

**PROGRAMME SPECIFICATIONS
Bachelor in Management (BSc)**

Programme name	BACHELOR IN MANAGEMENT (BSc)
Award	Grade de licence, Italian Laurea triennale, German BSc
Type of study	Full time
Total ECTS	180

SUMMARY

The Bachelor programme is a general business and management degree worth 180 ECTS that takes three years and allows students to study in three different countries. The BSc aims to provide students with a structured and deep comprehension of management disciplines, knowledge of fundamentals in liberal arts and humanities, and cultivates the personal skills relevant for business and management.

Aims

The BSc Management aims to develop future leaders whereby students acquire the foundations of management in a multi-disciplinary and inter-cultural context by:

- Getting to know and understand diverse cultures by living and studying in three different countries without compromising on academic excellence.
- Acquiring the necessary background and knowledge in management, economics, and law, complemented by the fundamentals of maths, accounting and statistics.
- Learning management through an interdisciplinary approach and broadening their horizons through liberal arts and language modules.
- Obtaining strong methodological training and developing their personal competencies.
- Developing presentation, communication and research skills, along with fluent business language.
- Applying theory to practice in real-life case studies & business simulations.
- Managing inter-cultural groups and gaining insights into working as a team with people from all over the world

Programme’s Learning Outcomes

The curriculum is designed so that students achieve the following learning outcomes:

Competency Goal (CG1): To possess the knowledge of the different management disciplines and their role in the development of societies

LEARNING OBJECTIVE 1a: The student demonstrates mastery of the frameworks/tools which are appropriate to diagnose a management problem and take a meaningful decision.

LEARNING OBJECTIVE 1b: The student exhibits the ability to integrate liberal arts knowledge in meaningful decisions about management problems.

Competency Goal (CG 2): To possess the skills to identify limitations in the application of management science.

LEARNING OBJECTIVE 2a: The student is able to identify limitations/inconsistencies in a management theory

LEARNING OBJECTIVE 2b: The student is able to identify limitations/inconsistencies in a management conduct.

Competency Goal (CG3): To successfully integrate a multinational team

LEARNING OBJECTIVE 3a: The student is able to deliver on objectives and complete the task when part of a multicultural team.

LEARNING OBJECTIVE 3b: The student is able to adapt and fit into a long-lasting multicultural team

Competency Goal (CG4): To possess sensitivity and coherent attitude towards ethical values

LEARNING OBJECTIVE 4a: The student is able to appraise ethical values in the assessment of business problems

LEARNING OBJECTIVE 4b: The student recognises a sound code of conduct when operating within a business environment

Structure and Curriculum

The programme has a normal duration of three academic years, comprising six semesters of study and 180 ECTS.

Year 1 London- Paris-Turin	Year 2 Madrid- Paris-Turin	Year 3 Berlin-London-Madrid-Paris-Turin
Management, Economics & Law Modules <ul style="list-style-type: none"> · Introduction to Business Organisations & Strategy · Accounting 1 · Micro-Economics · European Institutions & Comparative Political Systems · Fundamentals of Mathematics 1 · Statistics & Probability 	Management, Economics & Law Modules <ul style="list-style-type: none"> · Finance · Accounting 2 · Marketing · Macro-Economics · Contract & Business Law in Europe · International & European Business Law & Taxation · Fundamentals of Mathematics 2 · Advanced Statistical Methods 	Management, Economics & Law Modules <ul style="list-style-type: none"> · Operations Management & Business Information Systems · CSR & Business Ethics · International Economics Electives, such as: <ul style="list-style-type: none"> · Marketing & Sales · Finance · Management · Digitalisation · Sustainable Finance · Entrepreneurship
Liberal Arts & Humanities Modules <ul style="list-style-type: none"> · Introduction to Psychology & Sociology · International Relations and European & World History 	Liberal Arts & Humanities Modules <ul style="list-style-type: none"> · Key Scientific & Technological Issues in Business 	Liberal Arts & Humanities Modules <ul style="list-style-type: none"> Electives, such as: <ul style="list-style-type: none"> · Conscious Leadership and Impact Entrepreneurship · Politics · Wealth of Nations · Negotiation · Human Behaviour
Personal Skills & Language Modules <ul style="list-style-type: none"> · Presentation, Discussion & Rhetoric Skills · Computer Skills · Sustainability Seminar · Languages 	Personal Skills & Language Modules <ul style="list-style-type: none"> · Intercultural Skills · Big Data Seminar · Languages 	Personal Skills & Language Modules <ul style="list-style-type: none"> · Academic Writing Skills · Languages
Collective Projects, Internships <ul style="list-style-type: none"> · Collective Project 1 · Internship (optional) 	Collective Projects, Internships <ul style="list-style-type: none"> · Collective Project 2 · Internship or Social Impact Project 	Collective Projects, Internships & Thesis <ul style="list-style-type: none"> · Business Game · Internship · Bachelor Thesis
60 ECTS	60 ECTS	60 ECTS
180 ECTS		

