



BUSINESS SCHOOL

# EXECUTIVE MASTER IN DIGITAL INNOVATION AND ENTREPRENEURIAL LEADERSHIP

Develop your entrepreneurial mindset and skills to drive and shape digital innovation



affiliated to



EUROPEAN IDENTITY  
GLOBAL PERSPECTIVE

The World's First Business School (est. 1819)

# European Identity Global Perspective

The World's First Business School (est. 1819)

## 6 campuses in Europe

Paris London **Berlin** Madrid **Turin** Warsaw



# ESCP EUROPE

## THE WORLD'S FIRST BUSINESS SCHOOL

**1819:** On 1<sup>st</sup> December, the **World's First Business School** is established by a group of economic scholars and businessmen in Paris. Even at its debut ESCP Europe had a **Global Perspective** with one third of its students coming from an international background.

**1973:** On 5<sup>th</sup> April, the concept of ESCP Europe as a multi-campus business school is born. Inauguration of campuses in Germany and in United Kingdom soon follow. This landmark recognizes the School's deep **European Identity**.

**1988:** The School expands its borders once again by opening its 4<sup>th</sup> campus in Madrid.

**2004:** ESCP Europe takes up residence in Italy with a fifth campus in Torino.

**2015:** ESCP Europe opens a sixth campus in Warsaw.

OVER **120**

ACADEMIC ALLIANCES IN EUROPE AND THE WORLD

**5.000+**

MANAGERS AND EXECUTIVES IN TRAINING EVERY YEAR

MORE THAN **130**

RESEARCH-ACTIVE PROFESSORS REPRESENTING OVER **20** NATIONALITIES

**3**

TRIPLE-CROWN ACCREDITED WITH INTERNATIONAL QUALITY LABELS: AACSB, EQUIS, AMBA

**6**

ESCP EUROPE CAMPUSES IN BERLIN, LONDON, MADRID, PARIS, TURIN, WARSAW

**4.000+**

STUDENTS REPRESENTING **90** NATIONALITIES

**49.000**

ACTIVE ALUMNI IN OVER **150** COUNTRIES IN THE WORLD

# CONTENT

ESCP EUROPE	3
WELCOME	5
PROGRAMME	6
TAKE-HOME VALUES	8
TARGET GROUP	9
PEDAGOGICAL APPROACH	10
MENTORS	12
CHAIR OF ENTREPRENEURSHIP	14
MEET THE FACULTY	15
ADMISSION REQUIREMENTS AND TUITION FEES	18



## **Manuel Diekmann**

Bertelsmann, arvato Financial Services  
(Germany)



The EMDIEL plays a significant role in my personal and professional development. It not only provides me valuable tools, but especially changes my way of thinking about ideas and problems. Sometimes it is simply not about planning everything, but about being flexible and open for other, new perspectives. The EMDIEL helps me to become the opposite of a rigid manager and entrepreneur.

## **Lasmar Hadj Belgacem**

BearingPoint (France)



The EMDIEL is very important for me as a business consultant because digital and innovation are really critical for our everyday life and our clients' challenges. Also, I really appreciate the fact that it combines two additional dimensions: entrepreneurship and leadership, and this is unique. Finally, I enjoy being part of the EMDIEL as a co-creation process where my feedback is highly valued.



# WELCOME

## Welcome to the Executive Master in Digital Innovation and Entrepreneurial Leadership

The influence of digital technologies and the way they are changing business, society and our personal lives are omnipresent. The digital economy is at the top of everyone's agenda, be it at international summits, in government, in research and development, think tanks and corporations. Digital innovation or Industry 4.0 have become synonymous with the transformation of industry structures and the way we interact.

We observe that boundaries between industries are changing and innovation opportunities may come from unforeseen sectors or technological breakthroughs. Big data analytics, cloud technologies and digital platforms allow constant innovative ways and opportunities and confront everyone with fundamental change and a democratisation of competition. Even if the terminus will disappear, the realities behind it are very real and will stay.

