

**ESCP**  
**EUROPE**  
BUSINESS SCHOOL



**BERLIN**  
**LONDON**  
**MADRID**  
**PARIS**  
**TURIN**  
**WARSAW**

# Master in International Food & Beverage Management

Studies at Turin and Paris campuses

DESIGNING TOMORROW



affiliated to



CCI PARIS ILE-DE-FRANCE

# ESCP Europe quick facts

**6**

urban campuses

The World's **1<sup>st</sup>**  
Business School (est. 1819)

**130**

academic alliances worldwide

**4,600**

students in degree programmes  
representing **100** different  
nationalities.

**50,000**

Alumni in more than **150** countries.

**3**

international accreditations  
AACSB, EQUIS and AMBA

**140**

research-active professors  
representing 20 nationalities

A full **portfolio**

Bachelor, Masters, MBAs, PhDs  
and Executive Education

**5,000**

managers and executives in  
executive training each year



## Accreditations



ESCP Europe is among the 1% of business schools worldwide to be triple-accredited.

# Why choose the Master in International Food & Beverage Management?

## INTERNATIONAL EXPERIENCE

1-year full time postgraduate programme across 2 Countries; full English track:

- Direct experience of the Food & Beverage sector studying **across Italy and France, territories of excellence** with a wealth of unique products and successful entrepreneurs
- Comparisons between a multitude of cultures and managerial styles thanks to ESCP Europe's **global faculty**, an **international class mix** and a large **corporate network**



## BUSINESS LINKS

Strong **partnerships** with **leading companies** in the Food & Beverage industry:

- **Corporate network** involvement at each step of the learning experience, through seminars, consultancy projects, company experiences, internships and career days (e.g. Barilla, Granarolo, Lavazza, Cameo, Frescobaldi, Roederer, Danone, Château de Pommard)
- **Testimonials:** The entrepreneur's point of view on how to develop potentially successful ideas, tips and tricks from Food and Beverage experts, professional talks on how to improve your personal network.



## THEORY MEETS PRACTICE

**Interactive** and **practical methodology** to enhance the learning experience in this vast and complex industry:

- **Company Experiences:** more than 20 days of company experiences, meeting top managers and tasting products in beautiful territories like Piedmont, Tuscany, the Italian Food Valley (Parma, Modena, Reggio Emilia) and the Champagne Region (e.g. Armani Hotel, Cantine Frescobaldi, Ladurée, Lurisia, Roederer and many others)
- **Consultancy Project:** professional project carried out in collaboration with companies by multicultural groups of five students
- **“Chef for a week” at ALMA International School of Italian Cuisine in Parma:** participants will experience being a Chef for one week, and learn directly from great culinary masters how to manage complexity and unleash creativity.



What will I study?

## Structure, content, methodology

Students can also obtain the German Master of Science Degree by choosing to study an extra 6 months in Berlin.



### 1<sup>st</sup> TERM

**TURIN**

- Opening module
- Financial Accounting in Food & Beverage
- Marketing Principles in Food & Beverage
- Managing International Teams
- Managerial Economics: micro foundations in F&B
- Corporate Strategy: successes, failures and challenges in the F&B industry
- Effective Communication
- Marketing Planning & Communication Management

### 2<sup>nd</sup> TERM

**TURIN**

- Customer experience and market research
- Understanding Food and Beverage's Financial Challenges
- HR Management & Cross-Cultural Dynamics in F&B
- Sales Management in F&B
- International Business Law and food regulations
- Start-up in F&B
- Digital Strategy for F&B
- Customer Value Management

### 3<sup>rd</sup> TERM

**PARIS**

- Supply Chain & Operations in the F&B industry
- Negotiations in an Intercultural Context
- Luxury in the F&B Industry
- Trade, Retail & Category Marketing in the F&B industry
- Marketing of Innovations and New Product Development
- Sustainability and Risk for F&B Companies

### THESIS

### INTERNATIONAL INTERNSHIP

The school provides Career Office Services such as: CV seminars, One-to-one coaching; Social media strategy for career success, Career days featuring international companies; one per campus, open exclusively to ESCP Europe students, dedicated newsletter and intranet service, networking events with Alumni and Managers.

..... September

**TURIN**

**1° Term**

..... December

**TURIN**

**2° Term**

..... April

**PARIS**

**3° Term**

..... June

..... Thesis

..... International  
Internship

..... December

# Who applied?

## Student profiles

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**63%** international students, **11** nationalities  
**67%** women, **33%** men

### Class of 2017 background



## Career opportunities

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Some examples of your future career:

- Marketing Manager
- Brand Manager
- Product Manager
- Food & Beverage Department Manager
- International Regional Manager
- Communications Manager
- Export-Import Manager
- Entrepreneur
- Supply Chain Manager
- Product and Business Developer

## Testimonial

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### Alliana Bovell, Jamaica

Msc in International Food&Beverage Management Class of 2016

“ Before starting this Master at ESCP Europe, I hoped that it would give me an insight into the F&B industry before I dived head first into it. I knew I wanted to become a Restaurateur, but I had no real knowledge of how to go about doing that. This programme was what I needed to help me reach my career goals. Moreover, I had also hoped that I would not only learn about F&B Management from my professors and experts in the field, but that I would learn from my peers around me. Meeting people from different cultures, and traveling to some of the best and most beautiful places in the world, to learn together and from each other was my highest expectation, and the most fulfilled.”



# Who should apply?

## Requirements

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- A Bachelor or Master Degree in any field of study
- Fluency in English (a second foreign language is a plus)
- Previous work experience in the Food & Beverage sector is a plus
- Real motivation to join the Master and for a high-level career in this industry

## Admission Process

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The admission process is divided into 3 steps:



### APPLICATION ON-LINE

Online Application at:  
<https://aurion.escpeurope.eu>



### PROFILE REVIEW

TOEFL\* or IELTS\* scores &  
GMAT scores



### PERSONAL INTERVIEW

Personal interview if eligible

OR

ESCP Europe written tests:  
SHL online test + English tests

\*Minimum C1 level.

A valid English certification is needed for all applicants that do not intend to do the personal interview on campus.

## 2018 Tuition fees

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€25.500

Tuition fees cover all lessons and materials as well as "Chef for a Week" in the Italian Food Valley, all company visits in Piedmont, Tuscany and the Champagne Region for a total of more than 20 days, consultancy projects, speeches and all other highly interactive activities.

## Admission Contact

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**European Business Schools**  
Ranking