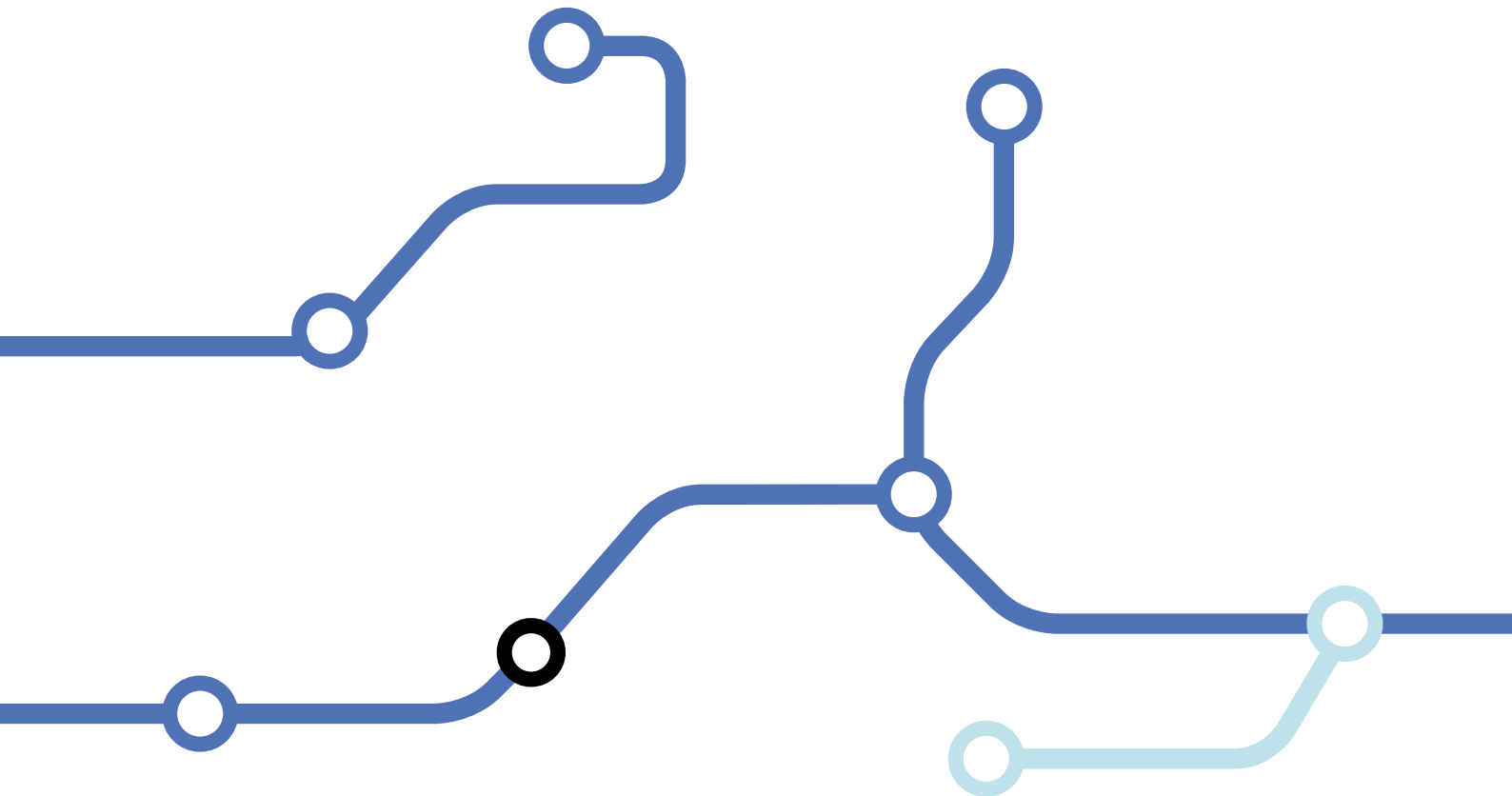




BUSINESS SCHOOL

CUSTOMISED PROGRAMMES

Benefit from tailor-made programmes that exactly meet your needs



affiliated to



EUROPEAN IDENTITY
GLOBAL PERSPECTIVE

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

CHOOSE YOUR PATH WITH US

WE FOCUS ON YOU

In today's world, learning is a continuous process. At ESCP Europe, we customise Executive Education programmes to meet the needs of your company, your department or your team. Our Customised Programmes offer you all the advantages of a transnational business school – organised across our 5 campuses in Paris, London, Berlin, Madrid, and Turin. ESCP Europe benefits from a wide network of academics and practitioners, all of whom are experienced and competent in Executive Education.

