

# ESSEC BUSINESS & LEADERSHIP IMMERSION PROGRAM

2024



**COUNCIL on  
BUSINESS & SOCIETY**  
*An alliance with a purpose*

## Master Global Business and Sustainability with ESSEC in 10 Days

11- 20 December 2024 | ESSEC campus in Singapore





# 1 GROUNDBREAKING PROGRAM

## MASTER GLOBAL BUSINESS AND SUSTAINABILITY IN ASIA

Supported by 11 world-leading business schools under the Council on Business & Society (CoBS), this program is hosted at ESSEC's Asia-Pacific campus in Singapore. It combines top-tier global business education with a focus on **consultancy, finance, sustainability, marketing, geopolitics, innovation and entrepreneurship** in the dynamic **Asian market**.

Elevate your CV, skills, and knowledge through hands-on experiences and real-world challenges. Whether advancing your career or preparing for a Master's degree, this program provides the tools, network, and insights to transform your global business journey.



## WHY WE ARE A GAME CHANGER



**The Only Program of Its Kind:** Endorsed by 11 top schools worldwide, this program offers a truly global perspective on business and sustainability in Asia.



**Exclusive Dual Certification:** Earn certificates from ESSEC and CoBS, an elite global alliance of 11 leading business schools.



**Learn from Asia's #1 Master's Programs:** Taught by academic directors and faculty from QS Asia's #1 Master's in Management, Finance, and Marketing.



**Compete and Win:** Show your skills and compete for cash prizes of up to SGD 2,000.



## PROGRAM BENEFITS



### **Strategic Decision-Making**

Develop the ability to make data-driven decisions from a corporate- and sustainability-driven perspective.



### **Real-World Applications**

Gain insights through practical experiences, working directly on real business challenges faced by multinational corporations.



### **Network with Industry Leaders**

Visit top global companies and gain insights from Singapore's Silicon Valley.



## OUR CREDENTIALS

ESSEC Master in Finance  
**#1 in Asia, #3 worldwide, Financial Times 2023**

ESSEC Master in Strategy & Management of International Business  
**#1 in Asia, #2 worldwide, QS Rankings 2024**

ESSEC MSc in Marketing Management & Digital  
**#1 in Asia, #2 worldwide, QS Rankings 2024**

ESSEC Business School  
**#9 best business school in Europe, Financial Times 2023**  
**A founding member of the Council on Business & Society**



# WHAT YOU WILL LEARN



The only program of its kind, this 10-day **ESSEC Business & Leadership Immersion Program** brings together the best in global business education with a focus on sustainability, finance, consultancy, and premium marketing—all set against the dynamic Asian market.

You'll tackle real-world projects, develop financial strategies, and overcome business challenges through a dynamic simulation exercise where sustainability meets profitability.



## 1. Business & Sustainability Simulation

Engage in a hands-on business simulation where you will lead a company, make strategic decisions, and integrate sustainability and CSR principles into every aspect of operations.

### Trainers | Prof. Adrian Zicari

CoBS Academic Director

### Inigo Echeveste

Senior Lecturer

## 2. Understanding the Dynamics of International Business in Asia

Explore the key factors driving business growth in Asia, including economic regulations and how international businesses adapt to regional challenges and opportunities.

### Trainer | Prof. Srividya Jandhyala

Associate Academic Director, Master in Strategy & Management of International Business

## 3. Investment Banking & International Finance in Asia

Analyze financial trends shaping Asia's markets and understand the role of investment banking and finance in driving regional and global economic growth.

### Trainer | Prof. Rick Marchese

Professor of Management Practice in Finance

## 4. Strategic Approaches to Consultancy and Case Cracking in Asia

Develop advanced consultancy skills and problem-solving techniques to address real-world business challenges in Asia's diverse markets, with a focus on strategic decision-making.

### Trainer | Marie-Laure Caille

Adjunct Professor

## Highlights

- Up to **SGD 2,000** Prize Money to be Won
- **10 Days** of Immersive Learning
- **7** Focus Areas (Business, Consultancy, Entrepreneurship, Finance, Geopolitics, Marketing, Sustainability)
- **2** Certificates

### 5. Marketing Strategies from Luxury Brands

Learn how luxury brands develop tailored marketing strategies to build customer loyalty and create value in Asia's fast-moving consumer markets, with a focus on exclusivity and engagement.

#### Trainer | Prof. Gautam Kiyawat

Academic Director, MSc in Marketing Management & Digital

### 6. Business Strategies in Asia's Geopolitical Landscape

Understand how Asia's geopolitical landscape influences business strategies and decision-making, and how companies can navigate complex political environments.

#### Trainer | Prof. Cedomir Nestorovic

Academic Director, ESSEC & Mannheim Executive MBA Asia-Pacific

### 7. Entrepreneurial Thinking & Doing

Discover how entrepreneurship can drive both sustainability and profitability. Learn to build ventures that address global challenges while maintaining a competitive edge.

