

# MAKE THE POSSIBLE HAPPEN

Avec aujourd'hui 800 points au TOEIC  
ou au plus tard en septembre 2020  
**OBTENEZ UN DOUBLE DIPLÔME**

## EN ALTERNANCE

3 semaines en entreprise  
1 semaine à l'ESA



### MANAGER DE L'ASSURANCE

Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles (Code NSF 313 m - Arrêté du 31 janvier 2018 J.O. du 8 février 2018)

**WHICH OFFERS 490 HOURS  
OF COURSES IN FRENCH**

### MASTER OF SCIENCE IN INTERNATIONAL INSURANCE MANAGEMENT

with Coventry University

**WHICH OFFERS 449 HOURS  
OF MODULES IN ENGLISH**

# L'École Supérieure d'Assurances

L'ÉCOLE SUPÉRIEURE D'ASSURANCES fondée en 1980, est un établissement d'Enseignement Privé Technique et Supérieur.

L'ESA est une Association Loi de 1901 administrée par un Conseil d'Administration. Ses orientations pédagogiques sont fixées par les Conseils de Perfectionnement et Scientifique de l'ESA. La formation dispensée à l'ESA repose, dans le nouveau contexte technologique des activités de l'assurance marqué par le développement du digital, sur les disciplines suivantes : l'assurance, la bancassurance, l'économie, la finance, le droit, le marketing, les techniques de management.

## PARTENARIAT RENASUP - ESA

L'ESA et RenaSup, qui regroupe 525 établissements et 70 000 étudiants, ont engagé un partenariat permettant des opérations croisées. Ainsi des titres RNCP de l'ESA peuvent être déployés au sein des établissements RenaSup et l'ESA bénéficie d'un certain nombre de conventions cadres passées par RenaSup pour des développements de formations nouvelles telles que celles engagées avec Coventry University.

Ce partenariat repose sur un constat de convergence de valeurs dans l'approche de la formation de jeunes. Il s'organise dans le cadre d'un comité de pilotage commun.

## A school turned to International

Thanks to its partnership with Coventry University London, ESA integrates the international dimension into its curriculum.

Coventry University's logo is the mythical phoenix, a creature that is symbolic of how the University was rebuilt following its destruction in World War II.

Coventry University is one of the top-rated universities for working with business and is proud to be seen as a 'business-facing' University. To make sure that students maintain a leading edge and get the best possible business experience, Coventry University London has been launched in the heart of the financial district in 2010 to offer dynamic, industry-relevant degree courses, equipping students with the knowledge and key skills required to operate successfully in a global business environment.

It also holds a Teaching Excellence Framework Gold rating for teaching excellence. They currently have 12 000 international students from 130 countries in four sites across the country.

Coventry University is a forward looking, modern University with a proud tradition as a provider of high quality education. Coventry is ranked 13 in the Guardian University Guide 2019, and is the UK's top New University in the Complete University Guide 2018.



**L'ÉCOLE SUPÉRIEURE D'ASSURANCES A POUR VOCATION, DEPUIS QUARANTE ANS, DE FORMER LES FUTURS SPÉCIALISTES DE L'ASSURANCE.**

En rapport étroit avec le monde professionnel et les recruteurs, l'ESA adapte constamment ses formations aux évolutions des métiers et missions de la filière Assurances et Bancassurance.

Pour satisfaire à ses objectifs, l'ESA propose plusieurs niveaux de formations :

- **BTS Assurance**, Diplôme d'État de Niveau 5,
- **Bachelor Assurance & Banque** et son titre Chargé. e de Clientèle Assurance et Banque Titre de niveau 6 inscrit aux Répertoires nationaux,
- **Manager de l'Assurance**, Titre de Niveau 7, inscrit au RNCP,
- **Manager des Risques et des Assurances de l'Entreprise**, Titre de Niveau 7, inscrit au RNCP,
- **Expert.e en Ingénierie Patrimoniale**, Titre de Niveau 7, inscrit aux Répertoires Nationaux.
- **Responsable Rémunération globale et Avantages sociaux**, Titre de Niveau 7, inscrit aux Répertoires Nationaux.

L'École Supérieure d'Assurances affirme clairement ses objectifs envers chaque étudiant : réussir sa formation diplômante, réussir sa carrière professionnelle.

**PATRICE MICHEL LANGLUMÉ,  
DIRECTEUR PÉDAGOGIQUE DE L'ESA**

## Architecture des études à L'ESA

1<sup>re</sup> et 2<sup>e</sup> ANNÉES

**BTS ASSURANCE** <sup>(1)</sup> ①  
1<sup>re</sup> ET 2<sup>e</sup> ANNÉES (Diplôme d'État)

3<sup>e</sup> ANNÉE

► **CHARGÉ. E DE CLIENTÈLES EN ASSURANCE ET BANQUE**  
Titre de Niveau 6, enregistré aux Répertoires Nationaux des Certifications Professionnelles

► **EUROPEAN BACHELOR OF SCIENCE IN BUSINESS**  
**SPÉCIALITÉ INSURANCE AND BANKING** (Accrédité E.A.B.H.E.S.) <sup>(2)</sup> ①

4<sup>e</sup> ANNÉE

**MANAGER DE L'ASSURANCE**  
1<sup>re</sup> ANNÉE ②

**MANAGER DE L'ASSURANCE & MASTER OF SCIENCE IN INTERNATIONAL INSURANCE MANAGEMENT**  
1<sup>re</sup> ANNÉE ②

**MANAGER DES RISQUES ET DES ASSURANCES DE L'ENTREPRISE**  
1<sup>re</sup> ANNÉE ②

**EXPERT(E) EN INGÉNIERIE PATRIMONIALE**  
1<sup>re</sup> ANNÉE ② <sup>(1)</sup>

5<sup>e</sup> ANNÉE

► **MANAGER DE L'ASSURANCE**  
2<sup>e</sup> ANNÉE ②  
Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles

► **EUROPEAN MASTER OF SCIENCE IN BUSINESS**  
Spécialité Insurance Manager (Accrédité E.A.B.H.E.S.) <sup>(2)</sup>

► **MANAGER DE L'ASSURANCE & MASTER OF SCIENCE IN INTERNATIONAL INSURANCE MANAGEMENT**  
2<sup>e</sup> ANNÉE ②

► **MANAGER DES RISQUES ET DES ASSURANCES DE L'ENTREPRISE**  
2<sup>e</sup> ANNÉE ②  
Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles

► **EUROPEAN MASTER OF SCIENCE IN BUSINESS**  
Spécialité Risk Management & Insurance (Accrédité E.A.B.H.E.S.) <sup>(2)</sup>

► **EXPERT. E EN INGÉNIERIE PATRIMONIALE**  
2<sup>e</sup> ANNÉE <sup>(1)</sup> ②

► **EUROPEAN MASTER OF SCIENCE IN BUSINESS**  
Spécialité Financial Planning (Accrédité EABHES) <sup>(2)</sup>

► **EUROPEAN FINANCIAL PLANNER**  
(Accrédité E.F.P.A.) <sup>(3)</sup>

### ALTERNANCE

L'organisation des études à l'École Supérieure d'Assurances donne la possibilité aux étudiants qui le désirent d'effectuer leur formation en travaillant au sein d'une entreprise.