On the following pages you will learn more about how we design a programme. You will understand how to reach your goals with us. You will see how we address your target group with appropriate content and adequate teaching methods. We look forward to discussing your programme with you and to realising your ideas.



**We customise
a programme**



**Topic-centered /
function-specific**

**Transnational
business school**



**Network of academics
and practitioners**



**Local/regional/
international**



GET YOUR PROGRAMME STARTED

WE UNDERSTAND, DESIGN, DELIVER AND EVALUATE

1 We start with an in-depth analysis of your needs and concentrate on the specific challenges you face today. The involvement of directors and board members is frequently required at this stage and consists of understanding the situation and the strategic challenges of your organisation, converting a complex situation into a structured problem, setting objectives and defining the expected results of your Customised Programme.

2 Step by step, we design a high performance programme and recommend the most suitable solutions from a large range of possibilities and scenarios. Examples include: interactive teaching, self-diagnosis, individual or group tutoring, team building, workshops, benchmarking and company visits, on-site or e-learning, peer-review, projects, conferences, learning expeditions, and best practice exchange workshops.



**Understand the
business context**

**Design the
programme**



3 The international location of our 5 campuses and our partner Universities make our programmes available to you in the countries of your choice. Your programme can be designed with a specific European focus or an international scope. Access our vast network and benefit from our local experts.

4 Our flexibility enables your programme to be highly adaptable. A team specifically dedicated to each project continually assesses progress and makes the necessary adjustments to all aspects of the programme's teaching, organisation and logistics. To achieve a good return on investment, the participants' satisfaction and the achievement of goals set for the programme are regularly evaluated.

Deliver the programme

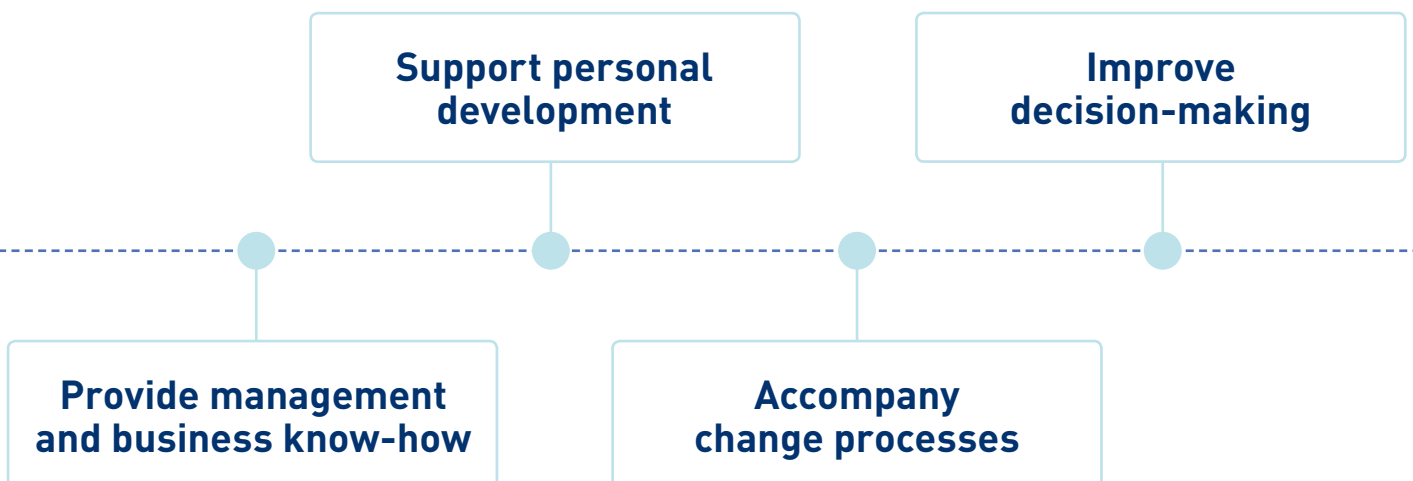
Evaluate and adjust the programme

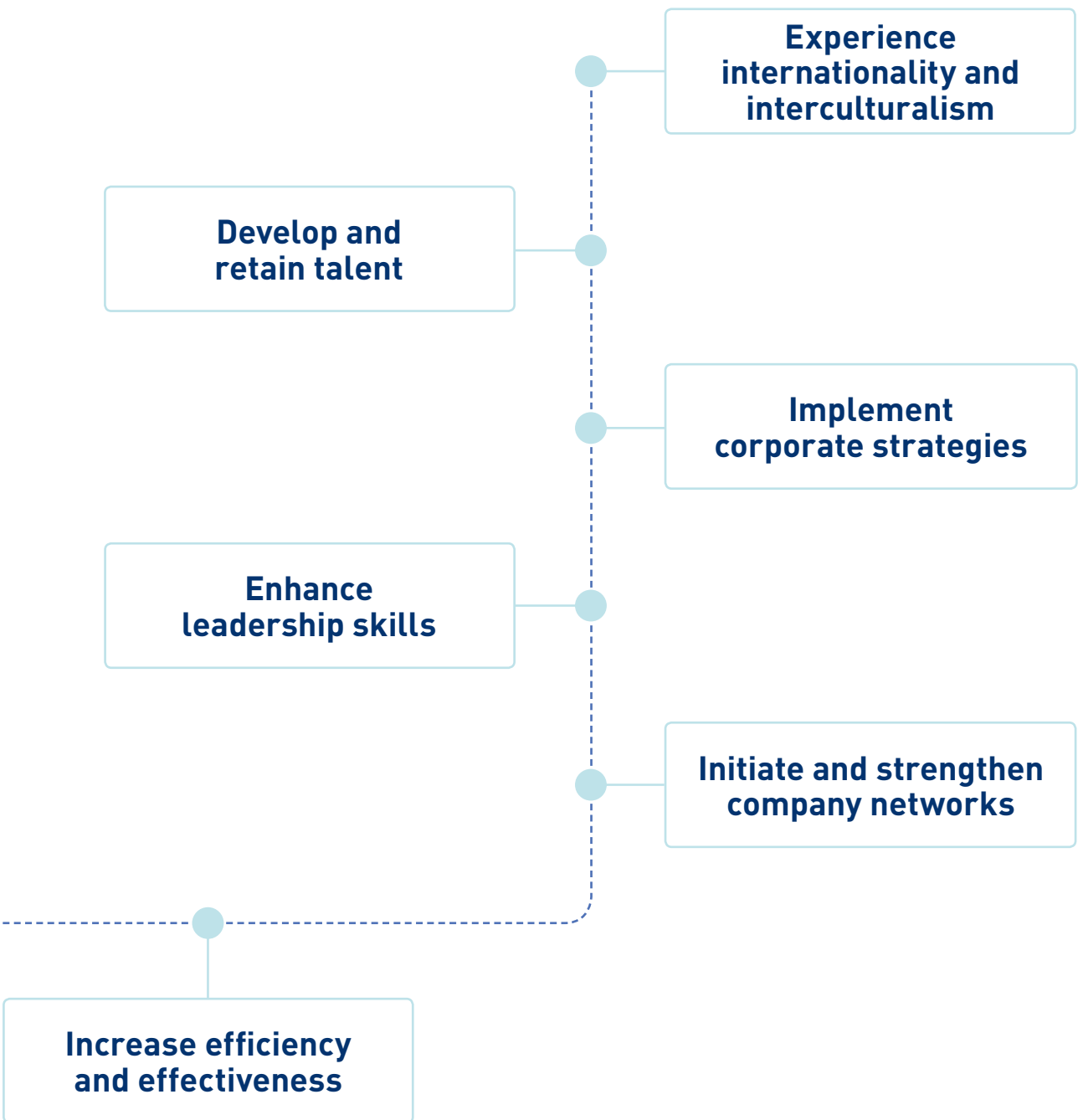


REACH YOUR GOALS

WE CONCENTRATE ON YOUR SUCCESS

We are pleased to work with you and design a programme that fulfils the requirements of your company, your department or your team. We adapt to your wishes, whether you focus on general management, leadership development or professional development in specific functional areas, such as marketing, finance or supply chain management. Our programmes are appreciated by our partners because they make a significant contribution to the strategic, organisational and cultural development of the company.





