

The Nanyang MBA – ESSEC Double Masters Programme

Earn two Masters Degrees simultaneously:

- *A Master of Business Administration (MBA) or a MBA with specialisation in Marketing offered by the Nanyang Business School, Nanyang Technological University (NTU), Singapore; and*
- *A Master of Business Administration (MBA) offered by the ESSEC Business School, Paris, France.*

Courses at the ESSEC Business School are conducted in English.

Admission Requirements

You must gain admission into the Nanyang MBA (General or Marketing specialization) programme at the NTU in order to be eligible for this Double Masters programme. The admission requirements are:

- A good Bachelor's degree;
- At least two years' management, professional or other relevant experience at the time of admission;
- A Graduate Management Admission Test (GMAT) score of at least 600; and
- A good command of English (Test of English as a Foreign Language (TOEFL)) score is required if English was not the medium of instruction at tertiary level.

Course Requirements

You must meet the course requirements of both the Nanyang MBA (General or Marketing specialization) and the ESSEC MBA programmes, which include:

- Completion of 8 core subjects at NTU;
- Completion of at least 1 trimester of study at NTU before joining ESSEC as a full-time MBA participant;
- Spending a maximum of 3 trimesters at ESSEC Business School;
- Completion of 360 hours (12 credits or 12 subjects) – including ESSEC's required core foundation courses) – at ESSEC; and
- Satisfying a total of 18 months of validated professional experience¹ at ESSEC by the time of graduation. A 3-month internship in France is highly recommended but not necessary.

Estimated Costs

You will pay:

- The programme fees of the Nanyang MBA plus S\$7,000;
- All personal expenses incurred while studying at ESSEC (the estimated living expenses vary from person to person). For more information on estimated living expenses, please visit: http://econtent.essec.fr/mediabanks/ESSEC-PDF/faq/Living_expenses.pdf;
- Nanyang MBA participants are advised to have adequate health insurance coverage.

¹ All professional experience must be assessed and validated by the ESSEC Assessment Centre. Prior experience may be counted towards this requirement.

The agreement with ESSEC is based on a reciprocal basis. If the participant numbers are not balanced, i.e. if there are more Nanyang Double Masters students than ESSEC Double Masters students, then the total tuition fee payable for the Nanyang MBA participants will be the programme fees of the Nanyang MBA and €16,000 annual tuition fees of ESSEC.

Recommended Study Schedule

NBS	NBS	ESSEC	ESSEC	ESSEC
Trimester 1 July – October	Trimester 2 November – February	Spring Trimester April – June	Fall Trimester October – December	Winter Trimester January – March
4 full courses	4 full courses	4 full courses	4 full courses	4 full courses

Application

Interested participants must submit their duly completed application forms by **10 October** with a bankdraft (with clearing bank in Singapore) for S\$7,000 made payable to “Nanyang Technological University” (this bankdraft will not be processed until the application has been accepted and confirmed).

For more information

Please refer to

- www.nanyangmba.ntu.edu.sg for the Nanyang MBA programme at the Nanyang Business School, NTU, Singapore; and
- www.essec.com for the MBA programme at ESSEC Business School in Paris, France.

For enquiries, please contact Lindsay Tan at aagtan@ntu.edu.sg.

The Nanyang MBA Subject Requirements

Participants from the Nanyang MBA (General or Marketing specialization) who enrol in the Double Masters Programme are required to offer the following courses at NTU and the ESSEC Business School:

1. Eight of the following MBA core courses at NTU:

- B6005 Financial Management
- B6011 Financial Accounting
- B6013 Economic Analysis
- B6014 Electronic Commerce & IT
- B6015 Corporate and Business Strategy
- B6016 Managing Business Operations
- B6017 Accounting for Decision Making & Control
- B6018 Leadership & Organisational Behaviour

AND

2. Twelve MBA courses at ESSEC²:

(a) MKGM31129 Marketing Management at ESSEC (Compulsory)

(b) To qualify for the Nanyang MBA with specialisation in Marketing

Choose four Marketing subjects:

- MKGC31113 Marketing Research
- MKGC31126 Consumer Behaviour
- MKGC31260 Product Policy
- MKGF31216 Sales Force Management
- MKGF31219 Luxury Product Management and Merchandising
- MKGM31218 Product Management
- MKGM31225 E-Marketing and Business Models
- MKGS31311 International Marketing

AND

Choose 7 electives (See Annex A)

(c) To qualify for the Nanyang General MBA

Choose any eleven subjects (See Annex A)

AND

3. Complete a Business Study Mission (BSM) or a dissertation supervised by a Nanyang faculty (please note ESSEC faculty is not obliged to accept participants for dissertation supervision) or two full subjects, one of which must be non-examinable, that is, the assessment is based solely on coursework with no final examination.