### RYTHME DE L'ALTERNANCE

- ① Une semaine à l'École, l'autre semaine en entreprise.
- ② 1 semaine à l'École, 3 semaines en entreprise.

<sup>(1)</sup> Pour plus d'informations, nous demander la brochure spécialisée.

<sup>(2)</sup> E.A.B.H.E.S: Titre Européen délivré par The European Accreditation Board of Higher Education Schools (Collège Européen d'Accréditation des Universités et des Grandes Écoles).

<sup>(3)</sup> E.F.P.A. : European Financial Planning Association.

## How to obtain TOEIC 800 points for September?

Entering a new study environment can be challenging, not only in terms of language, but also in adjusting to a new academic culture which may be very different to what you are used to.

Coventry University London leads Pre-Sessional English courses which will help prepare you in both of these areas, so that you can meet the demands of the academic course you wish to follow, International Insurance Management.

The pre-Sessional English is a full-time course designed to:

- Ensure you meet the minimum language requirements needed for MSc International Insurance Management.
- Assist you in being able to work independently during your studies.

You will have lessons focusing on:

- Reading and writing – you will learn how to write in an appropriate academic style, how to read more effectively and how to incorporate sources that you read in your writing.

- Speaking and listening – you will develop your lecture listening skills and practice note-taking techniques. You will also learn how to give a successful academic presentation and how to participate in seminar discussions.
- Study skills – you will learn much-needed study skills such as time management, referencing, avoiding plagiarism and critical thinking.
- English in your subject – you will study and practice the specific subject language of your chosen degree area in preparation for your course.
- Pre-Sessional English course will last 5 weeks from 10 July 2020 to September 2020 for the amount of £ 1,575.

## Why a Master of Science in International Insurance Management?

The MSc in International Insurance Management in collaboration with Coventry University London aims to train managers to perform effectively in a variety of roles irrespective of the location the company operates in globally.

The MSc in International Insurance Management operate within profit centres or business units internationally. By performing an analytical function, they identify core influential actors and systems, as well as monitor and analyse geopolitical news. They develop strategies that consider local legislative, cultural and socio-economic contexts.

As strategists and a managers, they are particularly mindful of the changing digital environment, when implementing strategies and choosing operational tools.

International Insurance Managers solicit and mobilize a network of business actors – intermediaries, agents, franchise distributors, suppliers – to optimize the competitiveness and operating costs across the range of business functions.

Being responsible for the outcome, they focus on the growth of the turnover and generation of a margin, what is achieved by interrogation of the financial documents and business accounts.

International Insurance Managers control the international functions, coordinate, and supervise the administrative and operational resources, including HR.

Spokesperson, referent and representing his organization, he conveys – by demonstrating good communication skills – a positive image and quality of the company to the various interlocutors.

Depending on the companies in which it operates, the following job titles may be used. Manager of a Business Unit, International Account Manager, Area Manager, Market Manager. Sometimes the functions occupied by the International Manager take on a particular color, highlighting a more specific expertise or field of action: business development, marketing and sales management in an international context, e-commerce, financial management, management operational (purchasing, supply chain), project management.

## Why Manager de l'Assurance?

Insurance Manager, Title RNCP Level 7, is a specialized training in insurance, focusing on professional integration. Indeed, Insurance Manager responds to the needs of insurance companies through a thorough education of the insurance business. Management, Marketing, Digital, Human Relations, English language proficiency complete this training. In the Insurance Manager curriculum, the digital transformation of insurance companies is studied at length as it is an effective approach to retain policyholders and thus have a considerable impact on the profitability of companies.

The diversity and solidity of its teaching have allowed this training to be registered in the National Directory of Professional Certifications (Level 7) in 2007 and to be renewed in 2018 by the National Commission for Professional Certification.

Thus, Insurance Manager trains general insurance executives, with a global vision of insurance issues and able to adapt to changes in their environment.



# Modalités de sélection à l'entrée de Manager de l'Assurance & MSc International Insurance Management



Le dossier de candidature est examiné dans la quinzaine suivant sa réception par un jury composé du Directeur Pédagogique et du Responsable du cursus de l'ESA, qui prononce l'admissibilité au cursus Manager de l'Assurance ou le refus.

Les candidats admissibles sont convoqués pour passer un entretien avec la Responsable du cursus après avoir effectué un test en ligne. À l'issue de l'entretien, le candidat est déclaré admis ou non. Les résultats sont communiqués par courrier, au plus tard 8 jours à l'issue de l'entretien.

## LA CONFIRMATION D'INSCRIPTION

Elle s'effectue en versant les frais de sélection. Pour les étudiants en cours de Licence, les admissions peuvent être prononcées sous réserve de l'obtention des Titres, lors des sessions d'examen (juin-septembre). En cas d'annulation motivée par l'échec à un examen nécessaire pour être admis au double cursus Manager de l'Assurance/MSc International Insurance Management, l'admission est considérée comme annulée et les frais de sélection intégralement remboursés.

## Organisation des études

Le double cursus Manager de l'Assurance/MSc in International Insurance Management se déroule en alternance, sur deux années, 1 semaine à l'ESA, 3 semaines en entreprise.

- 10 modules sont dispensés en anglais pour un total de 449 heures,
- 4 modules sont dispensés en français pour un total de 490 heures.

### LA CAPACITÉ PROFESSIONNELLE EN ASSURANCE POUR L'EXERCICE DE L'ACTIVITÉ DE L'INTERMÉDIATION EN ASSURANCES

Les cinq unités du programme sont dispensées aux étudiants inscrits et totalisent 150 heures de cours et d'évaluations en e-Learning :

- **UNITÉ 1 :** Les savoirs généraux
- **UNITÉ 2 :** Les assurances de personnes (1) - Incapacité - Invalidité - Décès - Dépendance
- **UNITÉ 3 :** Les assurances de personnes (2) - Assurance-vie et capitalisation
- **UNITÉ 4 :** Les assurances de personnes (3) - Les contrats collectifs
- **UNITÉ 5 :** Les assurances de biens et de responsabilité.