HOW WILL I LEARN?

The following teaching methods are used by instructors of the programme:

- Lectures providing theoretical concepts
- Seminar classes that complement lectures, providing discussions, practice and practical applications of the theoretical concepts learnt during lectures
- Case studies describing problematic situations. Working with case studies helps students gain problem-solving skills.
- Business games allow students to apply their knowledge to long-term problems and to adapt to changing situations
- Project work enables students to undertake academic projects and thereby gain methodological competencies.
- Internships allow students to get an insight into various business areas and practically apply their knowledge.
- Small group work and presentation of results, providing opportunities for learning-by-doing and social interaction on business problems

The prime responsibility for study and learning rests with the student. Students must actively participate in each and every one of these pedagogical methods and requirements.

Students will be given syllabi and reading lists for all the courses undertaken. These will also be available on Blackboard. They are not exhaustive and further instructions and support can be given by the instructors during the courses, but they are designed to provide a base from which to develop knowledge and study plans.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

- Courses are normally assessed by a combination of continuous assessment and examination (written coursework, including mid-term examination). Some courses are assessed by written coursework only.
- Each course evaluation amounts to a single and final grade, which includes all the assessment components and is based on a scale from 0 to 20.
- If a course is assessed by means of coursework alone, this will usually be in the form of a field project or dissertation, and the project supervisor will offer guidance and support in the development of this.
- If a student's final grade is superior or equal to 10/20, the course is considered passed, provided that the minimum requirements for each grading component is achieved.
- If a student's final grade is below 10/20, the course is considered as failed, regardless of the grade of each assessment component.
- If the final exam component grade is below 8/20, the course is considered as failed, regardless of the overall average final grade on the course.
- If the grade obtained leads to failing a course and if the student identifies relevant and objective facts which he or she wants to be reconsidered, the

student may request a re-marking of his/her script by emailing the Academic Director within five (5) working days from the notification of the course failure.

- The final grade awarded to the student after the resit examination no longer takes prior continuous assessments into account.
- Absence at an examination is not excused unless the Mitigating Circumstances apply.
- In some cases, a student may be obliged to redo the entire course (and will be allowed to resit if necessary).
- In case of attendance failure, the course is failed and the grade is 0/20. The student is not allowed to access the regular exam session and is deferred to the resit exam session.
- If the Thesis is failed, the student is allowed a resit in the next academic year.
- Instructors grade assignments and exams based on the Programme guidelines. These guidelines include a consideration of the student performance across the levels of outstanding, very good, good, fair, poor and very poor

Failure to pass a programme:

- If - having exhausted all permitted resit attempts - a student still fails a module, the student will be withdrawn from the programme.

Resit session

- Resit sessions are normally organised in February for the Fall semester courses and in June for the Spring semester courses. No other sessions are offered during the year.
- For limited subjects, the School reserves the right to organise an additional resit session. In such cases, students are required to attend the resit session to which has been assigned by the Programme Office.
- Attending the resit session is mandatory for students who fail courses and there is no possibility of arranging ad hoc exam sittings at a remote location.
- Students are required to arrange their schedule in order to ensure their presence at the resit session on the campus at which they attended the course, even if they are undertaking an internship.
- B1 and B2 Students can ask to attend the resit session at a different campus than the campus at which they attended the course. They should answer a survey sent in May by their Programme Office within seven (7) days, specifying the target campus. The School reserves the right to decide upon whether to accommodate the request. In absence of confirmation, students are required to take the resit at the campus where they attended the course.

Gap year and termination of Registration

Students who fail to pass all their exams by the resit session at the end of the Academic Year are excluded from the programme. They will be notified of the termination of their registration at ESCP unless the Annual Programme Review Board (APRB) decides otherwise.

- Under some circumstances and at its own discretion, the Annual Programme Review Board (APRB) can exceptionally decide to grant the

student an additional year (“Gap Year”) in order to pass the failed courses. In such cases, students do not progress to the next year of the programme (nor to the graduation session) and may be required to register, attend and pay for the failed courses.

- Students who think they have Mitigating Circumstances that apply to the APRB decisions can submit a claim to the Director of Studies Europe, copying in their Academic Director and Programme Office. To be considered, requests should be sent within seven (7) days from the notification of the Annual Program Review Board decision. The School reserves the right to judge the claim at its discretion.

Progression Requirements

Students are assessed against progression requirements at the end of each semester during the Programme Exam Boards, and at the end of the academic year during the Annual Program Review Board (APRB).

Progression

- In order to obtain the degree, students will need to pass each of the programme curriculum courses, including elective courses.
- In order to progress to the following year, students are expected to have passed all the courses of the previous years.
- In order to pass a course at the first attempt, students are expected to comply with attendance requirements and obtain the minimum scores for each course component, as specified in the official course syllabus. For the final exam component, the minimum passing mark is 8/20. For the overall module, the minimum passing mark is 10/20.
- In order to pass a course at the resit session, students are expected to obtain the minimum score of 10/20 at the resit session. The course's final grade will be the mark obtained in the resit exam, and it will no longer take the prior continuous assessments into account.

How and when will I get feedback on my assessments?

Feedback on the final exam is available in the following ways:

- Feedback can normally be expected within six weeks of the assessment
- A document prepared by professors indicating the elements which make a good examination answer will be posted on the e-learning platform after the release of marks.
- Students who fail their examinations are permitted to view their scripts at specific times on specific dates. These sessions will be announced by the Programme Office in advance.

TO WHAT KIND OF CAREER MIGHT I GO ON TO?

Students who successfully complete their Bachelor in management studies are prepared for several roles: they can either continue their studies at top-tier institutions offering MSc programmes in economics, business and management, or

pursue a career in corporations and institutions operating on an international scale that may offer positions in functional areas like business development, finance, sales, marketing or operations management, or they may take on the challenge to develop their own new venture. The background in liberal arts and humanities also allows them to do graduate studies in these fields after having gained a background in management. Finally, having cultivated their multicultural sensitivity and language skills, students who complete a Bachelor in management at ESCP Europe will have acquired experience that can lead to a career in the domain of international relations.

Our Careers Service team is available on campus to provide guidance and information on careers, as well as work experience via placements and internships during and after the programme.

For our 2021 graduates 50% chose to continue with a Master degree at a renowned institution, and 45% chose to start an international professional career (5% took a gap year).

HOW DO I ENTER THE PROGRAMME?

The Bachelor programme begins every September. The application process operates on a rolling deadline system from October to July.

REQUIREMENTS

- Academic transcripts from the last 3 years
- Secondary School examination certificates (if already held, or upon receipt)
- Personal Statement in English
- Name and contact details of one academic referee
- English language test scores (if required)*: IELTS 6.5 / TOEFL iBT 90 / CAE 180
- * The TOEFL iBT Special Home Edition is available in home versions, although not in all countries.
- CV / Resume in English
- Copy of ID/Passport

PROCEDURE

STEP 1: ONLINE APPLICATION

- Option 1: apply directly on our website
- Option 2: apply via UCAS
- Option 3: apply via common app
- * The candidates must apply only through one portal.

STEP 2: PERSONAL INTERVIEW

Successful applicants will be invited to attend an oral interview with at least two people, including faculty members. The interview is designed to assess the candidate's motivation, the match between the profile and the curriculum, and her/his personality (adaptability, maturity, openness to an international experience, etc.)

STEP 3: ADMISSIONS RESULTS

The School will send the admission results and, if the candidate is admitted, it will be offered:

- A place (unconditional or conditional) on the programme with a deadline by which to respond
- Study-Track option (e.g. 1st year: London / 2nd year: Turin / 3rd year: Berlin)

SECOND YEAR DIRECT ADMISSION

- Students must have been formerly admitted to a Bachelor in Management / Economics / Finance programme and should have been awarded 60 ECTS at the end of the first academic year.
- The transfer application must be done through our online application form and should follow the same application deadlines as for Year 1 students.