

## **Analysis – ESCP Europe - Master in European Business**

- The ESCP Europe MEB is designed for people with diverse backgrounds who want to convert to business within a year. However, if you already have completed a specialized degree in business (such as a BA in Marketing), but you feel short on some disciplines, the MEB can fulfil your expectations as well.
- You should keep in mind that this program has been tailored for people without previous academic experience in business. The classes are broad and basic. If you already master the Laws of Business, think it twice: your skills might attract the wrath of your peers and the program won't fulfil your appetite for knowledge (not to say you might get bored).
- Diversity is said to be the cornerstone of the program, but it's also a double-edged sword. Indeed, the MEB gathers students with different background (engineers, arts degrees students...) who come from all over the world, fostering cultural exchanges. Nevertheless, in order to bring homogeneity, the program is a "set menu". You don't get to choose your subjects (but one during the second semester). An advice: consult the MEB webpage to find out whether the content of the classes matches your needs before applying!
- Make sure you are not misled: this program is accredited by the AMBA, but it is not an MBA. The ESCP MEB is a fast track management overview program, not a specialization.
- A very important point (if not the most important) is that ESCP consists of several campuses in Europe and developed partnerships beyond European frontiers. If you choose this program, you will benefit from the multicampus advantages. During each of the two semesters of the program you will study in a different country...AND the school will help you for the administrative proceedings (visa, etc.). What more could you ask for?
- To get in the MEB program, the grades and the application account for 25% each. No worries if your transcripts are not the brightest: the interview is key. Convince them of your motivation, defend your project and demonstrate your links to the business world. Don't forget, previous work experience is crucial to get on board.
- As the courses are taught in English, mastering the language remains essential. If you failed the English test when applying (TOEFL 100; IELTS 7.0), keep working as the school offers the possibility to retake the exam during the recruitment process.
- Your goal is to work on an international scale? Don't be influenced by the title of this master degree. ESCP claims perpetuating European humanistic traditions, but well... the program doesn't focus on EU, you can choose to study in Russia or Mexico and follow classes in a local language!