Pour être certifié, il faut obtenir une note supérieure ou égale à 10/20 au contrôle final de la Capacité professionnelle en assurance pour l'exercice de l'activité de l'intermédiation en assurances.

## Comment concrètement les deux formations s'articulent sur les deux ans

- Sauf exception, **les cours en anglais du Master "International Insurance Management" ont lieu le matin de 9 h 00 à 13 h 00 et les cours en français de "Manager de l'Assurance", l'après-midi de 14 h 00 à 17 h 00.** Les exceptions sont deux semaines entières en anglais pour le MSc International Insurance Management et quelques semaines supplémentaires entières en français pour "Manager de l'Assurance" pour combler l'écart entre 4 heures le matin en anglais et trois heures seulement en français, l'après-midi.

- Le programme de "Manager de l'Assurance" a été scindé en deux mais continue à ne faire qu'un, soit le cursus "Manager de l'Assurance" qui se fait en deux ans en contrat de professionnalisation, ce qui vous permet d'obtenir gratuitement le Master "International Insurance Manager" de Coventry University.

### Ceci a été rendu possible en basculant :

- Les cours de management, marketing, finance, relations humaines de "Manager de l'Assurance" pour les enseigner en anglais au sein du Master "International Insurance Management".
- Les cours spécifiquement assuranciers, notamment le Module "Gestion de Patrimoine" en 1<sup>re</sup> année et le Module "Les Risques de l'Entreprise" en 2<sup>e</sup> année sont enseignés en français comme auparavant au sein du Titre "Manager de l'Assurance".
- Les épreuves finales écrites en français de "Manager de l'Assurance", à l'exception de l'épreuve d'anglais, doivent être passées par les étudiants du double cursus, elles portent sur les enseignements communs aux deux cursus. Par contre, seule l'épreuve du Grand Oral en français est maintenue pour les étudiants du double cursus mais elle portera uniquement

sur les enseignements en français et les questions d'actualité.

- Le projet d'entreprise de MSc International Insurance Management se fait à travers les nombreux *case studies groups* de "International Insurance Management".
- La thèse professionnelle de "Manager de l'Assurance" est la "dissertation" de "International Insurance Management".
- Une exception: les étudiants qui suivent le double programme "International Insurance Management" et "Manager de l'Assurance" sont dispensés de suivre les modules "Chef de Projet Digital Marketing dans l'Assurance" en 1<sup>re</sup> et 2<sup>e</sup> années, compte tenu des travaux de recherche spécifiques au Master "International Insurance Management". **Ils peuvent cependant décider de suivre ces modules mais ils seront alors notés comme les étudiants pour lesquels ces cours sont obligatoires.**



## YEAR 1

**1. MANAGERIAL AND INSURANCE FINANCE**

The aim of this module is to explore key accounting and finance practice and the associated decision making tools within insurance organisations. It will cover the nature of accounting and finance tools used in accounting for insurance organisations performance. Accounting for Insurance companies has some different rules compared to normal business organisations and it is the aim of this module to expose students to this different accounting treatment of insurance organisation activities.

Drawing on the disciplines of financial and management accounting, this module will enable students to gain an appreciation of the type of financial information that is routinely produced by Insurance organizations for both internal and external use. The module will use a wide range of business scenarios and apply relevant accounting techniques to critically evaluate and interpret financial information.

**The units on this module are titled**

1. Understand and explain the role of various functions of an insurance organisation
2. Describe the role of other functions within Insurance organisation
3. Accounting principles and practice and their application
4. Main characteristics of Insurance company accounts
5. Analysing Insurance business using financial ratios
6. Interpret insurance company accounts using ratios
7. Analyse the financial strengths of Insurance companies
8. Explain the role of rating agencies
9. Explain regulatory solvency requirements
10. Corporate governance in international insurance sector

**Teaching**

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

**Assessment**

The intended learning outcomes will be assessed as follows:

- Group coursework based on case study - where students are asked to evaluate the performance of an insurance organisation and provide an individual recommendation to its enhancement (2,500 words & 450 words).
- Closed book end of term examination (2 hours).

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed coursework components.

**2. INTERNATIONAL CORPORATE STRATEGY IN INSURANCE**

International Corporate Strategy in Insurance is one of the core modules on the MSc International Insurance Management course. The module challenges concepts of strategy, its scope, purpose and outcomes and provides a practical outline of a number of different approaches to corporate strategy in the insurance industry. No single approach to strategic management is appropriate for all insurance organizations in all situations. To be effective, strategic managers need to know the strengths and weaknesses of each approach and recognize where and how to apply them.

The module aims to provide an understanding of the application of principles of strategic management within insurance organizations in a wider economic and regulatory setting, while seeking to specifically identify the strategic issues that European insurance organizations currently face. With many crucial strategic decisions being difficult to implement in practice, the module will look at the reasons for this and give the students the opportunity to consider real practical situations from the organizations they are placed in. The module highlights the international scope of corporate strategy, the globalization of technologies and markets, and looks at the role of strategic alliances and international collaborations in establishing and nurturing competences for the achievement of strategic advantage in the insurance industry.

**The units in this module are titled**

1. Introduction to Corporate Strategy in insurance
2. Strategic Environment 1 - market and regulation
3. Strategic Environment 2 - competition and distribution
4. Capabilities 1: SWOT analysis
5. Capabilities 2: Strategic Drift and Cultural Web
6. Capabilities 3: actuaries' role in decision-making in insurance
7. Strategic Choices 1: customer segments, products
8. Strategic Choices 2: distribution and marketing
9. Strategic Choices 3: staffing and systems
10. Strategic choices 4: pricing and services
11. Alliances and partnerships

**Teaching**

The teaching of the module will comprise of lectures, workshops and self-guided study. Regular Formative feedback will facilitate students' understanding of the case studies aligned with weekly lectures and workshops.

**Assessment**

The intended learning outcomes will be assessed as follows:

- Group Presentation supported by an individual reflective report (equivalent to 1,800 words).
- Individual Report (3,500 words).

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed coursework components

**3. MARKETING IN A GLOBAL AGE**

Marketing in a Digital Global Age is one of the core modules of International Insurance Management course. This module analyses the nature of marketing, the core concepts, techniques and processes in application to international insurance organizations. Students will learn to appreciate the complexity of managing and application of marketing tools and applying theory in insurance practice, to assess the effectiveness of marketing, discuss some of the difficulties in implementing digital marketing as well as the general ethical issues that arise from its use. They will also appreciate how different aspects of marketing relate to and interact with each other.

