

# Bachelor-to-Master (B2M) Network

Privileged Access to World-class Masters' Programs



# Introduction

Learning from different cultural and academic environments contributes considerably to enable leaders to navigate in an international environment. Business students who graduate from multiple, international institutions integrate this ability early on; an ability that is not only valued by future employers but that also enables them to tackle the next critical challenges in business and society.

The objective of the Bachelor-to-Master (B2M) network is to encourage global mobility for students in management education by facilitating the members' respective bachelor students to pursue their studies with a master degree at another member institution.

The B2M network provides individual support, waiver of application fees, and other advantages (such as guaranteed invitation to admission interviews for some partners) for students from within the network, thus greatly simplifying the admission into master programs. The B2M network guarantees students a global education path, with continuing high-quality education at a partner institution in a different country.



**BACHELOR TO MASTER  
NETWORK**

# Member Schools

Six leading business schools from three different continents have created the B2M network. These six founding members build their cooperation on a long-standing collaboration in different domains and on mutual trust. They do not only share the same values but also adhere to the highest standards in terms of academic and pedagogical quality.

The B2M is a flexible network that is meant to grow through the integration of new member institutions: institutions that share the same values and the same commitment to high quality management education as its founding members.

## Founding Members of B2M (in alphabetical order):



**ESSEC Business School**  
(France & Singapore)



**HKUST Business School**  
(Hong Kong, China)



**IE Business School**  
(Spain)



**Smith School of Business, Queen's University at Kingston**  
(Canada)



**University of Mannheim Business School**  
(Germany)



**Warwick Business School**  
(United Kingdom)

# B2M Passport

Selected students receive a letter (called the “B2M passport”) from their respective Program Director with the mention “Selected for the B2M Alliance” and featuring the list of member schools. This letter serves as a “passport” among the schools.

Students are advised to reach out to the Program Coordinators at their respective home schools to inquire about the deadlines for acquiring the B2M Passport.

# Application Procedures

Selected students are allowed to apply through the B2M process to programs of **a maximum of two member schools**. The selected students are required to indicate on the “B2M passport” the two schools they wish to apply to.

Students must refer to the admission calendar and fact sheet of the schools of their choice before application submission.

The B2M passport holders apply online via the website of the schools of their choice within the alliance and provide the required documents. They go through the normal admissions process specific to each school (interviews, juries, etc.).

## Program Enquiries

To learn more about the B2M opportunities, meet your school representative on your campus:

- ▶ **ESSEC Business School:** [b2m@essec.edu](mailto:b2m@essec.edu) ✉
- ▶ **HKUST Business School:** [mscprogram@ust.hk](mailto:mscprogram@ust.hk) ✉
- ▶ **IE Business School:** [grad.admissions@ie.edu](mailto:grad.admissions@ie.edu) ✉
- ▶ **Smith School of Business, Queen’s University at Kingston:** [SmithB2M@queensu.ca](mailto:SmithB2M@queensu.ca) ✉
- ▶ **University of Mannheim Business School:** [mmm@uni-mannheim.de](mailto:mmm@uni-mannheim.de) ✉
- ▶ **Warwick Business School:** [Danielle.M.Carroll@warwick.ac.uk](mailto:Danielle.M.Carroll@warwick.ac.uk) ✉ **or** [Ross.John@wbs.ac.uk](mailto:Ross.John@wbs.ac.uk) ✉

# ESSEC Business School

- ▶ The ESSEC Master programs are designed for high-potential French and international applicants who hold a first university or equivalent degree (from any field).

Applications are open to highly motivated students with or without professional experience, with excellent academic results and/or a remarkable course path, open-mindedness, sensitivity to the world around them, and clear leadership potential.

## Program(s) for B2M

B2M Passport holders can apply through the B2M process to any of ESSEC's international masters, in particular:

- ▶ **Master in Management (MIM) - Grande Ecole (in France and in Singapore)**
- ▶ **Master in Finance (MIF) (in France and in Singapore)**
- ▶ **Master in Data Science & Business Analytics (DSBA) in partnership with CentraleSupélec (in France)**
- ▶ **Master in Strategy & Management of International Business (SMIB) (in France and in Singapore)**
- ▶ **MSc in Marketing Management & Digital (MSc MMD) (in Singapore)**
- ▶ **MSc in Sustainability Transformation (MSc ST) (in France)**
- ▶ **MSc in Hospitality Transformation (IMHI) (in France)**

## B2M Passport holders:

- **Have access to personalized application advice from the Admissions Office**
- **Are exempted from any application fees payment**
- **Are automatically eligible for an admission interview**



## Admission Requirements

All applicants must meet the current admission requirements for the program they apply to and provide:

- ▶ **B2M Passport must be uploaded to get exemption from application fee**
- ▶ **Curriculum Vitae**
- ▶ **High School Diploma or Equivalent**
- ▶ **Proof of their relevant undergraduate degree(s)**
- ▶ **Transcripts and Grades**
- ▶ **Online recommendations from Academic and Professional referees**
- ▶ **A minimum English language test or proof of exemption**  
*(students that have been through an academic curriculum of at least 3 years taught entirely in English)*
- ▶ **An aptitude test (GMAT, GRE, TAGE MAGE, CAT) is mandatory except for MSc programs**
- ▶ **Identity Card, Photograph**
- ▶ **All documents must be in English or in French. Documents in all other languages must be translated**

Please refer to the program website for up-to-date information about admission requirements at <https://www.essec.edu/en/>.

## Application Procedures

Candidates apply directly to the program using the dedicated online application platform at <https://essec.myapply.online/>.

Only one application per academic year and program is allowed.



## Admission Procedures

There is an interview to assess motivation in the MIM at ESSEC. The interview (a panel of 2 to 3 jury members) assess the personality, skills and motivation of the applicants, in order to select those who appear to be best suited to follow the demanding Master program training. The admission jury decides on the final admission based on both the application file and the interview evaluations.

ESSEC notifies candidates via email of the admission results. A payment of deposit is required to confirm enrollment (ESSEC registration stage). The ESSEC Registrar Office will help the registered student to prepare his/her arrival on the campus (Cergy France or Singapore), including support to get the visa to enter France. A student ID and campus card will be provided at the welcome week, usually in August.



# HKUST Business School

- ▶ The HKUST Business School offers a portfolio of Master of Science (MSc) programs in a wide range of specialized business disciplines designed to satisfy the global demand for highly trained business executives.

Applications are open to young talents who aim to pursue professional careers in the ever-changing business world. The one-year MSc programs equip students with the latest academic knowledge and practical experience in the business field.

## Program(s) for B2M

Candidates with the B2M Passport can apply for **up to THREE** of the following MSc programs in the same academic year:

- ▶ **Master of Science in Accounting**
- ▶ **Master of Science in Business Analytics**
- ▶ **Master of Science in Economics**
- ▶ **Master of Science in Finance**
- ▶ **Master of Science in Global Operations**
- ▶ **Master of Science in Information Systems Management**
- ▶ **Master of Science in International Management**
- ▶ **Master of Science in Marketing**



## Participants who apply through the B2M process and who hold a B2M passport:

- **Have access to personalized application advice from the MSc Programs Office**
- **Are exempted from payment of MSc application fees**
- **Are automatically eligible for admission interview(s) and proceed directly to the interview stage (if applicable, depending on the program)**

## Admission Requirements

Candidates for admission to the MSc programs must meet the following general admission requirements:

- ▶ **Possess a Bachelor's degree with good standing from a recognized university**
- ▶ **A satisfactory score in TOEFL/IELTS examinations is required for candidates whose Bachelor's degree was awarded by an institution whose medium of instruction was not English.**

Some programs might require additional admission requirements as stated below:

- ▶ **Possess a bachelor's degree in business-related disciplines with good standing from a recognized university (for MSc in International Management Program)**
- ▶ **Achieve a satisfactory GMAT/GRE score (for MSc in Finance and MSc in International Management (GEMS qualification))**

Please visit the respective program websites for up-to-date information on specific admission requirements.

## Admission Procedures

Candidates will be invited to an admission interview with the admission committee to assess the candidates' personality, skills, motivation and career potential. High-calibre candidates qualified for admission will receive offers to participate in rigorous academic training with practical skill development for their future career.

Candidates will be notified of the application result within one month after the admission interview. Payment of a deposit is required to secure a seat on the admission stage. The MSc Programs Office will provide the necessary information to prepare students to study at HKUST before they arrive in Hong Kong.

## Application Procedures

Candidates who apply for admission through the B2M process can apply directly to the program(s) using the dedicated online application system.

Candidates should include the following materials in their applications:

- ▶ **Completed online application form**
- ▶ **Updated CV**
- ▶ **Motivation letter**
- ▶ **Academic transcript(s)**
- ▶ **Degree certificate(s) (if applicable)**
- ▶ **Official TOEFL/IELTS score report (if applicable)**
- ▶ **Official GMAT/GRE score report (if applicable)**
- ▶ **Professional qualifications (if applicable)**
- ▶ **B2M passport**
- ▶ **Two academic references**

Candidates must email the MSc Programs Office for an application waiver at least two weeks before the deadline of each application phase. The MSc Programs Office will notify the candidate once the application fee is waived in the system. The candidate can then further proceed with the application in the system.

