


# A SCHOOL IN THE HEADLINES : ESCP-EAP



Paris

Turin

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ESCP-EAP: a business school for Europe  
Pascal Morand, the Dean of ESCP-EAP  
presents this ambition to us

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*Pascal Morand, dean of ESCP-EAP "Apart from its mission of academic development for Europe, ESCP-EAP believes that it has an economic commitment. We want to contribute to proposing new ideas in terms of competitiveness strategy and economic strategy and to finding new solutions for companies." © ESCP-EAP*

# ESCP-EAP : A BUSINESS SCHOOL FOR EUROPE

**A PIONEER IN THE EUROPEAN EDUCATIONAL LANDSCAPE, ESCP-EAP IS THE LEADING MULTI-CENTRE SCHOOL OF MANAGEMENT IN EUROPE WITH FIVE CAMPUSES (PARIS, LONDON, BERLIN, MADRID AND TURIN). ALTHOUGH THE FIRST STEP IN ITS EUROPEAN DEVELOPMENT HAS BEEN TO DEPLOY ITS ACADEMIC AND RESEARCH SKILLS AND ITS STUDENTS THROUGHOUT EUROPE, THE SCHOOL IS NOW ENTERING A NEW PHASE TO BECOME A BUSINESS SCHOOL FOR EUROPE. PASCAL MORAND, THE DEAN OF ESCP-EAP PRESENTS THIS AMBITION TO US.**

*What is a European school for you ?*

The first characteristic is geographic, as reflected by our five-campus set-up. ESCP is a French-style business school which was founded in 1819. The more recent EAP was created in the 1970s and is the result of a wish by the Paris Chamber of Commerce and Industry (CCIP), which we are part of, to become involved in the European project. This preoccupation is still very important today. EAP was already established in Germany, Britain and Spain before its merger with ESCP in 1999. We opened the Turin campus more recently. Having several campuses implies that we are able to integrate our programmes. It should be noted that, in each country, our campuses benefit from support from leading institutions (the Berlin Senate, Confindustria in Italy, the CCIP in Paris) the board of directors of which are figures in the economic world. Therefore, our campuses have the potential to become influential centres in the development of a common meaning and a common identity.

Being a European school means encouraging confrontation with different worlds, which implies learning about diversity, including on an extra-European level. The European experience is becoming more generalised and reflects a strategy of partnerships, alliances and integration, but it is no longer something which is revolutionary. Our ambition to go even further is

the product of a deep-seated belief which is at the root of the definition of our strategic line of development.

*What is your new strategic ambition ?*

A European commitment may not be reduced to a simple multi-centre approach. Our idea is to be a school for Europe. Within an economy whose development is subject to research, innovation, creativity and technological progress, the school must be a player in the economics of knowledge. We want to be involved in a manner which is different from the others, in particular from American institutions. We want to contribute to proposing new ideas in terms of competitiveness strategy and economic strategy by making the link between micro and macro economic aspects and finding new solutions for companies.

*Does this mean that there is a new European management culture ?*

I think that Europe has a certain head start, or at least, a singularity in terms of governance and social responsibility, therefore, it is able to lead the way. Another specific feature is knowledge of interculturality thanks to our understanding of history, traditions and languages.

*You go as far as to speak about humanism.*

*Can you explain that to us ?*

ESCP-EAP wishes to transmit a certain idea of business in which humanism plays a major role. Social sciences are an impor-

tant part of our teaching with a view to understanding the cultural dimension. Humanism feeds creativity and innovation as well as knowledge. These intangible and tangible aspects can be found in our courses. It is a European tradition which ESCP-EAP wishes to perpetuate. Also, I think that our campuses' urban settings favour creativity. Our students are able to benefit from the city's cultural atmosphere, which is a hub of creation, innovation, encounters and inspiration where lifestyles are developed. Here again, the cultural aspect is not disconnected from companies' needs. Our European culture involves combining practice with theory, business with culture.

*Europe is also at the heart of your Foundation ?*

The ESCP-EAP European Foundation created two years ago is the only higher education training foundation with a European vocation. Our aim is to reflect our identity by encouraging support for European enterprises. The funds collected are designed to support our action and our development, in particular through Chairs, some of which have a European vocation, such as the Entrepreneurship Chair with Ernst & Young or the Risk and Performance Management Strategy Chair with KPMG.

[www.escp-eap.net](http://www.escp-eap.net)

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ESCP-EAP is the only  
multi-centre business  
school in Europe with  
five campuses : Paris,  
London, Berlin, Madrid  
and Turin.*