The module has a strong focus on marketing of insurance services, managing relationships with customers in a global context, ICT and social media, and strategic brand management, ensuring students receive up-to-date information on key contemporary topics in global marketing. Furthermore, this module aims to facilitate students' understanding of applied marketing in a digital global economy. It seeks to develop students' critical analysis and understanding of digital marketing and social media tools in application to international insurance industry.

**The units in this module are titled**

1. The scope of Marketing
2. Target Markets, Positioning and segmentation
3. SWOT Analysis
4. Strategic Planning
5. Marketing in a Digital Economy
6. Digital Marketing Strategy
7. CRM, data and advanced analytics
8. Digital economy marketing business models
9. Competition among firms with different digital business models

10. Practices of leveraging crowds for innovation: crowdsourcing business models

#### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

#### Assessment

The intended learning outcomes will be assessed as follows:

- **Group debate** contemporary marketing/digital marketing/social media marketing issues in international insurance industry.
- Individual Marketing Plan for a new insurance product (4,000 words).

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

## 4. INTERNATIONAL PROJECT MANAGEMENT AND RISK IN INSURANCE

International Project Management and Risk module prepares students for managing organisational change through projects and ensuring that all risks are looked at. It focuses on projects involving major changes, including projects related to new insurance products, new operating systems, which will affect the targeted customers. Issues to do with risks that the organisation may face due to the strategy taken or changes to the market are also discussed in this module. This module takes a high level, critical and evaluative view of project management and risk emphasising managerial and strategic use of the tools and techniques of project management in insurance industry.

On completion of this module students will be able to synthesise and apply a variety of theoretical as well as practical concepts, principles and frameworks on which the project management knowledge systems are based, as well as implement effective methodologies, tools, techniques and risk frameworks applicable to managing contemporary projects in insurance sector. Students will demonstrate knowledge and understanding of traditional and emerging modes of application of project management philosophy in contemporary highly technological business environments. Students will also develop the skills to critically analyse, evaluate current project management, and risk practices in insurance organisations and offer competent suggestions for improvements of existing project management processes. Project management is a truly cross-functional discipline and, through their engagement with this module, students will develop their awareness of the interrelated nature and interdependence non-functional areas within

business. Further to this, this module equips students with an awareness of conceptual risk frameworks and how these are used to manage insurance businesses.

#### The units in this module are titled

1. An Introduction to Project Management in Insurance Industry
2. Defining Project and Project Success
3. Time Planning and Resource Scheduling
4. Cost Estimation and Computerised Planning of Project
5. Scheduling Costs and Resources
6. International Projects and controlling them
7. The interdependence of insurance and loss prevention decision
8. Managing Risk, Change and Conflict
9. Risk management and identification
10. Business loss exposures and risk control tools.
11. Project Evaluation and Closing Down

#### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

#### Assessment

The intended learning outcomes will be summatively assessed as follows:

- Group Project Presentation including peer assessment.
- Group Project Report & Individual Reflective Report (3,000 words & 750 words).

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

## 5. BUSINESS AND MANAGEMENT RESEARCH METHODS

Research Methods module will expose students to a different range of research philosophies, techniques and methodologies. The aim is to ensure that all students have a thorough understanding of the requirements to complete an original postgraduate level research project and to provide them with a range of research skills which are of contemporary relevance to the Insurance industry. As future managers, entrepreneurs or leaders all students are required to document their client, company or industry research while relying on appropriate and accepted procedures within the specific sector and management academic community in general. This module introduces students to the major theoretical perspectives, research strategies, and associated methodologies of management research within the context of insurance organisations. This module aims to provide students with an understanding of the major philosophical issues in relation to a specific

sector, enabling students to identify the quality and characteristics of both qualitative and quantitative approaches to conducting research. Students will be able to identify which theoretical perspective is appropriate to research the dissertation problem under consideration and to develop the theoretical foundation appropriate for the research problem. They will understand the differences between primary and secondary data collection and how to collect/collate data and analyze and interpret it depending on the nature and characteristics of the research. Students will learn how to plan, organize, present and write-up a research proposal for a dissertation and understand how to structure and present a dissertation.

#### The units in this module are entitled

1. Introduction to Business and Management Research
2. Developing a Research Topic
3. Doing a Literature Review
4. Business Research Design, Methodological Approaches, Methods, and Tools
5. Poster Presentation
6. Collecting and Analysing Qualitative Data
7. Data Collection - Quantitative Research
8. Collecting and Analysing Quantitative Data
9. Research Ethics
10. Writing up research proposal

#### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

#### Assessment

The intended learning outcomes will be summatively assessed as follows:

- Individual Poster Presentation
- Research Proposal (2,500 words).

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

## YEAR 2

## 6. LEADING IN A CHANGING WORLD

This module is about the nature of leadership in organisations. Leaders influence organisations, teams and individuals and facilitate the efforts of others to achieve goals. Leaders also influence the attitudes and actions of their stakeholders and their societies. To understand the role and abilities of a leader, we also need to explore the organisational context that leaders operate in. We need to recognise that the actions of the leader or

manager do not take place in isolation. Their actions will be influenced by their understanding of the combination of individual, group, organisational and environmental factors.

No single approach to leadership is appropriate for all organisations in all situations. Moreover, each approach has flaws and limitations. The key to any study of leadership is the question of leadership effectiveness. You will debate how to measure and evaluate the effectiveness of the role of the leader. We will be exploring how the changing nature of the formal organisation and globalisation has increased the complexity of the leader's role in organisations, especially in delivering the integration of different national and organisational cultures to deliver international business strategies in the insurance industry.

#### The units in this module are titled

1. Management and leadership
2. Managers' roles with the stakeholders
3. Leadership styles
4. National cultures, new generations and leadership
5. Ethics and trust
6. Vision, ambition and focus
7. Communication in a digital world
8. Coaching and collaboration
9. Power and delegation of authority
10. Planning and setting goals
11. Feedback & performance evaluation
12. Leading and Change
13. Developing as a Leader

#### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

#### Assessment

Formative assessment will be based on cases and group presentations.

The intended learning outcomes will be summatively assessed as follows:

- Group debate on leadership effectiveness
- Group debate on the complexity of the leader to deliver international business strategies.
- **Public word press blog** (equivalent to 3,700 words) to respond to a range of contemporary insurance themes.