.....  
**“The man with a new idea  
is a crank until  
the idea succeeds.”**

**Mark Twain, 'Following the Equator'**  
.....

This transformation requires a mindset and skill set to shape and leverage this change. We at ESCP Europe believe that the world needs entrepreneurial leaders at every level of any kind of organisation in our society. It is our target to prepare them for this fundamental change and equip them with the tools and an open mindset to be responsive to leverage these new opportunities.

The Chair of Entrepreneurship (ChairEEEE) through a network of experts, developed the Executive Master of Digital Innovation and Entrepreneurial Leadership (EMDIEL), creating an agile and inspiring learning environment which allows each participant to develop his/her entrepreneurial leadership capabilities and shape digital innovation opportunities.

Are you ready to be part of this learning experience and develop your entrepreneurial leadership capabilities? Join us and our extensive ChairEEEE network and experience new, sometimes even subversive forms of innovation and entrepreneurship.

Sincerely,



**René Mauer**  
Academic Director  
EMDIEL & Scientific  
Director,  
ChairEEEE (Berlin)



**Sylvain Bureau**  
Scientific Director,  
ChairEEEE (Europe)



**Jacqueline Fendt**  
Founding Director,  
ChairEEEE (Europe)

# PROGRAMME

In the digital era, we are witnessing a democratisation of competition and a constant need for change. With infinitely scalable computing, talent can be acquired on-demand, manufacturing and distribution are only a click away. Companies – be it a corporation or a start-up – have to constantly ask themselves, “What business am I in?” and “How can we create on-demand high quality experiences?”. To identify, create and deploy opportunities that have an impact and to reinvent business, we need entrepreneurs and that respective mindset at any level in any kind of organisation.

ESCP Europe’s Executive Master Programme sets out to unleash this awareness and develop the necessary conceptualising and entrepreneurial leadership skills. The capability to shape and steer a course is equally important to a corporate intrapreneur, as it is to entrepreneurs seeking to launch or grow businesses, to family business successors, internal venture project managers or specialists such as engineers or professionals seeking to re-orient their career.

To achieve these goals, we created a part-time global Executive Master Programme, based in Berlin. It is structured over 15 months plus three months for the thesis. The programme is divided into five modules of one to two weeks, taking place at two European ESCP Europe locations and two global immersions, China and the USA. At the end of the programme you will receive the degree “Master in Digital Innovation and Entrepreneurial Leadership”.

In each module, state-of-the-art Business and Entrepreneurial Open Learning is iterated by leading academics and top professionals acting in teams (Tandem Learning & Teaching). Real-life hands-on projects, events and the management of a community around your project combine conceptual and experiential learning through discovery and practical application of the digital innovation and entrepreneurial tool box.

---

## OPTIONAL ADD-ON

Whilst the majority of our participants return between modules to their respective corporate settings, some of our participants might want to pursue their business idea full-time. Hence we offer the optional Incubation add-on where participants can ‘incubate’ at our Blue Factory for the entire Executive Master Programme.

### **By incubating full-time, participants will:**

- › Benefit from Blue Factory infrastructure and immerse in the entrepreneurial community
- › Get access to finance and support for their venture
- › Get access to coaching and mentoring
- › Be able to think, design, validate, launch and implement their venture



## ESSENTIALS AND ADVANCES IN DIGITAL INNOVATION & ENTREPRENEURSHIP

### MODULE 01

#### Courses:

- › Introduction to digital innovation and entrepreneurial leadership
- › Entry forms to entrepreneurship & innovation
- › Technological fundamentals of digital innovation

#### Additional Features:

- › Meet your mentor
- › Project incubation in ESCP Europe's Blue Factory
- › Pitch training and event
- › Introduction to 3D printing & prototyping

**BERLIN:** 24.04.–06.05.2017

## INTERNATIONAL ENTREPRENEURSHIP

#### Courses:

- › International entrepreneurship strategies & doing business in China
- › Business model validation & beta testing in China