#### Trainer | Prof. Julien Salanave

Professor of Management Practice in Entrepreneurship & Innovation



# PROGRAM DURATION

11 Dec, Wed	12 Dec, Thu	13 Dec, Fri	14 Dec, Sat	16 - 20 Dec
<b>Understanding the Dynamics of International Business in Asia</b>  <b>Trainer</b> <b>Prof. Srividya Jandhyala</b> Associate Academic Director, Master in Strategy & Management of International Business	<b>Entrepreneurial Thinking &amp; Doing</b>  <b>Trainer</b> <b>Prof. Julien Salanave</b> Professor of Management Practice in Entrepreneurship & Innovation	<b>Investment Banking &amp; International Finance in Asia</b>  <b>Trainer</b> <b>Prof. Rick Marchese</b> Professor of Management Practice in Finance	<b>Strategic Approaches to Consultancy and Case Cracking in Asia</b>  <b>Trainer</b> <b>Marie-Laure Caille</b> Adjunct Professor	<b>Business &amp; Leadership Immersion Program</b>  <b>Trainer</b> <b>Prof. Adrian Zicari</b> Academic Director of the Council on Business & Society  <b>Iñigo Echeveste</b> Senior Lecturer
<b>Mastering Networking, Public Speaking, and LinkedIn for Career Success</b>  <b>Trainer</b> <b>Joe Escobedo</b> Lecturer	<b>Corporate Insights and Startup Innovation</b>  <b>Visits to Leading MNCs and Innovative Start-ups</b>	<b>Marketing Strategies from Luxury Brands</b>  <b>Trainer</b> <b>Prof. Gautam Kiyawat</b> Academic Director, MSc in Marketing Management and Digital	<b>Business Strategies in Asia's Geopolitical Landscape</b>  <b>Trainer</b> <b>Prof. Cedomir Nestorovic</b> Professor of Geopolitics and Islamic Business	



"This business simulation, spearheaded by the CoBS, showcases the commitment of top business schools to cultivate future leaders equipped to tackle the complexities of responsible business practices and sustainability. Our team won the simulation and this triumph is not just about winning games; it symbolizes our collective effort, resilience, and determination."

- **Aurélien Frisé, ESSEC Master in Management student**

# TRAINER PROFILES

**Prof. Adrian Zicari**

[Academic Director, Council on Business & Society](#)

As the program lead, Prof. Zicari brings extensive expertise in CSR and sustainable business models. He leads the Council on Business & Society's initiatives to develop responsible leaders and has decades of experience in sustainability-focused teaching and research across multiple continents.

**Prof. Srividya Jandhyala**

[Associate Academic Director, Master in Strategy & Management of International Business](#)

Prof. Jandhyala specializes in international business strategy and the institutional environment of emerging markets, particularly in Asia. Her research focuses on how international organizations navigate complex regulatory environments to create long-term value.

**Prof. Cedomir Nestorovic**

[Academic Director for ESSEC-Mannheim EMBA Asia Pacific](#)

Prof. Nestorovic is a leading expert in geopolitics and its impact on business strategies, particularly in Asia. His work helps businesses navigate complex political environments to succeed in international markets.

**Prof. Gautam Kiyawat**

[Academic Director, MSc in Marketing Management & Digital](#)

Prof. Kiyawat is an expert in marketing and communication strategies, particularly in the Asian market. He brings years of industry experience on how brands cultivate exclusivity, customer loyalty, and create value.

**Prof. Rick Marchese**

[Professor of Management Practice in Finance](#)

Prof. Marchese has over 20 years of experience in investment banking and private equity. He specializes in global finance strategies, with a particular focus on Asian markets.

**Prof. Julien Salanave**

[Professor of Practice, Entrepreneurship & Innovation](#)

Prof. Salanave is a former serial entrepreneur and venture capitalist across 3 continents. At ESSEC APAC, he teaches across all programs and actively supports students working on their startup during their studies through the ESSEC Ventures APAC program.

**Marie-Laure Caille**

[Adjunct Professor](#)

Marie-Laure is the founder and Director of The Human Factor, a company specializing in designing and facilitating learning journeys for large organizations. A seasoned executive coach and education expert, she serves on the Advisory Board of Creatella Impact and is a French Trade Advisor for the Singapore Committee.

**Iñigo Echeveste**

[Senior Lecturer](#)

Iñigo Echeveste is a Senior Lecturer at ESSEC Business School. His two main areas of research and innovative pedagogical development are the strategic modeling of Corporate Sustainability Management and the conceptualization of how to discover and teach best practices for the future strategic management of service companies.