NOTE: The information provided here is subject to clearance with ESSEC and meeting ESSEC's programme requirements.

² Each ESSEC course entails 30 contact hours and is scheduled over one term based on 3 hours per week.

ANNEX A COURSE REQUIREMENTS (subject to confirmation)

	Nanyang Business School Core/Foundation Courses	ESSEC (English Courses) Contact hours for each course: 30 hours
1	B6005 Financial Management	Compulsory course at Nanyang
2	Compulsory course at ESSEC	MKGM31129 Marketing Management
3	B6018 Leadership & Organisational Behaviour	MGTM31231 Organisational Change
4	B6011 Financial Accounting	CPTC31124 Financial Accounting
5	B6017 Accounting for Decision Making and Control	CPTG31149 Management Control
6	B6013 Economic Analysis	ECOI31143 Business Economics
7	B6014 Technology & e-Business	MKGM31225 E-marketing and Business Models Or SIDI31135 IS/IT for Managers
8	B6015 Corporate & Business Strategy	MGTS31261 International Strategy and Management
9	B6016 Managing Business Operations	LPSP31247 International Management of Operations

	NBS Marketing Specialisation Compulsory Functional Subjects	ESSEC (English Courses)
	B6926 Product & Pricing Management	MKGC31260 Product Policy Or MKGM31218 Product Management
	B6939 Integrated Marketing Communications	
	B8952 Marketing Channel Strategies *	MKGF31216 Sales Force Management

	NBS Marketing Specialisation Elective Functional Subjects (select a minimum of 2 equivalent full subjects)	ESSEC (English Courses)
	B6747 Global Marketing	MKGS31311 International Marketing
	B6942 Marketing Research: Design & Analysis	MKGC31113 Marketing Research
	B8945 Seminar in Marketing* B8947 Strategic Brand Management *	MKGF31219 Luxury Product Management & Merchandising
	B8948 Business to Business Marketing* B8954 Services Marketing*	MKGM31225 E-Marketing & Business Models
	B8951 Effective Sales Management* B8955 Retailing Strategies*	MKGF31216 Sales Force Management
	B8953 Understanding Consumer Behaviour* B8950 Advanced Topics in Marketing*	MKGC31126 Consumer Behaviour

* Half course

	Nanyang Business School Specialisation Courses	ESSEC (English Courses)
	Accountancy	
	B8441 Company Law* B8442 Management of Legal Obligations in Business*	DEVN31263 Legal Strategy

	Finance	
	B8262 International Finance*	FINM31162 International Finance
	B6222 Corporate Finance	FINE31357 Theory of Corporate Finance
	B6255 Derivatives Securities	FINM31165 Markets & Institutions

	International Business	
	B6721 International Business OR B6744 Decision-Making in a Global Environment	MGTS31261 International Strategy & Management
	B6443 International Business Law	DEVD31227 Comparative Legal Systems
	B6745 International Marketing	MKGS31311 International Marketing
	B6741 Managing People Across Cultures	MGTP31203 Intercultural Management

	Strategy	
	B6833 Strategy Formulation	MGTS31103 Strategy and Management
	B6835 Competitive Strategy	MGTS31263 Competitive Strategy
	B6836 Managing Organisational Change	MGTM31231 Organisational Change
	B8445 Negotiation*	DEVN31141 Negotiation Workshop

	Technology	
	B6548 Enterprise Systems	CPTO31333 Management Systems and Behaviour
	B6645 Operations Management	LPSP31137 Operations Management
	B8624 Quality Management*	LPSO31237 Management & Quality Control

	Electives	
	B6054 Entrepreneurship	MGTE31361 Introduction to Entrepreneurship
	B6350 Managing Human Capital in the New Organisation	MGTM31212 Human Resources Management
	B6836 Managing Organisational Change	MGTM31231 Organisational Change
	B8085 Leadership in Organisations*	MGTM31227 Management of Organisations
	B8090 Communications Management*	MGTP31101 Organisational Behaviour
	B8081 Managing in Asia: Issues & Ethics*	MGTP31205 Business Ethics
	B8445 Negotiation*	DEVN31141 Negotiation Workshop

* Half course

Note: For the updated curriculum, please refer to www.nanyangmba.ntu.edu.sg for the Nanyang MBA and <http://www.essec.com/essecmba/us/catalog.html> for the ESSEC MBA.