



**General
Management
Programme**



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW





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ESCP Quick Facts

6 urban
campuses

Multi- accredited:

AACSB, EQUIS, EFMD MBA,
EFMD EMBA, 5 European
Higher Ed standards

A full
portfolio

Bachelor, Masters,
MBAs, PhDs and
Executive Education

6,500
students in degree
programmes representing

120
nationalities

The World's

1st

Business School
(est. 1819)

Over **160**
research-active professors
representing over
30 nationalities

Over **140**
academic alliances
in Europe and the World
in 47 countries

5,000
high-level participants
in customised trainings
and executive education

60,000
active alumni in
over 150 countries
in the world



6 Urban Campuses

BERLIN

The Berlin campus is situated in the western part of the city centre, near the Charlottenburg Palace and its splendid gardens. Berlin is a fast-growing city characterised by a rich multifaceted economic structure and culture.

LONDON

Located in West Hampstead in northwest London, this campus offers students state-of-the-art facilities in a traditional Victorian building.

MADRID

Located only a couple of metres away from the National Park of Monte de El Pardo, the Madrid campus is an ideal place for students to focus on their professional development.

PARIS

République & Montparnasse

The Paris sites are conveniently located in the centre of the city. They enjoy easy access to all of the capital's major business districts.

TURIN

The Turin campus is located in a beautiful building with modern facilities. Turin is one of the main business centres of the Italian economy and home to many architectural masterpieces.

WARSAW

Our campus is based at Kozminski University, located in Warsaw's northeast district of Praga Północ. It is one of the city's most historic neighbourhoods.



ESCP 2020 Rankings & Accreditations

Worldwide Financial Times

#2

Master in Finance

#6

Master in Management

#7

Executive MBA

#1

Career Progression
Executive MBA

#8

European
Business Schools

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



5 European Higher Ed
accreditations

ESCP

It all starts here

In a world shaped by the economy, reorienting how this world evolves has become a duty of the sphere of business.

It's by giving meaning to business that we will be able to nurture society in a positive and sustainable way. As a business school training leaders and entrepreneurs for more than 200 years, our role is central in teaching how to better anticipate change, and make decisions.

Because, in life as in business, everything starts with choices.

It is by making such choices that ESCP Business School upholds its values, its unique management style and its unique point of view on the world.

The era of responsible, augmented and collaborative leadership has arrived: a leadership aware of global issues, sustained by our values rooted in European humanism, our unrivalled worldwide diversity and multiculturalism.

Joining the international ESCP community is beyond embracing academic excellence; it is about learning how to make enlightened choices to be ready to meet the great challenges of our times with optimism.

Yes, with optimism because, like ESCP's founding fathers in 1819, we believe in progress.

We constantly explore new knowledge territories from sciences to humanities, allowing our graduates to reach a new level of insight and to engage with intelligence and responsibility.

For a successful career with a positive footprint, choose ESCP Business School.

It all starts here.



Prof. Frank Bournois
Executive President &
Dean of ESCP

Prof. Véronique Tran
Academic Dean of the
Executive MBA & GMP
programmes



Ines Khedhir
Director of the Executive
MBA & GMP programmes



The ESCP General Management Programme (GMP) welcomes high-potential managers wishing to acquire cutting-edge business and management knowledge.

Our impactful programme will allow you to get exposed to diverse business environments as ESCP Europe is the only business school to provide you with the opportunity to study in 6 locations.

Our international positioning and strong multicultural learning context will benefit you both professionally and personally, helping you to expand your network and develop your emotional and cultural intelligence.

Last but not least, leaders need to acquire agile thinking and guide their teams in uncertain and complex situations, in a world where business and society are more than ever strongly interconnected. We think our GMP can help you get there.

“Empower your career at ESCP”





GENERAL MANAGEMENT PROGRAMME

Get an Overview

Our General Management Programme (GMP) gives talented executives like you the insights and tools to lead strategically in today's competitive business environment.