#### Additional Features:

- › Meet Shanghai-based start-ups and successful entrepreneurs
- › Introduction to Chinese business culture

**SHANGHAI:** 11.06.–16.06.2017

### MODULE 02

## THE BUSINESS OF SOCIETY – IMPLICATIONS OF DIGITAL TRANSFORMATION

### MODULE 03

#### Courses:

- › Business of society: prototyping for entrepreneurs
- › Business modelling: novel opportunities and challenges through digital transformation
- › Soft skills for entrepreneurs: stakeholder management and event creation

#### Additional Features:

- › Introduction to coding and design
- › Incubation in the Paris Blue Factory infrastructure
- › Active immersion in and contribution to the ESCP Europe Entrepreneurship Festival
- › Become part of ESCP Europe's entrepreneurs network in Paris

**PARIS:** 09.10.–21.10.2017

## THE WORLD'S MOST POWERFUL VENTURE COMMUNITY

#### Courses:

- › Ecosystems and deal flow strategies
- › Entrepreneurship and innovation as a method

#### Additional Features:

- › Silicon Valley @ work: catch a glance of the world's most powerful venture community
- › Visit of innovation leading companies

**SAN FRANCISCO:** 05.02.–10.02.2018

### MODULE 04

## VENTURE GROWTH, EXECUTION AND LEADERSHIP

### MODULE 05

#### Courses:

- › Driving and managing growth and value creation
- › Entrepreneurial leadership: growing the self, growing others
- › Stakeholder & community management

#### Additional Features:

- › Project incubation in the ESCP Europe Blue Factory
- › Final project pitch

**LONDON/BERLIN:** 25.06.–07.07.2018

# TAKE-HOME VALUES

In an inspiring and agile learning environment take-home values are:



An opportunity-centred mindset for capitalising on and executing ideas  
.....

Mastery of key entrepreneurial methods and digital toolbox as well as social media savvy  
.....

Tangible advancement on a venture through discovery and practical application of the innovation and entrepreneurship toolbox (conceptual and experiential learning)  
.....

Experience a maximum diversity of tutors, mentors and participants with backgrounds in global business, science, art and design  
.....

Experience and become part of the Chair of Entrepreneurship (ChairEEEE)  
.....

A solid network between leading corporations and the start-up scene in Germany, Europe and beyond  
.....

Easy access to media and financing partners for deal flow acceleration  
.....

A personal network for life: coaching, mentoring, business opportunities, access to events, homecomings  
.....

Radical personal and leadership growth

# TARGET GROUP

Our Executive Master Programme welcomes participants from diverse educational backgrounds who have already gained a minimum of three years professional experience.

THIS COULD BE

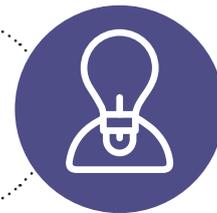


### **Intrapreneurs**

Internal venture project managers and talents within a company having an interest in/responsibility for innovation and new business creation

Specialists seeking to re-orientate their career – engineers, scientists, physicians, professionals, designers, media specialists

### **Specialists**



### **Entrepreneurs**

Entrepreneurs, family business successors and venture project managers seeking to launch or grow businesses

We foster a diversity of backgrounds in our programmes. It allows the participants to learn from each other, build a lifelong network and understand the power of open innovation and knowledge, co-construction in teams and organisations.



**Oliver Neumann**

OptioPay (Germany)



The EMDIEL connects business leaders and specialists around the globe in a single executive programme. It offers an enriching first-hand insight into the daily challenges of founders in various settings. The programme provides a forum for exchange and puts

my hands-on experience as a founder in a context with the academic framework. All in all, the EMDIEL makes me more resourceful and creates a strong relationship across continents, from Berlin to Shanghai to Silicon Valley.