# KEY LEARNING OUTCOMES & HOW YOU WILL BENEFIT

By the end of the program, you will:



**Integrate Sustainability into Business Decisions:** Learn how to incorporate CSR and sustainability into finance, marketing, and operational strategies for long-term business success.



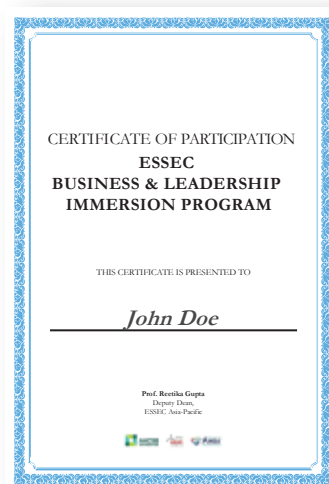
**Master Consultancy Techniques:** Gain advanced consultancy skills to solve complex business problems, with a focus on the Asian market.



**Build Strong Networks:** Enhance your professional network through exclusive access to top professors, global business leaders, and fellow participants.

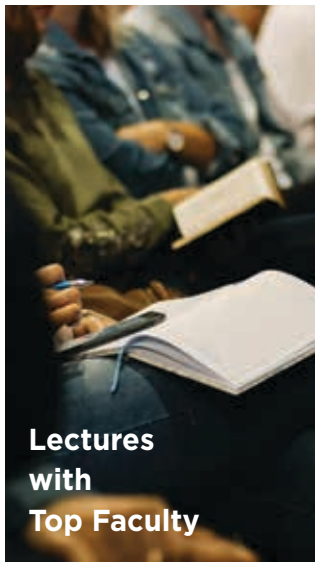


## CERTIFICATE PREVIEW



"This program gave me invaluable practical experience, from working on real consultancy projects to connecting with top industry professionals. The simulation was a game-changer, pushing me to apply everything I've learned in a real-world setting."  
- **Louis Balhand, ESSEC Master in Management student**

# HOW YOU WILL LEARN



## Lectures with Top Faculty

Gain insights from the academic directors and faculty behind the world's top-ranked master's programs in management, finance, and marketing.



## Real-World Simulations

Lead a company in a business simulation, making real-time decisions that integrate sustainability and financial strategy.



## Exclusive Company Visits

Explore the inner workings of global corporations and visit startups in Singapore's Silicon Valley, Launchpad, to witness how innovation and sustainability drive business success.



## Networking Events

Build connections with peers, professors, and global business professionals through networking and social events.



# KEY QUESTIONS & HOW TO APPLY

## Eligibility

This program is open to Bachelor's and Master's students from all fields and young professionals with up to 3 years of work experience looking to enhance their understanding of business and sustainability.

## Application Requirements

- Completed online application form  
<https://forms.gle/zjumoD4rsGZCuWrdA>
- A copy of your university degree, transcripts and resume
- A short motivation letter detailing why you want to join the program

## Application Deadline

6 December 2024

## Program Dates & Fees

- Dates | 11-20 December 2024
- Fees\* | SGD 4,500 for public  
SGD 3,600 for students from ESSEC, partner universities, and CoBS member schools.

*Inclusive of tax, tea breaks, course materials and activities.  
Accommodation is not included.*

## Language of Teaching

Conducted entirely in English

## Accommodation Options:

During your time with us, you will enjoy the comfort and convenience of staying at lyf@one-north, located just 5 minutes away from ESSEC's Asia-Pacific campus. This modern, fully-equipped co-living space offers a vibrant and secure environment, perfect for participants to relax and network outside of class hours.

## Special Rates:

Participants enrolled in the program will benefit from exclusive accommodation rates.

## CONTACT

**Johnny Liang**

*Assistant Director for Recruitment*

**Email | [johnny.liang@essec.edu](mailto:johnny.liang@essec.edu)**

**WhatsApp | +65 9321 2299**



# ABOUT ESSEC BUSINESS SCHOOL

A pioneer of business-related learning since 1907, ESSEC is the #9 best business school in Europe (Financial Times, 2023). ESSEC also holds the prestigious Triple Crown accreditation, which is awarded to less than 1% of all business schools in the world by the three largest and most influential business school accreditation organizations - 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 6,500 sqm campus at one-north. The business school welcomes around 1,000 students on campus every year.



2023 Ranking

### #1 in Asia

Master in Management  
Master in Finance

### #9 Best

European Business School



2024 Ranking

### #1 in Asia

Master in Strategy & Management  
of International Business

MSc in Marketing Management  
and Digital

Master in Data Sciences &  
Business Analytics

# ABOUT THE COUNCIL ON BUSINESS & SOCIETY

The Council on Business & Society is an alliance open to leading schools of business and management throughout the world with an aim to offer a unique, international and multicultural view of responsible leadership, management, business and societal issues for its students and faculty, practitioners and informed public.

Members of The Council on Business & Society include:

