



# ESSEC BUSINESS & LEADERSHIP IMMERSION PROGRAM FOR YOUTHS

30 June - 4 July 2025  
5 Nepal Park, Singapore 139408

*Explore the world of business studies in Singapore*



**Bachelor Degree in France**  
Le Point (2024)



**Business School in Europe**  
The Financial Times (2024)

**“Triple Crown” Accreditation from AMBA, EQUIS and AACSB**





## Testimonials:

**"I can feel each evening in my conversations with Themis that she is enjoying her time at the ESSEC summer camp. It is heartening to see her excitement at the Pizza Hut Project."**

Parent of Themis Duchene | Grade 11,  
International French School, Singapore

**"The quality of teaching at ESSEC Asia-Pacific was amazing as each of the professors taught in their own engaging way and imparted unique lessons from their personal experiences."**

Aydin Ali | Grade 11 student at Berda Claude  
International School Phuket, Thailand



**Develop valuable skill sets that address real-world business challenges**



**Tackle a real-world business problem and stand a chance to win exciting prizes**



**Gain insights from a global company and learn how they navigate complex challenges**



**Network with ESSEC alumni and industry professionals**



**Earn a participation certificate**

## JOIN US IN THIS IMMERSION PROGRAM

The ESSEC Business & Leadership Immersion Program for Youth offers high school students a unique opportunity to gain practical skills and knowledge at a top-ranked business school. Guided by academics and industry experts, participants will engage in academic workshops covering business fundamentals such as marketing and finance, along with an introduction to sustainability and artificial intelligence.

Participants will apply their learnings to real-world business scenarios, tackling a project challenge from a global company in Singapore. With two successful editions to date, the immersion program has welcomed high school students from around the world. Staying true to ESSEC's learning-by-doing pedagogy, participants had tackled challenges like revitalizing Pizza Hut's TikTok presence in 2023 and crafting a go-to-market strategy for AG1 (Athletic Greens) in 2024. Don't miss this chance to experience business education like never before—sign up today and take the first step towards your future!

## PROGRAM AT A GLANCE

This dynamic 5-day immersion program will take place at ESSEC's Asia-Pacific campus in Singapore. Welcoming high school students from around the world, the program brings together individuals with a shared passion for business and a drive to make a difference in today's world.



### Duration

30 June - 4 July 2025



**Language of Teaching**  
English



### Schedule

Monday - Friday  
9:00 am to 5:00 pm



### Structure

- Gain a comprehensive understanding of business principles across various areas such as marketing, leadership and finance
- Explore topics like Artificial Intelligence and Sustainability
- Apply your learnings in teams through the Project Challenge, conducted in collaboration with a partner company
- Gain valuable insights into career planning through a dedicated workshop.
- Network with peers, mentors, and industry professionals, creating valuable networks for future academic and career pursuits
- Opportunity to win prizes and earn a participation certificate



### Teaching Methods

Case studies, lectures, individual and group work with a high level of class interaction



### Course Fees (incl. GST)

**SGD 2,500** includes daily lunches, course fees and activities

Register before 1 May to enjoy a **10% early bird discount**



### Eligibility

High school students in Grade 10 and above. Candidates will be assessed for their eligibility and will be informed via email of their admission



### Location

ESSEC Business School, Asia-Pacific at 5 Nepal Park, Singapore 139408

- ESSEC reserves the right to cancel the program if there are less than 20 participants.
- Only one promotional discount may be applied at any one time per registrant.

## COURSE OVERVIEW

<b>How Businesses Work</b>	In this module, students will learn how businesses come to life and what factors contribute to their success. Discover how business models enable corporations to operate profitably and develop a business plan, including its key components.
<b>Finance &amp; Accounting</b>	This module will introduce students to the fundamental concepts needed to understand a financial manager's decision-making process. Additionally, students will learn the language of finance, including how to interpret financial statements and use the data to make informed financial decisions.
<b>Leadership and Team Building Organizational Behaviour</b>	Students will participate in group exercises to understand the significance of leadership and teamwork within an organization. They will explore key concepts such as group dynamics, conflict management, decision-making, and effective communication.
<b>Marketing, Digital Media &amp; Content</b>	In this module, students will explore the role and significance of marketing and advertising in attracting consumers and driving real-world business results. Through real-world case studies, they will acquire essential marketing knowledge relevant to today's digital, low-attention environment.
<b>Project Challenge</b>	Students will work in groups to tackle a real-life business problem presented by our partner company. Applying knowledge gained from the various modules, they will explore design principles for creating effective visuals and slides while honing their public speaking and storytelling skills.
<b>Sustainability in Business</b>	In this workshop, students will learn how businesses integrate sustainability into their operations, focusing on environmental impact, social responsibility, and ethical practices. Through case studies, students will explore the role of sustainability in driving innovation in this growing field.
<b>Artificial Intelligence</b>	This engaging workshop introduces students to artificial intelligence (AI) and its transformative impact on businesses. Explore how AI is revolutionizing industries, enhancing customer experiences, and driving innovation across diverse sectors.