# PEDAGOGICAL APPROACH

In order to understand – theoretically and practically – the meaning and potential of digital innovation paradigms and entrepreneurship, we combine different methods:



## Mix of new and traditional teaching methods from different disciplines

Our pedagogy combines the analytical, conceptual and collaborative exigencies needed to develop a societal intelligence and a very strong and pragmatic operability. The methods deployed are interactive, iterative, participative and autopoietic, often experimental and sometimes deliberately apedagogic. They include highly conceptual lecture-style sessions, iterative developmental co-constructive formats, flipped classroom elements, case studies and radically hands-on moments.

In every module, narrative (oral and written) and visual (photography, design and video) approaches are applied, that are grounded in cognitive, affective and solidary learning logics and are frequently deployed by means of practical real-life challenges.



## Tandem approach

A pedagogical team composed of academic faculty, professionals and/or other specialists will co-construct state-of-the-art learnings together with participants (tandem approach).





## Mentoring

Individual and leadership development are a key element of our programme. Participants therefore are guided by experienced mentors, raising self-awareness and assisting in projects.



## Diversity

Last but not least, the diversity of participants is an integral element of the pedagogy.



## Projects

Participants will think, design, develop and launch a start-up and/or innovation project in small teams (Entrepreneurial/Innovation Venture). Learnings from the modules will be integrated directly and applied to nourish, inspire and professionalise the projects. All projects are pitched in front of a large panel of investors, entrepreneurs, corporate innovators and other stakeholders.

Additionally, you will build a powerful and active community around your project (stakeholder/community building & event).

This includes constructing a value-creating event from scratch, which your community wants to be a part of and derives value and pleasure from. During a preliminary workshop called 'Improbable', participants learn to construct an artwork from scratch, sensitising you to the subversive nature of entrepreneurial activity.

The Incubation in the Blue Factory during each module in Berlin and Paris provides the infrastructure and coaching to develop and set-up the projects.

# MENTORS

---

---

## **TOSSON EL NOSHOKATY**

Partner

Prophet

---

## **MIRALEM GAZIBEGOVIC**

Senior Manager Mobile Commerce

Deutsche Telekom – Group Innovation

---

## **JÖRN HENDRIK AST**

Serial Entrepreneur

---

## **MANON GOO**

CEO

D & G Informatik Group

---

## **WOLF VON BERNUTH**

Partner

Mäger von Bernuth Rechtsanwälte

---

## **GUNNAR GRAEF**

Founding Partner

Deutsche Ventures GmbH

---

## **JAN BOHL**

CFO / COO

Ableton AG

---

## **MADELEINE GUMMER VON MOHL**

CEO & Founder

betahaus

---

## **PETER BORCHERS**

Founder

hub:raum – Incubator, Deutsche Telekom AG

CEO

Allianz X

---

## **JULIE GUTH**

Freelance Advisor & Lecturer

---

## **STEPHAN BREIDENBACH**

Founder Initiative

“Schule im Aufbruch”

---

## **OLIVER JANIK**

Corporate Head & Chief People Officer

Doyle Dane Bernbach Group

---

## **NICOLA BREYER**

Interim Manager

So1 GmbH

---

## **CHRISTOPHER KABAKIS**

Communications Consultant,

Trainer and Coach

---

## **LOTHAR ECKSTEIN**

CEO

Mixedzone

---

## **TONI KAPPESZ**

CEO

Commandante Berlin GmbH

---

**ROBERT KLANTEN**

CEO  
Die Gestalten Verlag GmbH

---

**ULRICH KLEIPASS**

Head of Innovation Berlin  
ERGO Group AG

---

**STEFAN KNIESS**

Managing Director  
iq media marketing GmbH

---

**RAHMYN KRESS**

Managing Director  
Accenture

---

**CHRISTIAN MÜLLER-ELSCHNER**

Managing Partner  
Deutsche Ventures GmbH

---

**MEIKE MÜLLER**

Managing Director  
One to Smile GmbH

---

**JÖRG RHEINBOLDT**

CEO  
Axel Springer Plug & Play

---

**MARC SCHMITT**

CEO  
Evertracker / Schmitt. GmbH  
Branding. Strategy. Design.

---

**ULI SCHMITZ**

CTO  
Axel Springer SE

---

**MARC SASSERATH**

Founder  
Sasserath Munzinger Plus GmbH

---

**CAROLINE SEIFERT**

Chief Brand Officer  
JIO

---

**HUGO SUIDMANN**

Freelance Consultant  
Marketing, Strategy & Leadership,  
Consulting & Coaching

---

**KAYA TANER**

Co-Founder & CEO  
AppLift GmbH

---

**OZAN TANER**

CEO  
Moema Espresso Republic GmbH

---

**MARCEL VANDIEKEN**

Managing Partner  
UDG Consulting GmbH

---

**JESPER WAHRENDORF**

CEO  
Rate Pay GmbH

---

**GEORG VON WALDENFELS**

Executive Vice President  
Wirecard Sales Europe GmbH

---

**SASCHA WOLFF**

Co-Founder  
Dark Horse GmbH

# CHAIR OF ENTREPRENEURSHIP

## ChairEEEE

The Chair of Entrepreneurship (ChairEEEE) was launched in 2007 thanks to its partners EY and the Foundation ESCP Europe. In 2013 BNP Paribas joined and also became a supporter of our Chaire. The ChairEEEE trains professionals developing innovative projects in an environment of uncertainty and limited resources. They may be entrepreneurs, intrapreneurs, internal venture or innovation project managers, family business successors or specialists, or professional services providers seeking to re-orient their career.

The ChairEEEE relies on an innovative and experiential pedagogy, a programme of incubation (Blue Factory) and a strong foothold in the local entrepreneurial ecosystems. Each year ChairEEEE graduates nearly 800 students and managers trained in entrepreneurship.

It supports 150 projects and inspires a community of several thousand people across dozens of events, including Made in ESCP Europe and Entrepreneurship Festival, in addition to intense research and development. The ChairEEEE is a team of international experts with multidisciplinary profiles.

**CHAIREEEEE**  
*Act different*



**Niklas Coors**

IMI Precision Engineering



Industry 4.0 is no longer just a 'nice to have' – it is at the heart of many manufacturing companies' strategies. Working for a FTSE 250 listed specialist engineering company, I can tell that both business models and value chains are undergoing significant changes in the manufacturing sector. The EMDIEL offers a unique blend of an entrepreneurial mindset and digital skills that allow you to keep up with the rapid pace of change and stay on top of emerging technologies. In addition, the global ESCP Europe alumni network and the EMDIEL mentoring programme are great ways to share best practices and get real-life feedback on ideas and projects.

**Matthias Trummer**

PwC Legal Austria (oehner rechtsanwalt gmbh)



For me, one of the greatest aspects of ESCP Europe's EMDIEL programme is the interaction with my mentor Toni. Due to his broad range of experience, Toni is supporting me in my project since we first met in Berlin. I am really fortunate as he is not only providing me with goal-oriented advice to push the progress of my project, but in particular is always presenting loopholes, should I have reached the very end of a blind alley. However, as if that was not enough a great friendship between Toni and me has developed.



# MEET THE FACULTY

## ESCP Europe

### Sylvain Bureau

Scientific Director, ChairEEEE (Europe)



Sylvain is an Associate Professor at ESCP Europe and Ecole Polytechnique. His research (ChairEEEE Lab) and classes focus on entrepreneurship and collaborative economy. For several years, he has been developing innovative experiments to teach entrepreneurship both to students and executives. Two of his main projects are Improbable (e.g. creation of a piece of art, awarded by EFMD at Babson College) and the EntrepreneurSHIP Festival (e.g. creation of an innovative event). These experiences assist in learning entrepreneurial practices by practicing subversive thinking and community building. Sylvain also has a keen interest in new technologies and their impact on societies. He heads diverse digital innovation labs, such as the RFID Lab (Europe)

### Jacqueline Fendt

Founding Director, ChairEEEE (Europe)