\* *Students must include a link to their blog on the cover sheet of their submission – failure to do so will cause them to fail the assignment.*

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

## 7. BUSINESS ETHICS, REGULATION AND CORPORATE SOCIAL RESPONSIBILITIES

The aim of this module is to provide knowledge and understanding of basic insurance principles and how the legal principles relate to insurance contracts. The module goes further to look at international insurance industry environment in which the important commercial practice of insurance operates and the key elements to protect consumers. Emphasis is placed on English common law but, where appropriate, comparison with Continental and other legal systems is made. The module also considers the ethical issues that arise in the cause of insurance operations and what insurance firms are doing to promote ethics and take on their social responsibilities within the markets they operate in. The module helps students identify CSR issues, make informed decisions and communicate these to stakeholders. Finally, the module considers the regulation of insurance business, i.e. the legal relationship between the organisations, individuals operating in the international insurance market, the government agencies, and industry bodies that are responsible for supervising it, taking into consideration the changing environment in the sector as a result of disruptions coming from technology.

#### The units on this module are titled

1. Understand the essential elements of a valid contract
2. Define insurable interest and its features
3. Financial services regulatory requirements in relation to handling complaints
4. Principles of Good faith
5. Principles of indemnity and how it is applied to contracts in insurance
6. Contribution and subrogation, when and how it applies the sharing of claims payments
7. Insurance business and regulatory and legal requirements, including the business sourcebook
8. The case for CSR and against CSR, CSR Strategy and Self-regulation.
9. Consumer protection and dispute resolution
10. Understanding the Code of Ethics and the application of the principles

#### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

#### Assessment

The intended learning outcomes will be assessed as follows:

- Group coursework based on case study (2,500) words
- Closed Book End of term Examination (2 hours)

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

## 8. INTERNATIONAL HRM STRATEGIES

This module considers the economic and social factors that impact human resource management and employee relations within international insurance industry. Students will identify the human resource challenges and opportunities that organisations face. Students will evaluate HRM strategies and policies in international context. By applying theory to the real-life case studies there will be an opportunity to examine the challenges which insurance organisations face in managing their current and future work force. The module will build on students' existing level of knowledge of HRM practices to address the strategic imperatives in insurance organizations operating internationally. These will include the use of reward and talent management strategies to attract and retain employees. Students will also examine the business skills and abilities of leaders in human resource management to successfully deliver such strategies.

#### The units in this module are entitled

1. History of HRM
2. HRM practices
3. IHRM Context
4. Recruitment and selection of staff for international assignments
5. Diversity and equality
6. International training and development
7. Reward management
8. Performance management
9. Employee participation and engagement in host-country context

#### Teaching

The teaching of the module will comprise of lectures, workshops and self-guided study.

#### Assessment

The intended learning outcomes will be summatively assessed as follows:

- Individual report (3,500 words) evaluating HRM strategy of an insurance organisation operating in a global digital economy.

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework component.

## 9. INTERNATIONAL INSURANCE AND REINSURANCE ISSUES

This module aims to provide students with an

introduction to the main themes in international insurance from an operational context. In addition to reviewing the main actors, regulations and institutions and analysing global trends, students will also have the opportunity to engage in the technical and operational aspects of international insurance. The module aims to provide students with some of the necessary tools of international insurance underwriting management, to enable them to make valuable contributions to the workplace on the successful completion of their studies.

Understanding the structures and management of insurance organisations as well as the impact of regulatory issues on their management will underpin the module. Students would have the opportunity to examine the role of the main institutions regulating international business in insurance services. By analysing characteristics of different regions and countries, students would be able to determine the opportunities and challenges of comprehensively managing international insurance organisations across cultures.

#### The units on this module are titled

1. Module Introduction: Determinants of International insurance and corporate management
2. Reinsurance of insurers: purpose, forms, providers, regulation, optimization
3. The World Insurance markets:

- Multilateral and Regional collaboration with focus on EU and Lloyd's
- 4. Developing international insurance products: Procedures, Opportunities, Costs, Risks
- 5. Modes of Distribution in International insurance
- 6. Managing International Insurance programmes
- 7. Developing specific International Strategies: Political Risks, Takaful, micro-insurance
- 8. Ethics in International insurance
- 9. Elaborating an Articulate International Corporate Strategy

#### Assessment

The intended learning outcomes will be assessed as follows:

- Group Debate on current topic
- Business report: International Plan for the Board of Directors (4,000 words).

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

### 10. DISSERTATION

The dissertation builds on the research proposal developed in Business and Management Research module and provides an opportunity for students to develop

their specific interest in a subject area and to demonstrate an ability to undertake independent research. As ESA students are already placed in insurance organisations they benefit from a unique opportunity to research and offer recommendations to a real business problem. The module will culminate in a written dissertation of 12,000 words. During the process of working on their dissertation students will receive the support and guidance of a nominated supervisor who would be regularly meeting with them during the course of their research.

#### Teaching

There is no precise indicative content for individual dissertations. This will be agreed between the student and the supervisor and should be clearly and comprehensively aligned to the module learning outcomes. Detailed advice on dissertations is given in the 'Dissertation Guideline'.

#### Assessment

The intended learning outcomes will be summatively assessed as follows:

- Individual presentation (10 %)
- Written dissertation (12,000 Words)

#### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

## PROGRAMME MANAGER DE L'ASSURANCE

490 HEURES DE COURS EN FRANÇAIS

### MODULE 1

#### MANAGEMENT

- Révision les fondamentaux de l'Assurance
- Introduction au Management et à la transformation numérique de l'entreprise
- Management de l'entreprise d'assurance
- Assistance: assurance de demain
- Protection juridique
- Responsabilité civile
- Paysage juridique des entreprises en France

### MODULE 2

#### GESTION DE PATRIMOINE

- Environnement juridique et déontologique de la CGP
- Banque, bancassurance, les moyens de paiement, les différents types de crédit
- Mécanisme de la retraite: retraite du particulier et patrimoine social

- La gestion collective
- Droit fiscal et contrôle fiscal
- Droit immobilier
- Marché financier et technique de portefeuille
- La Dépendance
- Régimes patrimoniaux

### MODULE 3

#### SOLVABILITÉ, STRATÉGIE, INTERNATIONAL

- Analyse financière
- Solvabilité 2 et le rôle de l'actuariat
- Data Analyst
- Marketing management
- Big Data et objets connectés dans l'assurance
- Assurance à l'international (USA, Canada)
- Distribution dans l'assurance, animation d'une force de vente, évolutions et perspectives