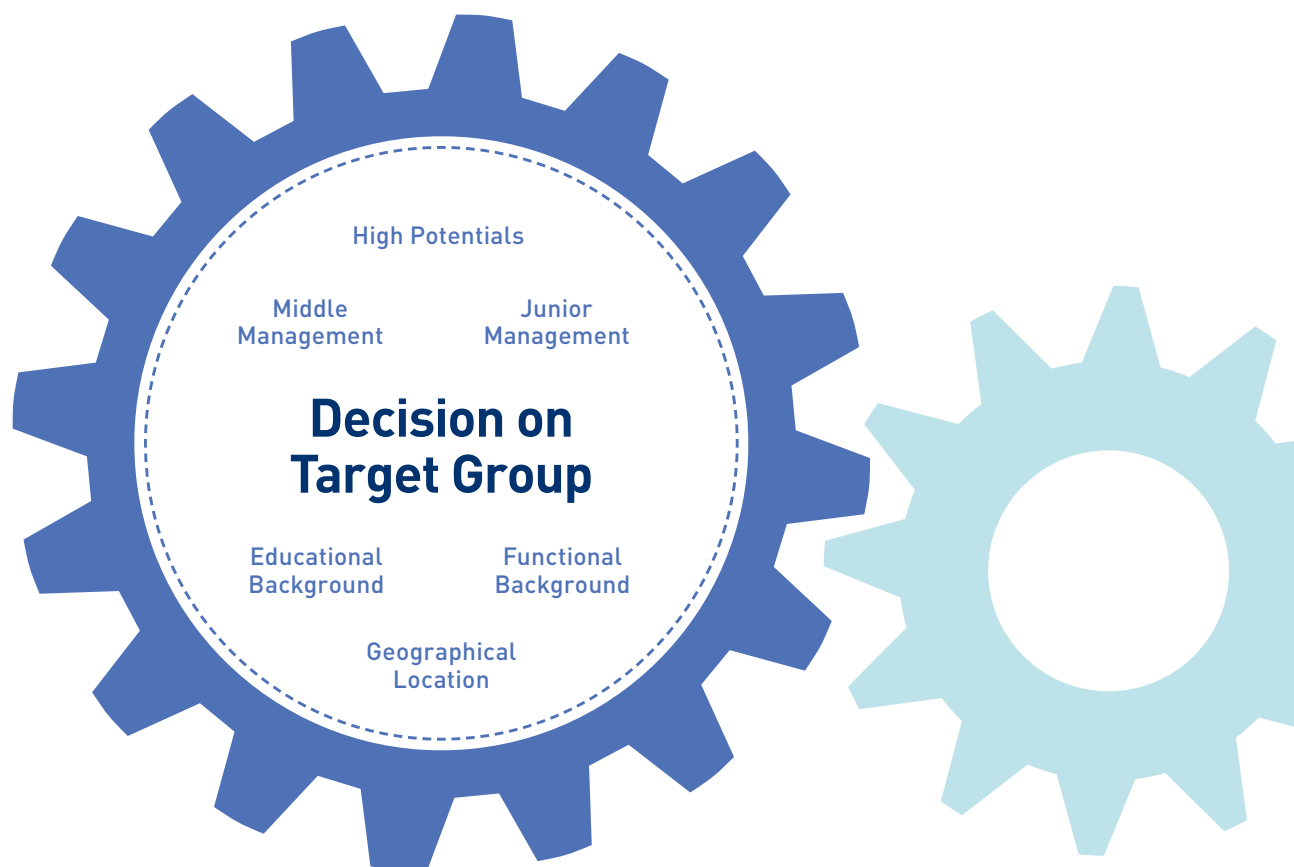
SET YOUR FRAME

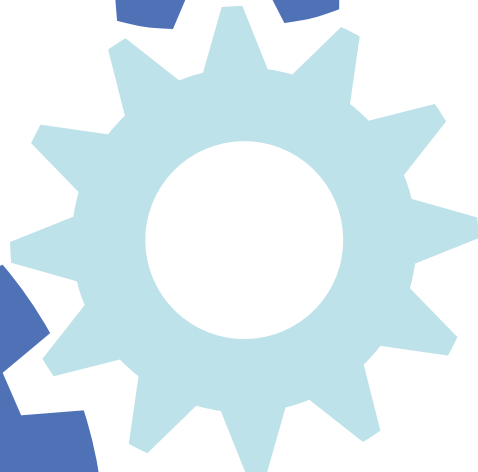
WE ALIGN CONTENTS AND METHODS WITH THE TARGET GROUP