6 Tracks

- Itinerant track: rotation between 5 European campuses (*Paris, London, Berlin, Madrid and Turin*)
- Paris track
- Berlin-London track
- Turin track
- Beirut track
- Blended GMP track: combination of distance learning and in-class sessions

Formats

- Online (Blended)



9 to 13

months
according to
the track
and intake

9

courses (180 hours)



Tailor your General Management Programme

Choose flexibility and master your time with your GMP. With our customisable in-house or online part-time programme, you can balance your 3 lives: study, work and personal.

5 international study tracks

The programme is fully compatible with an executive schedule and only requires a limited number of days away from the office. You can choose the location of the core courses and the schedule best adapted to you.

TRACKS AND SESSIONS	NUMBER OF DAYS PER IN-CLASS SESSION
ITINERANT TRACK <ul style="list-style-type: none"> • 1 session in Paris • 1 session in London • 1 session in Berlin • 1 session in Madrid • 1 in Turin 	5 days
BEIRUT TRACK <ul style="list-style-type: none"> • 9 sessions in Beirut 	3 days
BERLIN-LONDON TRACK <ul style="list-style-type: none"> • 2 sessions in Berlin and • 1 session in London 	6 days
PARIS TRACK <ul style="list-style-type: none"> • 8 sessions in Paris 	3 days
TURIN TRACK <ul style="list-style-type: none"> • 8 sessions in Turin 	3 days

Blended GMP

The online GMP is suitable for your busy agenda, combining distance learning (for 7 courses) and in-class sessions (for 2 courses).

TRACKS AND SESSIONS	FORMAT
• 1 session in Berlin	3 days in-class
• 7 sessions	Online
• 1 session in Paris	2 days in-class

The GMP represents 180 hours regardless of location, with all courses taught in English. The number of hours per day during the sessions will vary depending on the track chosen.

Develop an in-depth understanding of business



The 9 courses provide all the cross-functional knowledge and managerial skills you need to ramp up your performance as a leader in world-class organisations.

Corporate Strategy

Analysing the environment and the firm; formulating and implementing strategy.

Financial Accounting

Understanding financial language, and interpreting balance sheets and profit and loss accounts.

Marketing

Analysing buying behaviour; identifying market segments and optimal product, place, price and distribution policies.

Corporate Finance

Taking finance and investment decisions by using appropriate methods and tools.

Managerial Economics

Understanding the macro-economic and micro-economic environment in which companies operate.

Managing People and Organisations

Analysing individual behaviours within the workplace (teams, units and organisations) to achieve managerial success.

Supply Chain Management

Optimising all company operations, including inbound and outbound logistics.

Cost Accounting and Management Control

Understanding various cost calculation methods and applying systems to monitor company processes and results.

Entrepreneurship and Intrapreneurship

Establishing an entrepreneurial mindset in new ventures or within established companies.

Share with a highly diverse group

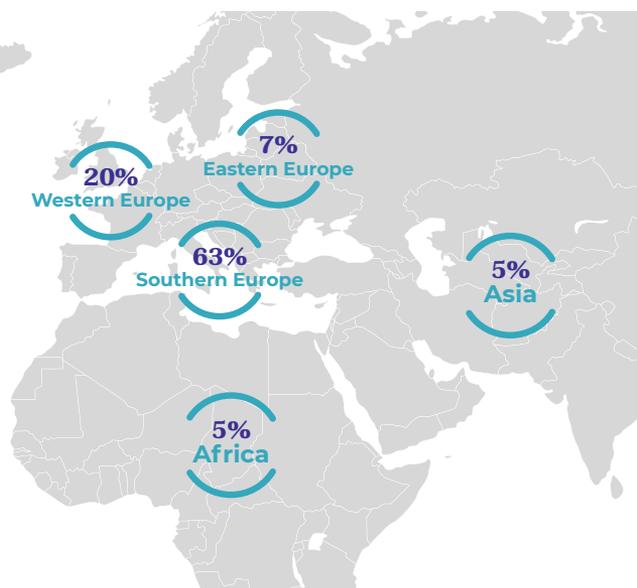
The ESCP GMP is aimed at talented managers and executives striving to take their career to the next level. Applicants should have at least 5 years of managerial experience and hold a minimum of a Bachelor's degree.