- Assurance TAKAFUL
- Micro-assurance

#### Évaluation: Étude de cas

### MODULE 4

#### L'ENTREPRISE ET SES RISQUES

- Risk management
- Risque industriel
- Réassurance, titrisation, coassurance
- Responsabilité civile des entreprises
- Assurance construction et responsabilité des collectivités locales
- Lloyd's, Risques politiques
- Assurance transport: Terrestre, Maritime, Aviation
- Assurance RC des entreprises de transport
- Assurance-crédit
- Assurances collectives



# SCHEDULE 1<sup>st</sup> YEAR

AUGUST 2020 - JULY 2021												
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	
1 S	1 T	1 T	1 S F	1 T	1 F F	1 M	1 M	1 T	1 S F	1 T F	1 T	
2 S	2 W	2 F	2 M	2 W	2 S	2 T	2 T	2 F	2 S	2 W	2 F	
3 M	3 T	3 S	3 T	3 T	3 S	3 W	3 W	3 S	3 M	3 T	3 S	
4 T	4 F	4 S	4 W	4 F	4 M	4 T	4 T	4 S	4 T	4 F	4 S	
5 W	5 S	5 M	5 T	5 S	5 T	5 F	5 F	5 M	5 W	5 S	5 M	
6 T	6 S	6 T	6 F	6 S	6 W	6 S	6 S	6 T	6 T	6 S	6 T	
7 F	7 M	7 W	7 S	7 M	7 T	7 S	7 S	7 W	7 F	7 M	7 W	
8 S	8 T	8 T	8 S	8 T	8 F	8 M	8 M	8 T	8 S F	8 T	8 T	
9 S	9 W	9 F	9 M	9 W	9 S	9 T	9 T	9 F	9 S	9 W	9 F	
10 M	10 T	10 S	10 T	10 T	10 S	10 W	10 W	10 S	10 M	10 T	10 S	
11 T	11 F	11 S	11 W F	11 F	11 M	11 T	11 T	11 S	11 T	11 F	11 S	
12 W	12 S	12 M	12 T	12 S	12 T	12 F	12 F	12 M	12 W	12 S	12 M	
13 T	13 S	13 T	13 F	13 S	13 W	13 S	13 S	13 T F	13 T F	13 S	13 T	
14 F	14 M	14 W	14 S	14 M	14 T	14 S	14 S	14 W	14 F	14 M	14 W F	
15 S	15 T	15 T	15 T	15 T	15 F	15 M	15 M	15 T	15 S	15 T	15 T	
16 S	16 W	16 F	16 M	16 W	16 S	16 T	16 T	16 F	16 S	16 W	16 F	
17 M	17 T	17 S	17 T	17 T	17 S	17 W	17 W	17 S	17 M	17 T	17 S	
18 T	18 F	18 S	18 W	18 F	18 M	18 T	18 T	18 S	18 T	18 F	18 S	
19 W	19 S	19 M	19 T	19 S	19 T	19 F	19 F	19 M	19 W	19 S	19 M	
20 T	20 S	20 T	20 F	20 S	20 W	20 S	20 S	20 T	20 T	20 S	20 T	
21 F	21 M	21 W	21 S	21 M	21 T	21 S	21 S	21 W	21 F F	21 M	21 W	
22 S	22 T	22 T	22 S	22 T	22 F	22 M	22 M	22 T	22 S	22 T	22 T	
23 S	23 W	23 F	23 M	23 W	23 S	23 T	23 T F	23 F	23 S	23 W	23 F	
24 M	24 T	24 S	24 T	24 T	24 S	24 W	24 W	24 S	24 M	24 T	24 S	
25 T	25 F	25 S	25 W	25 F	25 M	25 T	25 T	25 S	25 T	25 F	25 S	
26 W	26 S	26 M	26 T	26 S	26 T	26 F	26 F	26 M	26 W	26 S	26 M	
27 T	27 S	27 T	27 F	27 S	27 W	27 S	27 S	27 T	27 T	27 S	27 T	
28 F	28 M	28 W	28 S	28 M	28 T	28 S	28 S	28 W	28 F	28 M	28 W	
29 S	29 T	29 T	29 S	29 T	29 F	29 S	29 M	29 T	29 S	29 T	29 T	
30 S	30 W	30 F	30 M	30 W	30 S		30 T	30 T F	30 S	30 W	30 F	
31 M		31 S		31 T	31 S		31 W		31 M		31 S	
<b>TOTAL</b>	21	63	35	42	28	35	35		56	56	49	
<b>MSc IIM</b>	0	35	35	24	16	20	20	20	20	32	20	0
<b>Manager de l'Assurance</b>	21	28	0	18	12	15	15	17	16	24	36	49

- Présence à l'ESA - Cours en Français journée entière Assurance
- Présence à l'ESA - Cours en Anglais journée entière
- Présence à l'ESA - 4h MSC (anglais) + 3h Assurance (Français)

