

Sales 4.0 - Master in International Sales Management

ESCP Business School Berlin
Master of Science



Overview

Become an expert for the most fundamental and important activity of any business in times of digital transformation and increasing competition

Many of today's best career opportunities are international, enhanced through the digitization of the business world. As more and more companies go global, it's getting harder to be successful without cultural intelligence. This may be especially true in sales. Therefore, learning how to build close relationships with colleagues and customers from a multitude of different cultures is becoming a core sales and marketing competency.

As a student in Berlin and Paris, two of Europe's most vibrant, multicultural cities, studying with students from many different countries, and taught by ESCP's global faculty, you won't have to wait to start your international career.

The art of sales is also undergoing a deep transformation due to digitalization. Words such as artificial intelligence, big data, the Internet of things, social media, to mention a few, have become and will continue to be staples in salespeople's lives.

By the time you are finished with this two-year, full-time programme at one of the world's most European and international business schools, you will have already worked in a multinational setting, and gained the knowledge and skills you need to succeed as an international sales and marketing manager both in a globalized and digitalized world.

About ESCP's MSc

The choice of a full-time MSc corresponds to a professional project and gives young graduates and young managers a combination of high-value skills sought by recruiters. This programme provides academic expertise and presentation of the best professional practices. Our goal is to train experts who will be rapidly able to progress in a globalized world. Choosing a "Full-Time Intensive" format allows, at the end of a short and dense tuition, to have an immediate access to decision-making leadership positions.

Entry Level: Bachelor degree (180 ECTS)

ECTS: 120

Duration: 2 years (fulltime)

Language: English



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Programme

The Curriculum

Term 1

The first term of this master programme, which takes place on ESCP's Berlin campus, will give you a general understanding of sales techniques, markets and customers. You will have courses on marketing, consumer behaviour, market insights & data analytics and learn further critical sales skills such as negotiating and pricing.

Term 2

In your second term in Berlin you will focus on sales force management and cross-cultural selling, as you develop new skills in quantitative electives such as financial reporting and managerial accounting. Latest advancements and the impact of artificial intelligence (AI), big data, social media, and the Internet of Things on the sales function will also be discussed.

Term 3

During the third term, which takes place in Paris, the curriculum will focus on fields of channel and distribution management as well as on international marketing and trade. Topics such as international channel management & retailing 4.0, digital supply chain management, international marketing decisions and international law of distribution will be addressed.

Term 4

For the start of the second year (term 4) you will return to Berlin campus. As a preparation for your MSc thesis, research methods will be taught, while classes on Management of change & organizational behavior will provide you with the necessary skills to succeed in an International environment. Electives with a strategic dimension as well as a company consultancy project will complete this term.

Term 5 & 6

At the end of your studies (term 5 & 6), you will spend one term writing a thesis on a sales-related topic and during the final term, you will do an internship anywhere in the world - your first rung on the ladder of an international business career.

Course Modules

- Sales Techniques (e. g., Selling & negotiations, pricing)
- General (e. g., electives, markets & customers)
- Sales Force Management (e. g., Leadership)
- Channels & Distribution (e. g., International channel management & retailing 4.0)
- International (e. g., international marketing)
- Research (e. g., Master Thesis)

Company Consultancy Projects - Experiential learning

You will accomplish a Company Consultancy Project during the MSc in International Sustainability Management programme, which allows you to put into practice the concepts acquired in the classroom. The projects provide students with collaborative and intercultural work experience on a case provided by a company.

In groups of 4-5, students are expected to perform an in-depth analysis and make recommendations for actions that can realistically be implemented by the company. At the heart of the programme, the Company Consultancy Projects are a key element of the programme that enables students to get to know a sector or a specific function. They require significant commitment and focus from the students.

Skills improvement

Through the Company Consultancy Project, students learn how to work efficiently as a team and hone their skills in:

- Project Planning and management
- Data collection and analysis
- Development of hypotheses and recommendations
- Customer service
- Public speaking and presentations

Throughout the project, tutoring is provided by an ESCP professor. Students learn how to approach an issue with a critical mindset, and how to react swiftly in unexpected situations with a creative and open-minded attitude.

Examples of partner companies and company consultancy projects

- BBVA, BNP Paribas, Capco, Deloitte, Indra, Porsche Design, Eaton, IBM ...
- Development of a CSR strategy, Development of an innovative B2B online portal, Study of business intelligence, Valvetrain footprint optimisation ...

Career Prospects

Careers

Global business is big and getting bigger all the time. In 1950, cross-border trade represented about 20% of global production. Today, it's over 50%. As a graduate with a SALES 4.0 - Master in International Sales Management degree from ESCP, you'll be well placed to take a position as an international sales executive for a multinational company, an international key account manager, or a country sales director.

The Careers Service

- **Prepare your Career Plan:** The Careers Service team supports you in preparing a well-structured Curriculum Vitae and cover letter in order to increase your chances of making an impression on companies. In addition, careers support also provides you with a structured method and process to prepare a plan, in order to start and build an effective job-seeking strategy.
- **Job Fairs and Recruitment Day:** Of particular relevance are the Job Fairs and Recruitment Days organised by the ESCP Careers Service on each campus. Students are welcome to attend the job fairs on any of ESCP's campuses, no matter the current study location. Thanks to these large events you have the opportunity to directly get in touch with HR and managers of leading companies.

What companies say

- "Both the regional as well as the global need for salespeople will increase sharply in the next few years. One reason for that is that products are converging more and more from their substance and it is becoming increasingly important to have differences explained by an appropriately qualified salesperson and familiarise the customer with them - online, offline or by a combination of both." - Dr. Gregor MATTHIES, Partner at Bain & Company
- "To me, the International Sales Management course is a good choice because it combines practical sales skills with a sound academic education. At the same time, the Master places emphasis on relationship skills and has a very strong international connection, which is important for the future in the field of sales." - Jochen BÖRINGER, Partner at McKinsey & Company

Admission

Requirements

- A Bachelor degree with a minimum of 180 ECTS from a state accredited institution of Higher Education i.e. university
- A university background preferably in economics, social or natural science, or engineering
- (Students from a non-business/economics background are required to participate in a preparatory course prior to the start of the programme. This course includes the fields Accounting, Marketing, Finance, Economics and Controlling)
- Fluency in English: TOEFL, TOEIC or IELTS scores or English test on campus
- Work experience not required (if given, maximum 2 years)

Admission step 1 - Application Form

To apply for the SALES 4.0 - Master in International Sales Management programme, you must submit the following documents:

- Letter of motivation (half page)
- Photocopy of passport or identity card
- Your resume (curriculum vitae)
- Transcripts of records of all years of higher education (certified copies) and current weighted average mark and/or expected final grade
- Bachelor degree - if you hold it already - original or certified copy

Admission step 2 - online tests and personal interview

Candidates who have successfully passed the background evaluation will be invited to the online Admission Day. The Day consists of:

- Online deductive and numerical logic test (you will find more information and examples [here](#))
- Individual interview
- English test (written, oral)
- Applicants whose first language is English or who provide the result of a standardized language test not older than two years are exempt (TOEFL written 600; TOEFL IBT 100; TOEFL computer based 250; IELTS 7)

Admission step 3 - confirmation

Candidates will be admitted on a rolling basis.