Jacqueline joined ESCP Europe in 2006. She set up the Chair of Entrepreneurship (ChairEEEE Europe) in 2007. Jacqueline Fendt founded, accelerated and sold her first company between age 23 and 27 in Malta. Back in Switzerland, she embarked on a corporate career with executive positions at Ciba-Geigy Basel (now Novartis), Digital Equipment Corporation (now HP) in Zurich and Siber Hegner Group in Tokyo. In 1994 she was appointed CEO of Swiss Shipping and Neptune Co. Ltd (now Rhenus) which she radically restructured. In 1997 she was appointed Head of Expo.01 by the Swiss Government (over EUR 200 million raised) and in

1999 she founded and chaired Business Angels Suisse. Since 2010, Jacqueline is expert in innovation and entrepreneurship at the European Commission. She also serves on the Boards of international companies and is a long-standing trustee of the International Center for Economic Growth ([www.iceg.org](http://www.iceg.org)) in California.

### René Mauer

Chair of Entrepreneurship and Innovation, ChairEEEE (Berlin)

René joined ESCP Europe in 2015, when he became Chairholder of Entrepreneurship and Innovation at the Berlin Campus. His area of expertise is entrepreneurial decision-making in venture and corporate contexts. Some of the projects he has been working have been in cooperation with SMEs and global players such as BASF, BMW, Deutsche Post DHL and P&G. René has worked for 3M, in start-ups and in management consulting. He co-owns a family business, co-founded a technology-start-up and was involved in a variety of other venture projects, one of which is the expert network Effectuation Intelligence.



### Davide Sola

Associate Professor of Strategy, ChairEEEE (London)

Davide is Associate Professor of Strategy and former Director of ESCP Europe London campus. His teaching is in the organisational and strategy area – in particular he teaches business strategy, change management and organisational design. Following graduation of ESCP Europe he became involved



# MEET THE FACULTY

## ESCP Europe

in several technology start-ups. Subsequently he moved to join the Hartley Investment Trust, and later to McKinsey & Co. where he was in charge of several projects ranging from post-merger integration to turnaround of state-owned companies. He was also part of a team responsible for setting up the fifth ESCP Europe campus in Torino, Italy. His research interests are in corporate transformation, strategic renewal, entrepreneurship and applied enterprise economics.

### Yi Jiang

Assistant Professor of Entrepreneurship, ChairEEEE (Paris)



Yi is an Assistant Professor of Entrepreneurship in ESCP Europe. Before joining ESCP Europe, Yi earned her Ph.D. degree in Grenoble Ecole de Management. Yi's research and teaching interests revolve around challenges founding teams meet during the new venture creation processes with particular emphasis on the effectuation and attentional allocation mechanism. She is specialized in process study and has worked closely with eight Chinese entrepreneurs

over three years on her research projects. She regularly presents her research at leading international conferences, such as Academy of Management (AoM), Babson, etc. During her Ph.D. years, her research has been published in International Journal of Technology Management.

### Martin Kupp

Professor of Entrepreneurship, ChairEEEE (Paris)



Martin is Associate Professor for Entrepreneurship at ESCP Europe, Paris, and a visiting professor at EGP Business School in Portugal and the European School of Management and Technology, Berlin. Martin's areas of expertise lie in strategic innovation, competitive strategy and organisational creativity. He has worked for clients such as Bosch, ThyssenKrupp, Siemens, MAN, Coca-Cola, Deutsche Bank and Bertelsmann. Recent publications have appeared in magazines such as California Management Review, Journal of Business Strategy and The Economist. He frequently speaks at industry conferences and events.

## Entrepreneurs

**As part of our tandem approach, a pedagogical team composed of academics, professionals and specialists construct learnings together. Some of our tandem partners are:**



### Gunnar Graef

Founder and Investor, Affiliate Professor

Gunnar Graef is Founding Partner of Deutsche Ventures.