## PROPOSED SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<ul style="list-style-type: none"> <li>How Businesses Work: Business Models and Tools</li> <li>Project Challenge Brief</li> </ul>	<ul style="list-style-type: none"> <li>Leadership and Team Building Organizational Behaviour</li> <li>Marketing, Digital Media &amp; Content</li> </ul>	<ul style="list-style-type: none"> <li>Finance &amp; Accounting</li> <li>Artificial Intelligence</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability in Business</li> <li>Industry Deep Dive</li> </ul>	<ul style="list-style-type: none"> <li>Project Challenge Final Presentations</li> <li>Certificate &amp; Prize Ceremony</li> <li>Networking Event</li> </ul>

Please note that the proposed courses and schedule may be subjected to changes.

## KEY INFORMATION

- Registration is open until **31 May 2025**, on first-come, first-served basis, subject to the quality of the application.
- Students must submit their Grade 10-12 high school transcripts, along with a one-page personal statement showcasing their interests and learning goals for the program. No prior business knowledge or coding experience is required.
- Students will be informed of their registration outcome within 2 weeks (latest by early June 2025).
- The program fee totals **SGD 2,500 nett** including lunch, lunch, tea breaks, and activities. Accommodation is not provided.
- Registrations before 1 May can enjoy a **10% early bird discount**. Please note that promotional discounts cannot be combined.
- Upon selection, a 50% deposit of the registration fees will be required to confirm the student's application. The remaining balance will be due two weeks before the start date of the immersion program.
- Payment will be fully refunded if the program is canceled due to unforeseeable circumstances. ESSEC reserves the right to cancel the program if there are fewer than 20 participants.
- Accommodations are not provided on campus and participants are responsible for making their own accommodation arrangements. However, we are pleased to offer a special promo code for lyf one-north Singapore, conveniently located just down the road from our campus. Please contact our program advisor for more information.

Please note that ESSEC Asia-Pacific is not affiliated with any specific accommodation provider. Any recommendations offered are for informational purposes only and do not imply an endorsement by the school. ESSEC Asia-Pacific assumes no liability for any issues or disputes that may arise between guests and accommodation providers.

# ABOUT ESSEC BUSINESS SCHOOL



**WORLDWIDE RANKINGS  
2024**

**#4** Master in Finance

**#10** for Master in Management

**#9** Executive Education



**QS WORLDWIDE  
RANKINGS 2024**

**#3** Master in Strategy & Management of International Business

**#2** MSc in Marketing Management and Digital

**#3** Master in Data Sciences & Business Analytics

## ESSEC BUSINESS SCHOOL

A pioneer in education since 1907, ESSEC is the #8 best business school in Europe (Financial Times, 2024) and its Global Bachelor in Business Administration (BBA) program ranks #1 in France (Le Point, 2024). ESSEC also holds the prestigious Triple Crown accreditation, a distinction achieved by less than 1% of all business schools globally. This recognition is awarded by the three foremost accreditation bodies in business education: EQUIS, AMBA, and AACSB. Students can choose to study in 3 continents via our global campuses in Singapore, France, and Morocco.

## ESSEC ASIA-PACIFIC

At the invitation of Singapore's Economic Development Board as part of its Global Schoolhouse initiative, ESSEC Asia-Pacific was established in Singapore in 2005. In 2015, ESSEC moved into its new 6,500sqm campus at one-north. The business school welcomes around 1,000 students on campus every year.

# ABOUT ESSEC GLOBAL BBA

## STAND OUT WITH ESSEC GLOBAL

Established in 1975, ESSEC Global BBA program cultivates future leaders through our extensive academic, corporate, and alumni connections. Spanning four years, this undergraduate program offers students extensive professional experience and international exposure, facilitated by our campuses in Singapore, France, and Morocco, along with its exchange and double degree opportunities.

- **Local Immersion & Global Ideas:** Join a select group of talented and ambitious students from around the world in one of the most prestigious and rigorous undergraduate business programs available.
- **Career-Defining Outcomes:** Launch your career with a competitive annual salary of EUR 47,000 (est average).
- **Most Wanted Graduates:** Our alumni are well sought-after by leading employers such as J.P Morgan, Accenture, McKinsey, Microsoft, Channel, Dior, and Ubisoft.



**#1 BBA IN FRANCE,  
#8 BUSINESS SCHOOL  
IN EUROPE**



**10-16 MONTHS  
OF GLOBAL  
INTERNSHIP**



**188+ PRESTIGIOUS  
EXCHANGE/DOUBLE  
DEGREE OPTIONS**



**CUSTOMIZED  
GLOBAL  
CURRICULUM**



**BE PROFICIENT  
IN AT LEAST  
3 LANGUAGES**



Registration is open till 31 May 2025 at:  
<https://essecapac.blog/essec-business-leadership-immersion-program-for-youths-2025/>

Register before 1 May 2025 to enjoy a 10% early bird discount. Terms and conditions apply.



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ESSEC Asia Pacific

Learn more about the ESSEC Global BBA program at: <https://qrco.de/bdLHgS>  
Email: [essecasia@essec.edu](mailto:essecasia@essec.edu)