



ESSEC
BUSINESS SCHOOL

Enlighten. Lead. Change.

TRANSCEND

OUR NEW STRATEGY 2024-2028

PRESS KIT
OCTOBER 2024



MESSAGE FROM THE DEAN AND PRESIDENT



Over the last four years, ESSEC has leveraged its strategic plan RISE to address the emerging challenges of tomorrow's world. RISE is built around three strategic themes: sustainability and social change (Together), a "Data, Technology, and Society" AI ecosystem (Metalab) and entrepreneurial expertise (Center for Entrepreneurship and Innovation).

Today, we need to go further, while adapting to a new landscape marked by political crises and economic instability.

Consequently, drawing on our openness, our transdisciplinary approach, and our international reach, we are more determined than ever to make ESSEC a hub of collective, transdisciplinary and connected intelligence to tackle these major challenges and offer positive solutions.

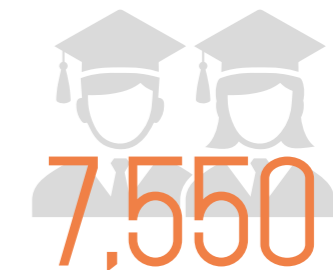
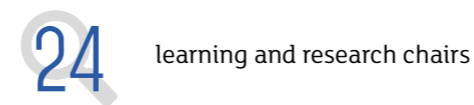
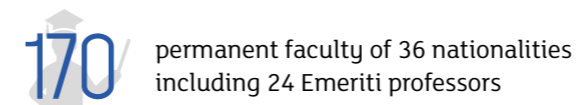
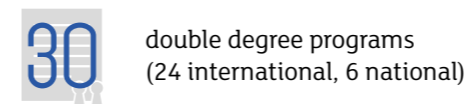
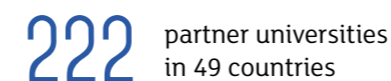
ESSEC is a business school of excellence that combines knowledge and expertise to design new economic, organizational, managerial and social models that drive value creation and progress.

This is a strong expectation from our many stakeholders, including our students, executive education participants, and alumni. It is also a demand from our partners, both in academia and in the business world, with whom we collaborate to update our approaches, co-create disruptive models and work towards creating a more prosperous and resilient world.

The time has come to surpass boundaries. This is the core of our new strategic plan, **Transcend**. By 2028, we will lead a future-fit business education that promotes progress. Opening the world, by going beyond physical and intangible borders, preconceived notions and biases. Surpassing ourselves, focused on the future while staying true to the humanist values that have always defined us.