Since the late 90s, he founded and built several companies: haiku/Index Multimedia (listed on the Euronext, 2005), koba/DHL Globalmail (acquired by Deutsche Post AG) and Airtag (VC-backed) in France. Since 2010, Gunnar Graef also created startup factories and accelerators.

## Entrepreneurs

He co-founded Startupbootcamp (Berlin/San Francisco). In 2003, Gunnar became Affiliate Professor at ESCP Europe. He is also Visiting Professor at CFVG, an advisor to Singularity University and sits on the Advisory Board of betterplace.org.

He studied in Berlin, Paris, Oxford and Shanghai and graduated from Technische Universität Berlin, EAP and from the prestigious ENA in France.

### Peter Borchers

CEO of Allianz X/Founder of hub:raum



Peter Borchers founded and managed hub:raum, Deutsche Telekom's global incubator, T-Innovations, an internal innovation accelerator for Deutsche Telekom as well as Everseven, one of the first marketplaces for freelance jobs. His passion is creating things that make sense – and to him it definitely makes sense to build and grow successful companies that provide great products and services. Peter is also active as angel investor, startup mentor, author and keynote speaker.

### Jörg Rheinboldt

CEO of Axel Springer Plug and Play Accelerator

Jörg Rheinboldt is CEO of Axel Springer Plug and Play Accelerator and a serial entrepreneur. While studying management in Cologne, he co-founded the Internet consulting company denkwerk, and later alando.de, a marketplace which was acquired by eBay. After the acquisition, Jörg served as Managing Director of eBay in Germany for five years. Today, he



focuses on early stage investments in ground-breaking Internet, telecom and media businesses as founding partner of M10 GmbH. Jörg is also a founding donor of betterplace.org, a platform for social projects.

### Marc Sasserath

Founder of Sasserath Munzinger Plus

Marc Sasserath is co-founder of Sasserath Munzinger Plus, a brand consultancy that works out of Berlin and Milan for some of the world's best and most ambitious brands. He was born into an entrepreneurial family that started its first business in 1871. However, instead of joining the family business he decided to become a globally-oriented brand strategist, working with groups such as Saatchi and BBDO before founding Publicis Sasserath and later Supermarque and Sasserath Munzinger Plus.



### Pierre Tectin

Artistic Director

Pierre Tectin is an artist living and working in Paris. He graduated from Reims Design School and ENSBA Paris. Using a collage of drawings and objects, Pierre defines new meanings as visual haïku. His work is exhibited at Galerie Frederic Lacroix. Interested in the connection between creativity and organisation, he is an Associate Researcher at Art & Design Lab at the ESCP Europe business school and co-founder of the Improbable Workshop for student and corporate programmes.



# ADMISSION REQUIREMENTS AND TUITION FEES

The Executive Master Programme welcomes participants from diverse educational backgrounds. Your profile should fit the following criteria:

- › Graduate degree (Bachelor or higher)
- › Business administration knowledge recommended<sup>1</sup>
- › 3 years professional work experience
- › Proficiency in English

## Admission Procedure

Our admission procedure has three steps.

### 1) Online Submission

Step one is the online submission of the following documents:

- › Completed online application form (please contact Sven Scheid: [sscheid@escpeurope.eu](mailto:sscheid@escpeurope.eu))
- › A one-page letter of motivation, including a short description of a project, idea or questions you would like to work on or develop during the Executive Master Programme
- › A recent CV
- › Copies of all diplomas and degree awards; with full grade transcripts
- › Two reference letters by selected persons with a professional/academic background

### 2) Interview

Candidates whose application has been successful will be invited to attend the second stage of the process, comprised of a personal interview with members of the Admission Committee made up of ESCP Europe academics and selected experts in the field of digital innovation and entrepreneurship.

### 3) Final Decision

In step three, the Admission Committee conducts a full review of your application and reaches a final decision. All eligible candidates will receive a letter of acceptance.

## Tuition Fee

Tuition fees are set at € 28,000 for the 2017/18 academic year. This includes breaks and evening activities. Travel and accommodation expenses are the participant's responsibility.