# SCHEDULE 2<sup>nd</sup> YEAR

AUGUST 2021 - JULY 2022												
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	
1 S	1 W	1 F	1 M F	1 W	1 S F	1 T	1 T	1 F	1 S F	1 W	1 F	
2 M	2 T	2 S	2 T	2 T	2 S	2 W	2 W	2 S	2 M	2 T	2 S	
3 T	3 F	3 S	3 W	3 F	3 M	3 T	3 T	3 S	3 T	3 F	3 S	
4 W	4 S	4 M	4 T	4 S	4 T	4 F	4 F	4 M	4 W	4 S	4 M	
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6 F	6 M	6 W	6 S	6 M	6 T	6 S	6 S	6 W	6 F	6 M	6 W	
7 S	7 T	7 T	7 S	7 T	7 F	7 M	7 M	7 T	7 S	7 T	7 T	
8 S	8 W	8 F	8 M	8 W	8 S	8 T	8 T	8 F	8 S F	8 W	8 F	
9 M	9 T	9 S	9 T	9 T	9 S	9 W	9 W	9 S	9 M	9 T	9 S	
10 T	10 F	10 S	10 W	10 F	10 M	10 T	10 T	10 S	10 T	10 F	10 S	
11 W	11 S	11 M	11 T	11 S	11 T	11 F	11 F	11 M	11 W	11 S	11 M	
12 T	12 S	12 T	12 F	12 S	12 W	12 S	12 S	12 T	12 T	12 S	12 T	
13 F	13 M	13 W	13 S	13 M	13 T	13 S	13 S	13 W	13 F F	13 M	13 W	
14 S	14 T	14 T	14 S	14 T	14 F	14 M	14 M	14 T	14 S	14 T	14 T F	
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16 M	16 T	16 S	16 T	16 T	16 S	16 W	16 W	16 S	16 M	16 T	16 S	
17 T	17 F	17 S	17 W	17 F	17 M	17 T	17 T	17 S	17 T	17 F	17 S	
18 W	18 S	18 M	18 T	18 S	18 T	18 F	18 F	18 M	18 W	18 S	18 M	
19 T	19 S	19 T	19 F	19 S	19 W	19 S	19 S	19 T	19 T	19 S	19 T	
20 F	20 M	20 W	20 S	20 M	20 T	20 S	20 S	20 T	20 F	20 M	20 W	
21 S	21 T	21 T	21 S	21 T	21 F	21 M	21 M	21 T	21 S F	21 T	21 T	
22 S	22 W	22 F	22 M	22 W	22 S	22 T	22 T	22 F	22 S	22 W	22 F	
23 M	23 T	23 S	23 T	23 T	23 S	23 W	23 W	23 S	23 M	23 T	23 S	
24 T	24 F	24 S	24 W	24 F	24 M	24 T	24 T	24 S	24 T	24 F	24 S	
25 W	25 S	25 M	25 T	25 S	25 F	25 T	25 F	25 M	25 W	25 S	25 M	
26 T	26 S	26 T	26 F	26 S	26 W	26 S	26 S	26 T	26 T	26 S	26 T	
27 F	27 M	27 W	27 S	27 M	27 T	27 S	27 S	27 W	27 F	27 M	27 W	
28 S	28 T	28 T	28 S	28 T	28 F	28 M	28 M	28 T	28 S	28 T	28 T	
29 S	29 W	29 F	29 M	29 W	29 S		29 T	29 F	29 S	29 W	29 F	
30 M	30 T	30 S	30 T	30 T	30 S		30 W	30 S	30 M	30 T	30 S	
31 T		31 S		31 F	31 M		31 T		31 T		31 S	
<b>TOTAL</b>	14	49	42	35	35	35	35	35	49	49	42	
<b>MSc IIM</b>	0	0	20	20	20	20	20	20	20	28	12	0
<b>Manager de l'Assurance</b>	14	49	22	15	15	15	15	15	21	37	42	

- Présence à l'ESA - Cours en Français journée entière Assurance
- Présence à l'ESA - 4h MSC (anglais) + 3h Assurance (Français)

## QUE SE PASSE-T-IL POUR UN ÉTUDIANT

- ▷ **qui échoue** aux épreuves du Master of Science in International Insurance Management
- ▷ **mais qui réussit** aux modalités de contrôle continu et aux épreuves finales de Manager de l'Assurance ?

- À l'issue de chaque module du Master International Insurance Management, il a été ajouté une épreuve spécifique en anglais pour les étudiants de Manager de l'Assurance qui est un exercice de contrôle des connaissances enseignées dans le module.
- Cette note vient s'ajouter aux notes du contrôle continu du cursus Manager de l'Assurance, permettant de déterminer une moyenne générale à la fin de la 1<sup>re</sup> année et à la fin de la 2<sup>e</sup> année.
- Si l'étudiant qui a échoué au MSc in International Insurance Management obtient la moyenne générale de 10/20 en 1<sup>re</sup> année de Manager de l'Assurance et de 12/20 en 2<sup>e</sup> année de Manager de l'Assurance, ces moyennes comprenant les notes issues des épreuves spécifiques en anglais du MSc in International Insurance Management et qu'il a réussi ses épreuves finales de Manager de l'Assurance, ce titre et lui seul lui sera attribué.

## Contrôles et délivrance du titre

### “MSC IN INTERNATIONAL INSURANCE MANAGEMENT”

- Comme il est indiqué dans le descriptif de chaque module, pour obtenir le titre Master of Science in International Insurance Management, il faut avoir validé chacun des 10 modules en réussissant chaque contrôle (Assessment), les Universités anglaises ne concevant pas la notion de moyenne générale.
- Si le participant échoue à l'un des modules, il a la possibilité de repasser une épreuve le « reassessment Method » (Rattrapage).
- Le titre **Msc in International Insurance Management** est délivré aux étudiants **ayant validé les 10 modules**, comprenant la soutenance orale de la « Dissertation » (Thèse professionnelle) et ayant obtenu le titre Manager de l'Assurance.



# Contrôles et délivrance du titre “MANAGER DE L’ASSURANCE”

- En MA 1 et MA2, chaque professeur pendant la durée de son enseignement organise un ou plusieurs contrôles de connaissance écrits ou oraux. Il a l'obligation de donner une note à chaque étudiant. Cette note est prise en compte dans la moyenne générale de l'année du cursus.
- Le passage en 2<sup>e</sup> année requiert d'avoir obtenu une moyenne générale égale ou supérieure à 10/20 aux contrôles de connaissance.
- **LES ÉPREUVES FINALES EN FIN DE MA2**
  - En fin de MA2, il y a quatre épreuves finales écrites et la soutenance orale d'un sujet de l'épreuve de Grand Oral.

- Quatre épreuves finales écrites qui portent sur les compétences attestées (**Blocs de compétences**) de la Certification « Manager de l'Assurance »).

Pour valider un bloc, il faut obtenir une note égale ou supérieure à 10/20. Si vous n'obtenez pas cette note, un rattrapage est organisé dans les quatre semaines suivant les résultats. Pour valider votre bloc, il est impératif d'obtenir une note égale à 10/20 ou supérieure à ce rattrapage.

**À défaut, vous ne pourriez être certifié.**

**Il n'y a pas de second rattrapage pour un même bloc.**

## DESCRIPTIF DES COMPOSANTES DE LA CERTIFICATION (BLOCS)

La certification se compose des quatre blocs.

