Paribas, FT-Orange, Accenture, Pfizer, gsk, Rexam, etc...

Generic and Specific Competences

- Ability to provide a reputable EMBA (currently ranked 15th worldwide)
- Provide in-depth expertise within change management, leadership and international management

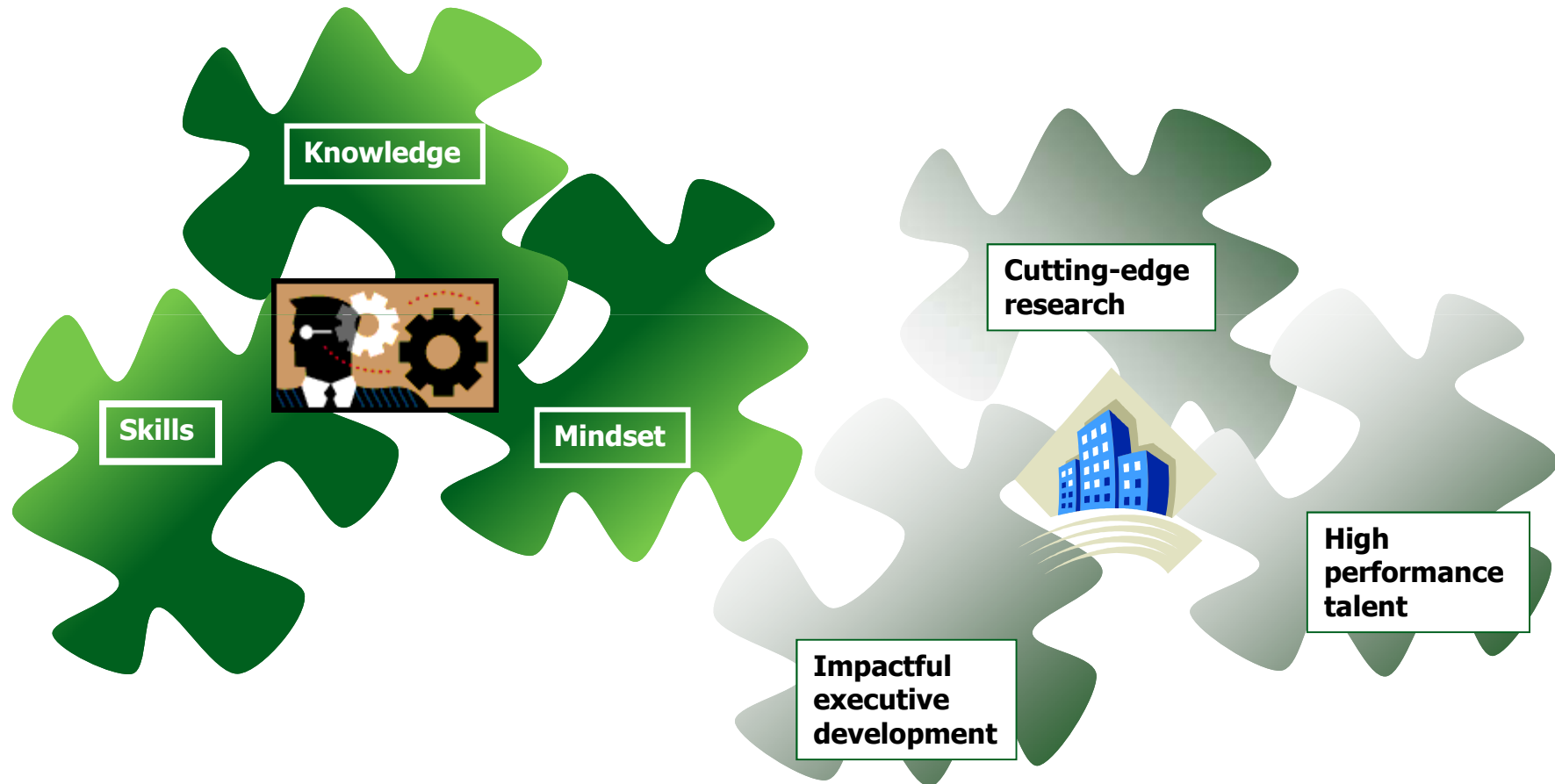


ESCP Europe has Developed a Unique Business Education Model Rooted in a Clear Understanding of...



The drivers of excellence and performance...

to meet your strategic needs for...