Vincenzo Vinzi

Key figures



students in full-time undergraduate and graduate programs



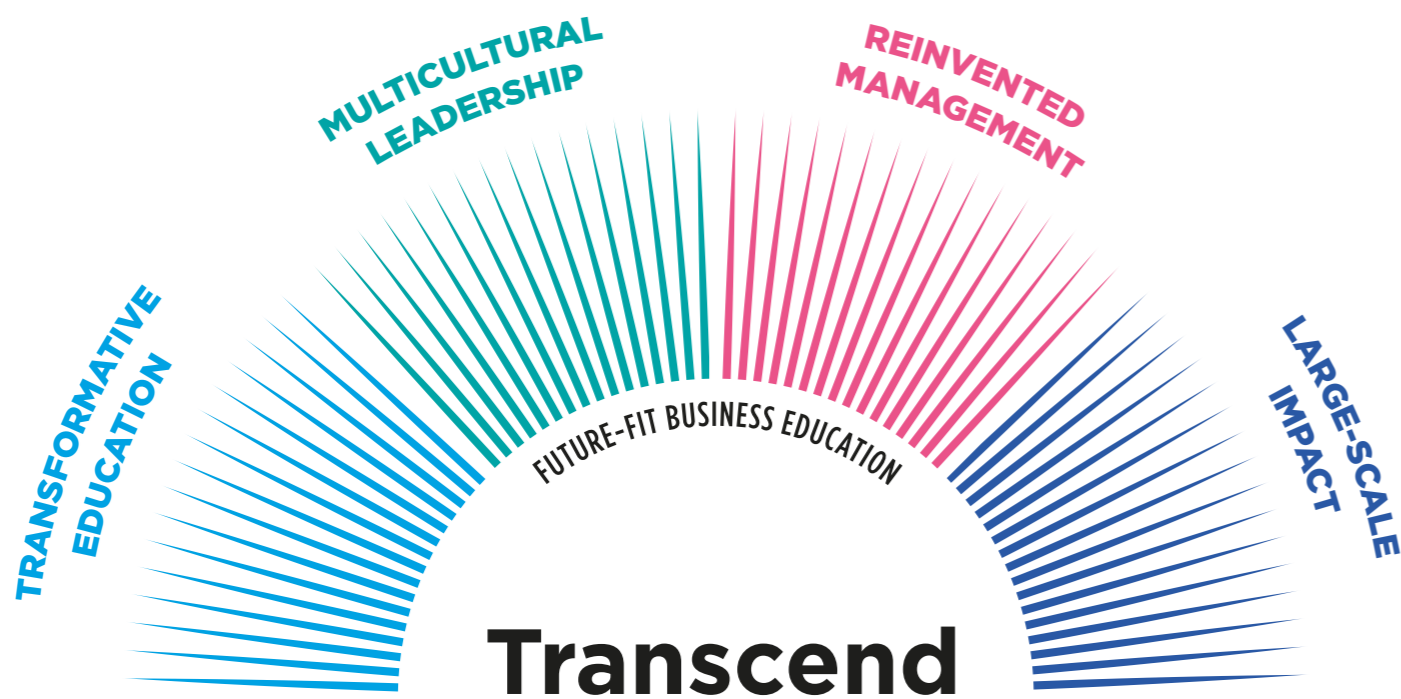
managers in executive education

TRANSCEND

TRANSCEND STRATEGY (2024-2028)

The time has come for us to take a new step toward opening the world and fostering shared progress—by surpassing both physical and intangible boundaries, and by cultivating a mindset that is curious, open, humanistic, and inclusive. This new phase reaffirms education as a process of transformation, a guarantee of freedom, and above all, a pathway to success. It empowers us to imagine tomorrow, to share what has been passed down, and to build a better future together.

THE 4 AMBITIONS OF THE STRATEGIC PLAN TRANSCEND



AMBITION 1

TRANSFORMATIVE EDUCATION

Opening up the world by transcending borders means **guaranteeing a transdisciplinary, personalized, and transformative education**. By designing innovative, flexible, and differentiated solutions at every stage of life, we will better meet the needs of our students and participants, as well as the companies and organizations we support.

For us, this means in concrete terms:

- Capitalizing on our excellence to offer a "5-star" ESSEC experience.
- Optimizing our portfolio to provide innovative programs that are increasingly relevant and attractive.
- Developing flexible solutions to progress at every stage of life.
- Expanding our online offer to adapt to all career paths.

#ANNOUNCEMENTS

ESSEC Business School launches its Hybrid Executive MBA, a flexible program for international executives.

ESSEC Business School expands its MBA portfolio with the launch of the Hybrid Executive MBA. This program combines 70% online learning with 30% in-person sessions, offering significant flexibility for professionals around the world. Designed to provide all the benefits of an EMBA, it allows professionals to be away from the office for only 20 days over 18 months. The program leverages the ESSEC Online platform to facilitate a connected and interactive learning experience.



ESSEC Business School launches the International Program in Business Administration (IPBA) to train leaders for Africa's development.

Taught in English at its Rabat campus, this program will welcome students from around the world, aiming to train leaders committed to the development of the African continent. It will focus specifically on development challenges unique to Africa. Through partnerships with African schools and universities, the program offers students an academic experience across three continents: Africa, Europe, and North America. Students will acquire a solid grounding in technology and the humanities, equipping them with the tools necessary to make a significant impact on the continent's economic and social development.



*"It is exciting to envision ESSEC over the next four years. With **Transcend**, we reaffirm the importance of investing in our core strengths: the quality of our programs and the excellence of our research. We must also project ESSEC and our students into the future. This involves a strengthened transdisciplinary approach, focusing on sustainability and social change, artificial intelligence, entrepreneurship, and geopolitics. Our ambition is also to expand our global influence, establishing a presence and impact across all continents. Our goal: to build a desirable future for all."*

Anne-Claire Pache, Associate Dean, Strategy and Sustainability



AMBITION 2

MULTICULTURAL LEADERSHIP

Opening up the world by transcending borders means **cultivating inclusive, influential, and multicultural leadership**. By leveraging our international campuses and developing hubs in key markets, we will continue to promote leadership rooted in a multicultural and global vision.

For us, this means in concrete terms:

- Training inspiring leaders who make a difference for businesses and societies.
- Expanding our international influence through our campuses in Asia (Singapore) and Africa (Rabat), our presence in Europe, North America, and India, and our numerous exchanges and partnerships with the world's top academic institutions.
- Uniting a humanistic, inclusive and committed community, open to diverse cultures and perspectives.
- Establishing our MBA platform as a global benchmark.

#ANNOUNCEMENT

ESSEC Business School strengthens its international presence with the opening of new hubs in New York and London.