ACTIVITÉS	INDICATIONS DE MAÎTRISE DE COMPÉTENCES
<b>BLOC 1</b> <ul style="list-style-type: none"><li>▪ <b>Souscription d'un risque industriel en cyber-risque d'une entreprise de mécanique de haute précision et d'une technologie rare et brevetée, réalisant 50 M€ de chiffre d'affaires auprès de 50 clients européens.</b></li><li>▪ <b>Souscription de la responsabilité civile des mandataires sociaux.</b></li></ul>	<ul style="list-style-type: none"><li>▪ Évaluer le risque proposé pour fixer les capitaux assurés dans le cadre éventuel d'une apparition d'un cyber-risque</li><li>▪ Rédiger les garanties spécifiques en tant qu'apôtre pour gérer au mieux des intérêts de son entreprise, les sinistres de l'assuré</li></ul>
<b>BLOC 2</b> <ul style="list-style-type: none"><li>▪ <b>Indemnisation d'un sinistre incendie dans un entrepôt portuaire entreposant du matériel électronique garanti à hauteur de 5M€. La police prévoyait un équipement de sprinklers et une alarme incendie qui n'aurait pas fonctionné selon le gardien présent qui a prévenu les pompiers alors que le feu était déjà au niveau du toit et qui n'a pas été capable de se prononcer sur le fonctionnement des sprinklers.</b></li></ul>	<p>L'indemnisateur des risques industriels a la charge de ce sinistre total intervenu la nuit. L'entrepôt a été rasé par le feu et le matériel entreposé, totalement calciné et non identifiable.</p> <ul style="list-style-type: none"><li>▪ Il cherche la cause d'une anomalie pour en tirer d'éventuelles conséquences sur l'indemnisation prévue au contrat ;</li><li>▪ Il présente par écrit les éléments explicitant sa décision d'indemniser ou de ne pas indemniser.</li></ul>
<b>BLOC 3</b> <ul style="list-style-type: none"><li>▪ <b>Conception des actions de formation.</b></li></ul>	<ul style="list-style-type: none"><li>▪ Concevoir un plan de formation destiné aux intermédiaires d'assurances pour leur permettre de répondre aux exigences d'information et de conseil requis par la réglementation de l'Autorité de Contrôle Prudentiel et de Régulation (ACPR).</li></ul>
<b>BLOC 4</b> <ul style="list-style-type: none"><li>▪ <b>Consolidation d'une stratégie marketing avec un système GRC.</b></li><li>▪ <b>Consolidation des positions sur le marché.</b></li></ul>	<ul style="list-style-type: none"><li>▪ Élaborer un système de procédures où tous les collaborateurs d'une Agence générale d'Assurances qui sont impliqués dans le développement du portefeuille interviennent eux-mêmes sur le système de gestion de la relation client (GRC) pour obtenir les données nécessaires au développement commercial.</li></ul>
<b>Le Titre est délivré aux étudiants ayant obtenu à l'issue du MA2</b>	<ul style="list-style-type: none"><li>→ Une moyenne générale égale ou supérieure à 12/20 aux contrôles de connaissance de 2<sup>e</sup> année</li><li>→ Une moyenne supérieure ou égale à 10/20 à chaque épreuve finale écrite</li><li>→ Une note égale ou supérieure à 10/20 au Grand Oral.</li></ul>

## COMPOSITION DU CONSEIL DE PERFECTIONNEMENT

**Eugénie DA COSTA**  
Directrice générale déléguée  
de l'ESA

**Béatrix de GALARD**  
Consultante en Marketing

**Norbert GIRARD**  
Secrétaire Général de l'Observatoire  
des Métiers de l'Assurance

**Michel HASCOËT**  
Administrateur  
AXA Assurances Maroc  
AXA Assurances Sénégal  
AXA Assurances Gabon  
AXA Assurances Côte d'Ivoire  
AXA Assurances Cameroun

## COMPOSITION DU CONSEIL SCIENTIFIQUE

**Didier ALLAUX**  
Représentant AGEA

**Brigitte BABEAU**  
Conseil en Développement RH

**Gilles Emmanuel BERNARD**  
Président du Comité Directeur  
LAB-Laboratoire  
Assurance Banque

**François CHABAL**  
Président  
Léon Cogniet Conseil

**David CHARLET**  
Président  
Association Nationale des Conseils  
Financiers (ANACOFI)

**Stanislas DRILHON**  
Assurances et Prévoyance  
BNP Paribas

**Mathilde DUFOURCQ**  
Directrice Générale Assurances  
Chevalier

**Norbert GIRARD**  
Secrétaire Général de l'Observatoire  
des Métiers de l'Assurance

**François PONSARD**  
Conseiller du Président  
de l'ESA

**Jean-François RODIER**  
Représentant du personnel  
enseignant de l'ESA

**Sophie TARDY**  
Directrice pédagogique  
de la Formation à distance de l'ESA

**Henri TRAVERT**  
Président  
Société Transverse-Executive

**Jacques TRENEL**  
Coordonnateur de projets à l'ESA

**Philippe VARIN**  
Courtier

**Michel HASCOËT**  
Administrateur  
AXA Assurances Maroc  
AXA Assurances Sénégal  
AXA Assurances Gabon  
AXA Assurances Côte d'Ivoire  
AXA Assurances Cameroun

**Franck LAUGIER**  
Risk Manager  
Protection des données  
Direction des risques  
Malakoff-Humanis

**Alain MORICHON**  
Courtier

**Jean-Marc PETIT**  
Délégué Général RENASUP

**Didier SCHLACHTER**  
Professeur à l'Institut d'Études  
Politiques de Paris  
Maître de Conférences à l'École  
Nationale d'Administration

**Jean-François TRIPODI**  
Directeur Général  
Carte Blanche Partenaires

**Hervé VANDENBERGLIE**  
Responsable Risques MGEN

## ENTREPRISES PARTENAIRES

ACE • ACMN VIE • AIG • ALLIANZ •  
APICIL • AVIVA • AXA • BANQUE  
POSTALE PRÉVOYANCE • BNP  
PARIBAS • CARDIF • BRED •  
CAMEIC • CAPGEMINI • CNP •  
COFACE • DIOT • DIRECT  
ASSURANCE • GAN EUROCOURTAGE  
• GMF • GENERALI CONSULTING •  
GRAS SAVOYE • GROUPAMA  
• HSBC ASSURANCES • MAAF •  
MACSF • MALAKOFF-HUMANIS •  
MARSH • MÉDICALE DE FRANCE  
• MONDIALE ASSISTANCE •  
MUTEX • LA MUTUELLE GÉNÉRALE  
• LE CONSERVATEUR • PACIFICA  
• PRÉDICA • ROYAL SUN  
ALLIANCE • SNCF • SOGECAP •  
VERLINGUE • VIP CONSEIL •  
ZURICH...

## VIE ASSOCIATIVE À L'ESA

La taille humaine de l'École, un  
relationnel interne chaleureux et  
des initiatives associatives multiples  
et variées ont permis de forger un  
esprit empreint de dynamisme et  
de convivialité.

## PARTI LES NOMBREUSES ACTIVITÉS, CITONS :

► **Le BDE (Bureau Des Étudiants) :**  
la vie associative des étudiants  
de l'ESA ;

► **ALUMNI ESA :** le lien entre  
étudiants, professionnels de  
l'assurance et anciens de l'ESA.



## POUR NOUS CONTACTER

**01 47 00 00 48**

✉ n.mayer@esassurances.com

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