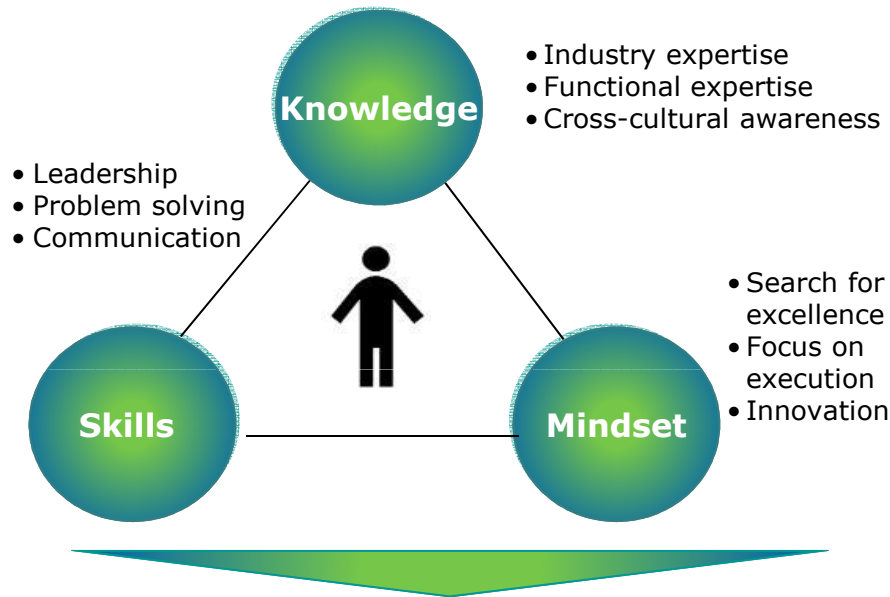




ESCP Europe has Developed a Unique Business Education Model Rooted in a Clear Understanding of...



1 What the drivers of excellence and performance are



- "If you give people tools, (and they use) their natural ability and their curiosity, they will develop things in ways that will surprise you very much beyond what you might have expected"
B. Gates
- "An organisation's ability to learn and translate the learning into action rapidly is the ultimate (source of) competitive advantage"
J. Welch
- "It is not enough to have a good mind: the main thing is to use it well"
R. Descartes
- "The great end of education is to discipline rather than to furnish the mind; to train it to the use of its own powers, rather than fill it with the accumulation of others"
T. Edwards

2 Who our ultimate stakeholders are

The corporate world



- "At Business Objects, we recognize our greatest asset is our employees. We take great pride in our employees, which is why we continue to invest in recruiting, training, and retention programs. We are dedicated to fostering the career development of our people, and creating a workplace and culture we can all feel good about."
G. Wolfe
- "We believe our emphasis on people and talent management differentiates Barclays from competitors in the asset management industry, as well as other Bay Area employers in financial services."
T. Taggar



... which we apply to everything we do...



Activities

Description

Benefits for Companies

Masters Programmes

- 3 years, 3 countries, Master Grande Ecole
- 1 year, 2 countries, Masters in European Business
- 1 year, Specialised Masters

- Recruit identified talents (pool of 1000+ graduates annually)
- Access to pool of talent via internships throughout the year
- Access to resources for consultancy projects (student groups deliver 500 hours of project workgroups led by an experienced ESCP Europe faculty member)

Executive Education

- Tailor-made programmes, e.g. organisational transformation, business strategy, leadership, change management, project management
- Open enrolment programmes e.g. EMBA, EMEM, GMP, PSDM, etc...*
- Intra-company programme e.g. PSDM focused on the company market (very successful)

- Nurture talent through executive development by facilitating the knowledge, skills and attitudes that are relevant to the corporate world
- Receive tailored solutions that shape and align individual mindsets within the organisation
- Receive professional development on all campuses and in 5 different languages (if requested)



... and we are a leading international business school



European Business School rankings
December 2010

Rank '10	3 year rank	Business School	Country	MBA '10	EMBA '10	Masters '10
1	1	HEC Paris	France	7	2	2
2	2	London Business School	UK	1	1 (5)	-
3	3	Insead	France / Singapore	2	4	-
4	4	IMD	Switzerland	5	8	-
5	5	IE Business School	Spain	3	6	-
6	7	Rotterdam School of Management, Erasmus University	Netherlands	11	12 (13)	9
7	8	ESCP Europe	France / UK / Germany / Spain / Italy	-	10	1
8	9	Esade Business School	Spain	8	-	8
9	7	Iese Business School	Spain	4	14	-
10	9	EM Lyon Business School	France	27	29	4

Master in Management ranking
September 2010

Current rank	3 yr. rank	School name	Country	Weighted sal. (\$)	Employment
1	2	ESCP Europe	France, U.K., Germany, Spain, Italy	65,900	97
2	2	Cems	See note	60,210	99
3	2	HEC Paris	France	75,229	81
4	-	Universität St.Gallen	Switzerland	80,800	96
5	6	EM Lyon Business School	France	54,783	98
5	6	Grenoble Graduate School of Business	France	60,414	93
7	5	London School of Economics and Political Science	U.K.	70,231	90