In order to reach your goals and design a perfect programme, we keep three key questions in mind: Who is the target group? What content is to be conveyed? What is the best teaching method for your target group and the desired content?

Taking into consideration the target group, we adapt each programme to the professional and personal background and experience of the participants. We

provide in-depth, premium quality courses in business education. Our professors and practitioners are experts in their field and maintain an outstanding international reputation as well as a first class network of peers. We know how essential multipurpose teaching methods are for knowledge transfer. That is why our lecturers use a variety of methods such as case studies, workshops, mentoring, coaching, blended learning and project work.





EXPLORE YOUR OPTIONS

WE ADD VALUE TO SUIT YOUR NEEDS

Example 1: A 16 day programme for engineers in a management position in a multinational corporation

First Module 4 days, September, Berlin Campus	Teambuilding	Welcome Dinner, Company Visit
	Strategy	
	Problem Solving & Decision-Making	
	Project Management	

Teamwork on company-specific projects

Second Module 4 days, November, London Campus	Finance	Networking Event, Round-table Discussion on CSR
	Leadership	
	Accounting	
	Project Tutoring	

Teamwork on company-specific projects

Third Module 4 days, February, Paris Campus	Marketing	Evening Workshop on Creativity, Event "Engineers Meet Salespeople"
	Interpersonal & Intercultural Communication	
	Supply Chain Management	
	Project Tutoring	

Teamwork on company-specific projects

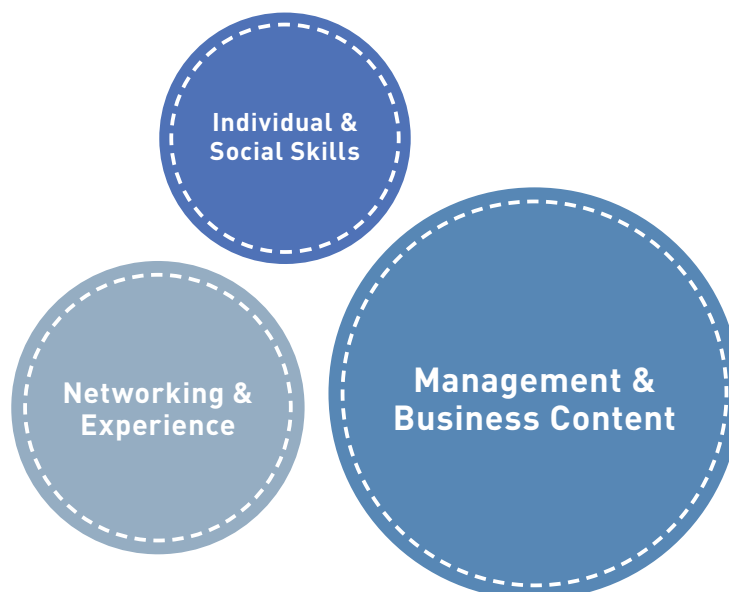
Fourth Module 4 days, April, Berlin Campus	Sales	Workshop "Future Expectations Towards HR as Your Business Partner", Cultural Event
	Innovation & Entrepreneurship	
	Management Control	
	Project Tutoring	

Project Presentations

Example 2: A 5 day programme for a German SME "Going and Growing Abroad"

Berlin Campus 5 days	Understanding the challenges of going abroad	Evening Event with Management, City Tour of Berlin, Case Study Work in Teams, Symposium "Learnings from Others' Mistakes", Seminar Wrap-up
	Intercultural Management & Leadership	
	International Strategy	
	International Marketing	
	International Finance	

You decide the focus





CUSTOMISED PROGRAMMES

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