

EXPERIENCE EUROPE

Immersion Seminars for
Executive Education Participants



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

1 ESCP OVERVIEW

THE EUROPEAN SCHOOL WITH A WORLDWIDE VISION

6 urban campuses in
Berlin, London, Madrid, Paris, Turin, and Warsaw
allowing for integrated multi-campus curricula.

Over **140** academic alliances
in **47** countries across the world



ESCP AT A GLANCE

KEY FEATURES

1st

**BUSINESS SCHOOL
IN THE WORLD (1819)**

6

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

170

**RESEARCH-ACTIVE
PROFESSORS**

800

**PRACTITIONERS
AND EXPERTS**

5 000

**PARTICIPANTS
(EXECUTIVE EDUCATION)**

68 000

**ACTIVE ALUMNI IN OVER
150 COUNTRIES**

FACULTY & RESEARCH KEY FEATURES

33

ARTICLES IN RESEARCH
PUBLICATIONS LISTED BY THE
FINANCIAL TIMES (2019/2020)

1

RESEARCH
LABORATORY

14

RESEARCH
CENTRES

13

Corporate CHAIRS &
PROFESSORSHIPS



INTERNATIONAL FACULTY

170

RESEARCH-ACTIVE PROFESSORS

80%

OF THE FACULTY IS
INTERNATIONAL

RANKINGS & ACCREDITATIONS

FINANCIAL TIMES WORLDWIDE RANKINGS 2022

#3

EUROPEAN
BUSINESS SCHOOL

#5

EXECUTIVE
MBA

#5

MASTER
IN MANAGEMENT

#2

MASTER
IN FINANCE

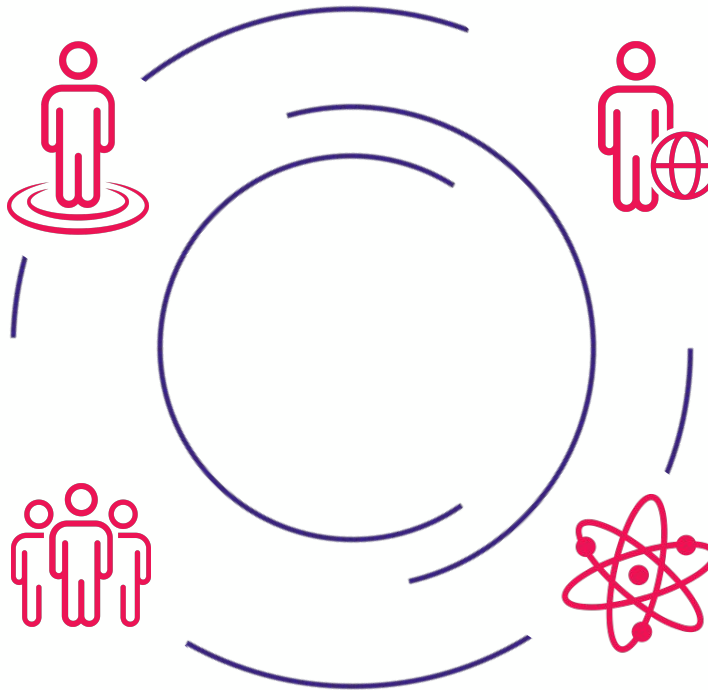


2 LEARNING EXPERIENCE DESIGN OUR APPROACH

WHY CO-CREATE YOUR LEARNING EXPERIENCE WITH ESCP?

LEVERAGE THE SKILLS OF YOUR EMPLOYEES WITH THE LEADING EXPERTS

Recognised experts and a team of 170 research-active professors.



DEPLOY YOUR CUSTOM SOLUTION INTERNATIONALLY

across our 6 European campuses in Paris, London, Berlin, Madrid, Turin and Warsaw and our powerful network of 130 international partners.

A DEDICATED PROJECT TEAM

Our dedicated team of professionals is at your disposal to analyse your challenges, understand your needs and design the content of your custom solution with you.

BENEFIT FROM ESCP's ENTREPRENEURIAL ECOSYSTEM with the Jean-Baptiste Say Institute, the Blue Factory incubator and our network of partner start-ups.

OUR LEARNING EXPERIENCE DESIGN

First-class academic lectures and workshops

The ESCP Leadership Journeys follow a holistic approach to create a meaningful experience for each participant. Our mission is to inspire with cutting edge knowledge from practice and science. In interactive learning spaces we facilitate executive groups so participants share their own experiences, feel encouraged to leave their comfort zone, engage openly and take home personal learning outcomes.

Hands on Business

By involving Berlin's vibrant innovation ecosystem we give our participants the opportunity to immerse themselves in today's business challenges. By meeting up with C-Level Experts from corporates, founders and entrepreneurs the participants will work on (their) business cases, experience innovation, sustainability and learn essential leadership skills for successful transformation.

Sustainable Learning Outcome

We include social, cultural, political and historical activities to the experience as well as academic concepts and models to ensure a sustainable learning outcome.



