



**ATENEO DE MANILA UNIVERSITY**  
GRADUATE SCHOOL OF BUSINESS

Memo to : AGSB Students

Memo from : (sgd.) Jowett Cecilio F. Magsaysay, MBA, PhD  
Dean

Date : 06 March 2026

Subject : ESSCA Summer Exchange Program 2026  
Memo No. AGSB-DO-2526-038

I am pleased to announce that the ESSCA Summer Exchange Program 2026 is now open for application.

Below are the pertinent details of the program:

<b>Campus</b>	<b>Inclusive Dates</b>	<b>Courses of Study</b> <i>(Choose only 1 pairing)</i>	<b>Slots Available</b>	<b>Mode</b>	<b>Credits</b>
ESSCA Budapest, Hungary	22 June to 27 July 2026	Pairing 1: Marketing & Leadership <ul style="list-style-type: none"> <li>Human-Centered Management and Leadership</li> <li>Economics and Business Opportunities between Europe and Asia</li> </ul> View <a href="#">Syllabi</a> View <a href="#">Brochure</a> Pairing 2: Seize EU-Asia Opportunities <ul style="list-style-type: none"> <li>International Marketing and Logistics</li> <li>Self-leadership</li> </ul> View <a href="#">Syllabi</a> View <a href="#">Brochure</a>	Tuition-waived*: 2  Tuition-paying**: 10  <i>*Students will not pay ESSCA tuition fees but will pay Euros 55 administrative fee and also pay the tuition and fees in AGSB to credit ESSCA courses to two 3-unit elective courses.</i>  <i>**Tuition-paying will pay both ESSCA and AGSB tuition and fees. ESSCA tuition fee is Euros 1,500.</i>  <i>Students for both tuition-waived and fee-paying are to arrange and pay for their visa, airfare, accommodation, and living expenses estimated at Euros 3,000.</i>	Face-to-face	6 units of GSB elective

Campus	Inclusive Dates	Courses of Study (Choose only 1 pairing)	Slots Available	Mode	Credits
ESSCA Paris, France Campus	15 June to 03 July 2026	Pairing 1: Luxury Branding <ul style="list-style-type: none"> <li>• International Luxury Marketing</li> <li>• Creativity and Sustainability in Fashion</li> </ul> View <a href="#">Brochure</a> View <a href="#">Syllabi</a>	Tuition-waived*: 2  Tuition-paying**: N/A  <i>*Students will not pay ESSCA tuition fees but will pay Euros 55 administrative fee and also pay the tuition and fees in AGSB to credit ESSCA courses as two 3-unit elective courses.</i>	Face-to-face	6 units of GSB elective
		Pairing 2: Global Leadership <ul style="list-style-type: none"> <li>• Cultural Intelligence: Leveraging our differences to unite us</li> <li>• Designing the Future: Strategy and Foresight in Uncertain Times</li> </ul> View <a href="#">Brochure</a> View <a href="#">Syllabi</a>	<i>For ESSCA Paris Campus participants are to arrange and pay for their visa, airfare, accommodation, and living expenses estimated at Euros 4,000.</i>		

Application is open for students who are:

1. Currently enrolled
2. With excellent academic standing, i.e. QPI not lower than 3.6500
3. Finished at least 3 core courses for MM, Regis, and Health tracks
4. Finished at least 8 courses for Standard track including the 5 pre-MBAs

The selection process will be based on cumulative scores from academic standing, student leadership, management roles, and professional accomplishment.

This is not open for alumni or students who have finished all academic requirements of their MBA Program to date.

Students who cannot be allowed by their company/organization to be away during the duration of the program are discouraged from applying.

Qualified students may fill out this [google form](#) on or before 5:00 pm on **Friday, 13 March 2026**.