1st Master in Management worldwide

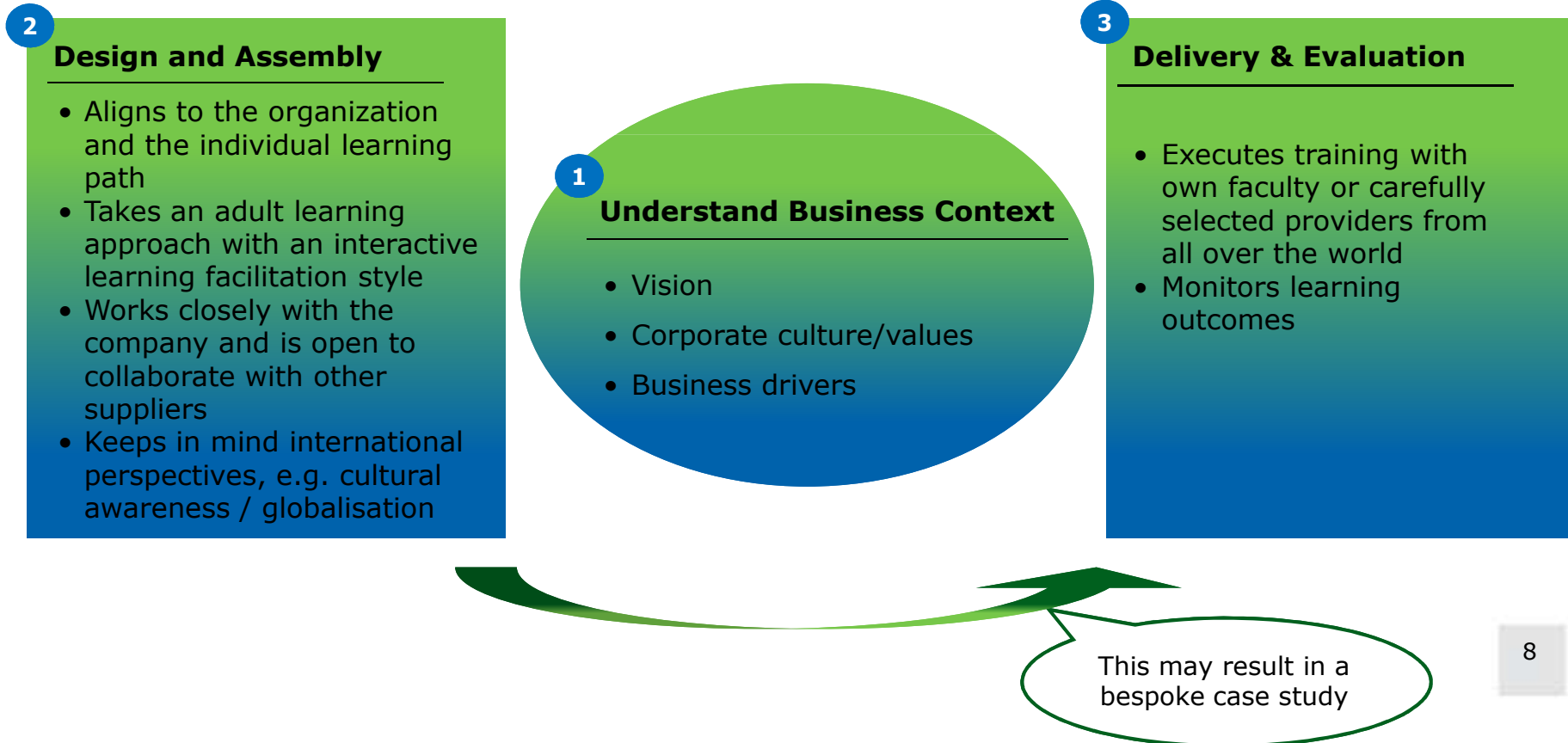


Our bespoke programmes are rooted in a sound understanding of the company, and incorporates three main approaches:



ESCP Europe bespoke programmes benefit from:

- Quality Assurance - Insured by ESCP Europe's first class Faculty
- A continuous improvement process





ESCP EUROPE Bespoke Programmes follow the three steps approach principle



Activities

- Read case study
 - Prepare personal experience
 - Prepare thoughts on key elements of training
- Interactive teaching/action learning, i.e. interaction, discussion, short 'input' sessions, a lot of group work
 - Working on real situations and issues within their own company
 - Examples from other industries
- Conference calls on how implementation is going
 - Individual ad hoc coaching

Benefits

- Participants come mentally and intellectually prepared and the training starts at a higher level
- Participants see the relevance
 - Some work-related tasks are performed, hence 'value back to business'
- Individual tailored support
 - Templates / practical toolkit provided for implementing initiatives / training