An aerial photograph of a city, likely Copenhagen, showing a river, a railway bridge, and various buildings. A large white number '3' is positioned on the left side of the image, partially enclosed by a yellow L-shaped bracket. To the right of the '3', the text 'OUR PROPOSAL FOR YOUR LEARNING EXPERIENCE' is written in white, bold, uppercase letters.

3 OUR PROPOSAL FOR YOUR LEARNING EXPERIENCE

UST of CHINA

DRAFT AGENDA FOR BERLIN AND MADRID

DAY 1 (Berlin)	DAY 2 (Berlin)	DAY 3 (Berlin & Travel)	DAY 4 (Madrid)	DAY 5 (Madrid)
<p>Welcome to ESCP Business in Germany Sino-German Business Relations and cooperation possibilities ESCP Prof. Expert Public Institution</p>	<p>Corporate ~ Start-up Collaboration A new tool for successful innovators</p>	<p>Tech Entrepreneurship How to use AI and Blockchain to design a successful business model</p>	<p>Energy Project Finance and Valuation</p>	<p>Business Models of Football Clubs in Europe (The Case of Real Madrid and Barcelona Football Clubs)</p>
<p>Introduction to Entrepreneurship and Innovation How to work under uncertainty Entrepreneurial Thinking, Methods and the entrepreneurial process</p>	<p>Innovation Hub Visit with Start up Meet & Greet or Innovation-Design & Project Management in Corporates: Factory-Tour at Alstom, Werk Hennigsdorf</p>	<p>Travel to ESCP Madrid</p>	<p>Energy Project Finance and Valuation</p>	<p>Visit to Real Madrid Football Club Stadium Guided Visit to the stadium and museum</p>



**4 YOUR TEAM AND POTENTIAL
FACULTY AND EXPERTS**

ESCP Berlin Faculty

René Mauer

Professor for Entrepreneurship and Innovation



René Mauer is Professor for Entrepreneurship and Innovation at ESCP Berlin Campus. He is the Academic Head of the EMDIEL program, as well as for other programs such as U-SCHOOL and OPTION E and Scientific Director Jean-Baptiste Say Institute, ESCP Berlin.

His area of expertise is entrepreneurial decision-making in venture and corporate contexts. Recent papers appeared in the field's leading journals such as the Strategic Entrepreneurship Journal and the Journal of Business Venturing.

In practice projects he has been working together with SMEs and larger companies such as BASF, BMW, Deutsche Post DHL or P & G. René has worked for 3M, in start-ups and in management consulting.

René 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 that he is a partner of.

ESCP Berlin Faculty

Marcus Schmalbach

Professor for Blockchain and AI



Dr. Marcus Schmalbach is the CEO of Ryskex - a blockchain-enabled Risk Exchange based in New York City. RYSKEX, offers a blockchain-based ecosystem for existence-threatening corporate risks. It brings together (re)insurers, industrial groups, captives and the capital market with its peer-to-peer concept.

Besides he is an internationally recognised expert on blockchain, both in practice and in research. His research is aimed at the primary use of blockchain technology in the global capital and reinsurance market.

He designed and directed the MBA programme with a focus on "Innovation & Leadership" at a German business school and was a visiting professor at universities in Europe and the USA.

Currently, he is an Affiliate Professor at ESCP and teaches with a focus on AI & Blockchain. Dr. Marcus Schmalbach has a column on digital transformation of the insurance & captive industry and regularly publishes articles on topics such as impact of Blockchain & AI on the capital markets industry.

At the beginning of his professional life he earned his first stripes as a consultant for global players in the insurance and reinsurance market on the topic of business model innovation and digitalisation:

ESCP Berlin Programme Manager

Arne Klinger

Senior Manager Business Solutions



Arne Klinger is Senior Manager Business Solutions at ESCP, Berlin.

Arne gained his first experience in designing learning experiences during his Master degree and work as a teacher in business high schools in Hamburg.

After working as a teacher he worked 10+ years as an entrepreneur in the event industry as a project manager i.e. for the largest european B2B Event series “Hewlett Packard Discover” in Frankfurt, London, Barcelona and Madrid. He was also responsible for numerous events of Volkswagen, Porsche and the Raiffeisenbank. Besides the World Tour of BENHURLIVE, his largest project was the organization of the Kirchentag in 2017 with more than 200.000 guests.

At ESCP he combines his passion for education with his skills in organizing complex events, connecting the University with Business and building an European Network for learning experiences.

ORGANISATIONS THAT TRUST US

Atos | Barilla | BNP Paribas | Bouygues
Construction | BPCE | Bpifrance | Carrefour |
Cartier | CFAO | China Investment Corporation |
Deloitte | EDF | Galeries Lafayette | GEFCO |
Geodis | Groupe Lactalis | Gunnebo | IIM
Ahmedabad | IIM Jammu | Kozminski University |
LISI Aerospace | LVMH - Moët Hennessy Louis
Vuitton | METRO | NHH School of Economics |
Novartis | Novo Nordisk | Nyenrode Business
Universiteit | Orange | Rentokil Initial | Repsol |
Sail | Savencia | Société Générale | TotalEnergies |
UBC Sauder School of Business | UCLA Anderson
School of Management