ESSEC enters a new phase in its international development by expanding into strategic global financial centers. These hubs will bring together local alumni communities in North America and Europe, respectively, and will also host students on study trips seeking to better understand the economic landscape and career opportunities in these cities.

Additionally, the hubs will support student recruitment activities and contribute to fostering a multicultural student experience. They will establish connections with prestigious local higher education institutions to promote student mobility, strengthen relationships, and develop new dual-degree programs.



TO OPEN YOURSELF TO THE WORLD, CHOOSE A FUTURE WITH MANY PATHS.

Summer vacation.

A resource to protect through circular economy solutions.

A 70-billion dollar global market.

Raw material for making glass.

Multiplying perspectives and perceiving the world differently are the best ways to prepare for the unexpected. At ESSEC Business School, we cultivate hybrid thinking and open minds to create enlightened leaders.

Enlighten. Lead. Change.



AMBITION 3

REINVENTED MANAGEMENT

Opening up the world by transcending borders means **reinventing management for a prosperous and resilient world**. By leveraging our cutting-edge research, centers of expertise, and enhanced collaboration with our various stakeholders, we aim to capitalize on a transdisciplinary approach to offer new disruptive models.

For us, this means in concrete terms:

- Breaking down disciplinary silos and strengthening synergies between academia and business in a transdisciplinary approach.
- Promoting unique research at ESSEC that provides informed solutions to contemporary challenges.
- Accelerating our commitment and impact on issues such as sustainability and social change, human-centered artificial intelligence, entrepreneurship and innovation, and geopolitics for business.
- Co-creating disruptive models with businesses, industry, and civil society.

#ANNOUNCEMENTS

ESSEC Business School establishes the Center for Geopolitics & Business, focused on the study of interactions between geopolitics and the business world.

This interdisciplinary research and pedagogical innovation center will equip our students and executive education participants with the knowledge to analyze the impacts of geopolitical shocks and trends on businesses. It will provide them with practical skills to manage and respond to these challenges.

To achieve this, the center will build upon the existing expertise within our faculty and establish new partnerships. ESSEC already works with major international companies, as well as several diplomatic institutions and academies around the world. The center will create an ecosystem for researchers and practitioners from both business and public organizations to engage across all of the school's campuses: Paris-Cergy, Paris-La Défense, Singapore, and Rabat.



ESSEC Business School enhances its transdisciplinary programs with a new double degree program:

• Dual Degree with UCLA School of Law in Law and Management

This multicultural program reflects the commitment of both institutions to provide students with transdisciplinary pathways, preparing them to tackle tomorrow's complex challenges. It is open to students in the ESSEC Master in Management (MiM) program specializing in Law, as well as those in the International Business Law and Management (DAIM) MS program.



TO EXPAND YOUR HORIZONS, LIFT YOUR GAZE.



An ecological means of transport.

An industry where start-ups generate 25% of innovations.

One of the most watched sporting events in the world.

A symbol of freedom.

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AMBITION 4

LARGE-SCALE IMPACT

Opening up the world by transcending borders **means investing for large-scale impact.** By leveraging the strength of our brand in France and internationally, the robustness of our operational model, and the engagement of the ESSEC community, we will ensure the institution's prosperity.

For us, this means in concrete terms:

- Promoting the ESSEC brand to support our ambitions in France and globally.
- Fostering a work environment that values people and performance.
- Accelerating our capacity for innovation by optimizing our efficiency and agility.
- Sustaining our not-for-profit economic model while investing in new developments and diversifying our revenue sources.



"ESSEC Business School is promoting the launch of its new strategy with an advertising campaign focused on the concept of openness. Open-mindedness, fueled by transdisciplinarity and a global outlook supported by our international presence and numerous partnerships. Through everyday objects, the campaign tells the story of this openness, highlighting the diversity of perspectives and their complementarity in approaching a same subject. Each message is an invitation to embrace and cultivate a hybrid intelligence. This creative choice and original narrative embody the uniqueness of ESSEC. The campaign also reinforces the institution's brand promise, positioning it as a center of collective, transdisciplinary and connected intelligence. Created by Havas Paris, this institutional campaign will be rolled out in France and internationally from October 10th to December 2nd."

Natalie Kettner, Director of Communications

TO SHIFT PERSPECTIVES, QUESTION EVERYTHING YOU SEE.



Eureka !

Water scarcity.

Queen Cleopatra's favorite moment of the day.

A 230-billion dollar global market.

Multiplying perspectives and perceiving the world differently are the best ways to prepare for the unexpected.
At ESSEC Business School, we cultivate hybrid thinking and open minds to create enlightened leaders.

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Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)

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