We welcome high potentials who are ready to share their insights with their peers and are willing to learn from them.

Class of 2020 Profile



Industry Sectors



Alumni and Student Testimonials



Maria Merry Del Val
GMP 2016 • EMBA 2018 • Spanish • Director • Royal Bank of Scotland

"I first joined the GMP programme, which was an exceptional experience. I have chosen to continue my executive education as I believe this is a life-changing process that can only be rounded through the completion of the Executive MBA. Coming from a purely financial background, the Executive MBA is broadening my perspectives, enhancing my self-confidence and providing me with leadership and strategy skills that I previously lacked, all of it in an international atmosphere that allows for participants to exchange a wide range of knowledge and experiences. Finally, the ESCP Executive MBA is very conscious of the role of Women in Leadership, and I very strongly recommend it to any woman who is interested in developing further into leadership roles."



Antonio Fajardo
GMP 2016 • EMBA 2018 • Spanish • Product Technology Manager • BASF

"Doing the EMBA over 30 months has been a clever choice for me. This formula allows me to better manage studies and work, while providing more time to digest the valuable information received during the courses. I am impressed by how fast I could benefit from the skills acquired with the core modules, and how I have become more confident when pushed out of my comfort zone. My career was directly impacted by these skills, enabling my desired transition from engineering to business management. My biggest take-away is the people I have met from different cultures and backgrounds who help me to be a better person every day; people who are turning out to become great friends."



Liam Ridley
Blended EMBA 2021 • Australian • Head of Global Service Partner Management • Diebold Nixdorf

Based in New York City, I was looking for a program that provides practical learning and a collaborative learning environment to help me become a stronger business leader. The flexibility of the online program allowed me to manage kids, a full time job and still accomplish my educational goals. A year later, I am still close to my GMP teammates and have developed great relationships. The GMP Blended has been such an incredible experience that I decided to continue to the Executive MBA. I believe ESCP offered me an opportunity US based business schools could not. Not only ESCP Business School has a strong and stable Executive MBA FT rankings over the years, but the diversity of cultures, backgrounds and industries is quite unique. Having a network mostly built in the US from my professional experience, ESCP opened the door to a more diverse network of relationships while pursuing a program recognized worldwide. I do trust companies are broadening their recruitment profiles and are looking for diversity in skills and experience. Last but not least, ESCP presents a richer number of options in terms of length of the program and locations.



Anne-Laure Marchal
Blended GMP 2019 • EMBA 2021 • French • Global Operations Manager • Flexport

"The GMP consists of 9 core MBA modules which provide an excellent foundation and basis for understanding strategic, economic, financial, entrepreneurial and other essential business methods and models. This is combined with excellent teaching and research to deliver a deeper understanding of what makes successful organizations in today's business environment. My experience was so positive, I decided to continue with ESCP and complete the Executive MBA - which has been consistently ranked amongst the best in the world."

Join the ESCP Executive MBA

The GMP can be attended as a stand-alone programme, but also forms an integral part of the Executive MBA. You have the opportunity to transition seamlessly from the GMP to the Executive MBA, ranked #4 worldwide for career progression by the Financial Times, to reach your full leadership potential.

The 9 core courses (180 hours) are common to both GMP and Executive MBA programmes. Upon acceptance after your GMP, you are now on track to complete:

Curriculum

10

Electives selected from over 62 specialised courses across Europe

5

International Seminars in Europe, Asia and the Americas

1

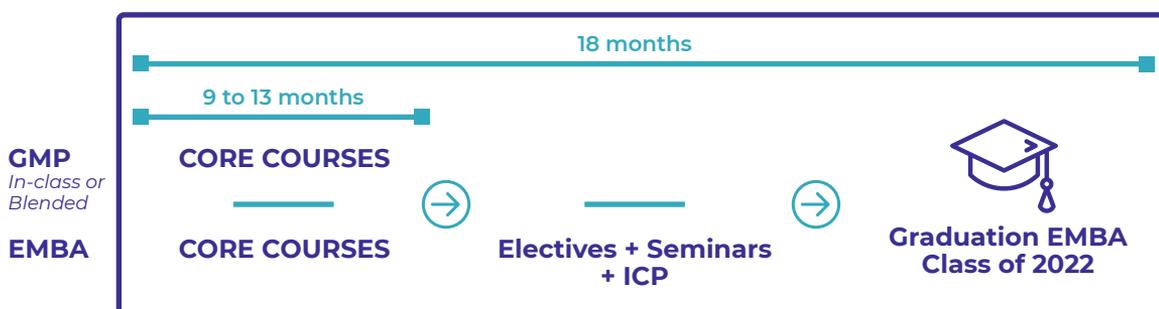
International Consulting Project (ICP), a real-case executive project in a multicultural team

Duration after your GMP

18

Months

Formulas



Admission Requirements

- A university degree: Bachelor, Master or equivalent in any discipline
- A minimum of five years' managerial experience, based on demonstration of managerial skills and potential for success within your company (letters of recommendation required)
- Fluency in English (all courses and submitted coursework are only in English)
- For non-native English speakers, we may require the following minimum scores on the tests (TOEFL 100/IELTS Band 7/In-house English Test (free) provided by British Council: CEFR c1*)

Application Deadlines

Application deadlines for the GMP and the Blended GMP are available at:

escp.eu/gmp

Admission Process

STEP 1

One-to-one assessment meeting with admissions department (in person, by phone, via Skype, etc.)

STEP 2

Online application at escp.eu/gmp to any ESCP campus

You will need to provide :

- Completed online application form
- Degree certificates or grade transcripts covering all years of university study
- Updated CV
- Two reference letters
- English language certificate
- Copy of passport or ID
- Application fee of €300

STEP 3

Application review

STEP 4

On-campus admission interview by programme Directors, Faculty and Alumni

STEP 5

Admission decision

STEP 6

Confirmation of enrolment and payment of tuition fees (deposit)



Fees, Scholarships & Financing



Tuition fees

Whichever track you choose, you can find the updated ESCP GMP tuition fees at escp.eu/gmp

Includes:

- Teaching hours for core courses
- Books, materials and online modules

If you later decide to join the ESCP Executive MBA programme, you will then pay the remaining amount.

Financing and Funding Support

We know that our GMP programme is a life-changing decision and an important investment for candidates: we invite you to think ahead and plan for all the costs involved.

At ESCP, you can take advantage of a variety of payment plan options. We can assist you in finding the right investment plan to help finance your GMP.

Corporate Support

As part of your company HR policy, your management team may want you to be trained in order to develop your expertise as well as your leadership.

Therefore, they may implement a career plan and may provide you with a financial support or company sponsorship (all or part of tuition costs).

Bank Loans

Financial institutions can provide you with an educational loan. Our on-campus teams can assist you and ease the process with several banking options (low interest loans, tailored instalment schedule, flexible payments, etc).

**ESCP is not subject to VAT for its training courses. All fees and class schedules are subject to modification without notice.*



ESCP GMP Contacts



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Meet us worldwide



ONLINE



ON-CAMPUS



AT FAIRS

Check our website
escp.eu/gmp



Join us



General Management Programme

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



**5 European Higher Ed
accreditations**

BERLIN

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14059 Berlin, Deutschland

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527 Finchley Road
London NW3 7BG,
United Kingdom

MADRID

Arroyo de Resno 1
28035 Madrid, España

PARIS RÉPUBLIQUE

79, av. de la République
75543 Paris Cedex 11, France

PARIS MONTPARNASSE

3, rue Armand Moisant
75015 Paris, France

TURIN

Corso Unione Sovietica, 218 bis
10134 Torino, Italia

WARSAW

c/o Kozminski University
International Relation Office
57/59 Jagiellońska St.
03-301 Warsaw, Poland