Early bird: Get a 10% discount if you apply before 15 December 2016.

## Scholarships

We provide selective scholarships for e.g. women, entrepreneurs, NGO/Not-for-Profit organisations taking part in the programme and committing time, knowledge and resources to build an active and inspiring community around our Master Programme. For more information please contact Sven Scheid.

## Contact



### Sven Scheid

Manager Entrepreneurship & Innovation  
[sscheid@escpeurope.eu](mailto:sscheid@escpeurope.eu)  
T +49 30 32 007 127

<sup>1</sup>Business administration knowledge can be acquired through e.g. pre-Master courses



**Jonas Vebner**

Music Norway (Norway/Germany)



The music industry was one of the first sectors heavily impacted by the transition to digital. Being reactionary rather than exploring opportunities and new business models in emerging technology, recorded music was almost decimated by digital piracy. The industry is only now starting to recover on a global basis but the lead for change and innovation has mainly come from the technology companies and not the traditional music industry. Acknowledging the importance of managing and leveraging ambiguity in complex situations is something we need to become a lot better at as an industry. The EMDIEL helps you build up a relevant toolkit of methodology, processes and a mindset better suited to foster innovation as well as embrace and exploit disruption of any kind.

**Florian Mock**

BearingPoint (Germany)



The EMDIEL is truly hands-on. We are really getting things done. I think the output we deliver every day is amazing. Even after six years consulting experience, focusing on digitalization, I am amazed by the amount of insights and learnings that I am taking with me each day in this Master.

**Roméo Ebata**

glassful.com (USA)



Not only I have found friends in the EMDIEL, but also highly trained professionals that challenge my views every day. The EMDIEL is very convenient if you need to grow your network, whatever you may need. The diversity of the profiles really helps.

**Yahya Warrak**

MasterCard (United Arab Emirates)



My career is spanned across the Middle East & Africa, so I didn't have much experience with the markets in Europe & China. I've read a lot about China before the EMDIEL but when I traveled there during the Shanghai module, I had a completely different experience – I was able to see things that I wasn't able to read about. Traveling to Shanghai gave me access to the fastest-growing areas in the world and made me understand Asia better. I was able to test out ideas with both professors and classmates and get feedback which gave me much clearer decision-making skills that I am able to apply in my current job. The global nature of the EMDIEL is reflected in the programme design where students don't spend the whole programme at one location, but rather go to five different hubs across three regions: Europe, China, and the US. This global nature exposed me to new places and new cultures, and taught me how to adapt quickly with new environments that I am not familiar with. The EMDIEL is one of a few executive master programmes that is delivered by a world-class school with a very diverse student background and a lot of focus on entrepreneurship and digital innovation.

**Laura Weritz**

Sasserath Munzinger Plus (Germany)



Innovation and change management are key issues for many of our clients – from young start-ups to traditional corporates. To foster innovation and at the same time maintain a consistent and strong brand identity is one of the big challenges. Acquiring a profound knowledge in this field within the scope of the master programme is really helpful for my everyday work as a brand consultant.





## EXECUTIVE MASTER IN DIGITAL INNOVATION AND ENTREPRENEURIAL LEADERSHIP

### PARIS

79, avenue de la République  
75 543 Paris, Cedex 11, France  
T: +33 1 49 23 20 00



### LONDON

527 Finchley Road  
London NW3 7BG, United Kingdom  
T: +44 20 7443 8800



### BERLIN

Heubnerweg 8-10  
14059 Berlin, Deutschland  
T: +49 30 32 00 70



### MADRID

Arroyofresno 1  
28 035 Madrid, España  
T: +34 91 386 25 11



### TURIN

Corso Unione Sovietica, 218 bis  
10134 Turin, Italia  
T: +39 011 670 58 94



### WARSAW

c/o Kozminski University  
International Relation Office  
57/59 Jagiellońska St., 03-301 Warsaw, Poland  
T: + 48 22 519 22 89