In any case, candidates should not submit an application until they are notified by the MSc Programs Office. No application fees will be refunded for candidates who contact the MSc Programs Office after the application has been submitted.





# IE Business School

▶ With a risk-taking and boundary-breaking entrepreneurial foundation, IE Business School looks to the future. IE programs draw on market trends to provide fresh out-of-the-box education using innovative methodologies.

IE Business School offers a wide range of masters, including three masters designed for dynamic, young professionals and recent graduates who look forward to transforming the current business landscape.

## Program(s) for B2M

Candidates with the B2M Passport can apply to the following masters programs in IE Business School in the same academic year:

- ▶ **Master in Management**
- ▶ **Master in Finance**
- ▶ **Master in Digital Marketing & Analytics**
- ▶ **Master in Digital Business & Innovation**

In addition, candidates may apply to the following business-related masters in IE's School of Sciences & Technology:

- ▶ **Master in Business Analytics & Big Data**



## Participants who apply through the B2M process and hold a B2M passport:

- **Have access to personalized application support from the IE Admissions Office**
- **Are waived application fees**
- **Are automatically eligible for admission interview(s), depending on program**

## Admission Requirements

IE seeks motivated, creative and high-potential candidates who stand out for their academic and/or professional achievements, as well as interpersonal skills. IE takes a holistic approach when evaluating each candidate in order to bring the best talent into the School's international classrooms.

Candidates for admission to IE's master programs must meet the following admission requirements:

- ▶ **Possess a bachelor's degree in good standing from a recognized university;**
- ▶ **Have a satisfactory English Language Certificate if Bachelor's program was completed in a language other than English;**
- ▶ **Achieve a satisfactory entrance exam score: GMAT/GRE score (for Master in Finance and Global Master in Finance) and a GMAT, GRE or IEGAT (IE Global Admissions Test) for all other master**

For specific admission requirements for individual programs, please visit the respective program website where you can also download the program brochure.

## Admission Procedures

Candidates should first complete the sections that appear in the online application form and upload the required documents. In the 'More About You' section of the online application candidates should indicate that they are applying through a Corporate/ Collaboration Agreement, and insert Agreement ID 001366. Once this has been done, candidates will receive a link to answer three live questions, two in video format and one in written format. This way, our admissions team will be able to meet the candidate virtually and evaluate his/her capacity to respond in real time. Students are required to take either the GMAT, GRE or IEGAT. Candidates will have a personal interview (face-to-face or via Skype) with an Associate Director of the Admissions Team. After the interview, the completed application will be evaluated holistically by IE's Admissions Committee. This is the last step of the application and it will take roughly 1-3 weeks for the Admissions Committee to get back to the candidate with a final decision. Admissions are valid for the intake you apply to and the following one.

## Application Procedures

Candidates applying for admission via the B2M process can apply directly to the program(s) using the online application system. The application steps include the following:

- ▶ **Complete online application form**
- ▶ **Complete online assessment**
- ▶ **Upload:**
  - ◆ Motivation letter
  - ◆ Official academic transcripts (certified translation into English or Spanish if issued in other language)
  - ◆ Bachelor degree certificate(s)
  - ◆ Official GMAT/GRE score report (if applicable)
  - ◆ Professional qualifications (if applicable)
  - ◆ B2M passport
  - ◆ Reference letter(s)
  - ◆ One page CV/Resume
  - ◆ English language certificate – for non-Native English speakers: IE accepts the TOEFL (minimum score of 100), the IELTS (minimum score of 7) or a Cambridge Advanced or Proficiency level. A certificate is not required if you completed an undergraduate degree in English. If you take the TOEFL or the IELTS, your English exam is valid for two years from the exam date.
  - ◆ Photocopy of current passport
  - ◆ Passport size picture





# Smith School of Business, Queen's University

Smith School of Business at Queen's University (Smith) offers a number of masters programs to early career candidates who typically possess less than 24 months of professional work experience.

Smith seeks qualified candidates who display strong previous academic experience, demonstrated leadership skills, and a desire to excel in a team-based environment. Candidates will also possess a strong desire to study alongside a diverse set of peers.

## Program(s) for B2M

Candidates with a **B2M Passport** can apply through the B2M process to the following Smith programs:

- ▶ **Master of International Business (Kingston & abroad)**
- ▶ **Master in Finance, Beijing (China)**
- ▶ **Master of Management, Innovation & Entrepreneurship (Blended)**
- ▶ **Master of Science in Management (Kingston)**



## Participants who apply through the B2M process and who hold a B2M passport:

- **Have access to personalized application advice from the Admissions Office**
- **Are exempted from any application fees payment**
- **Are automatically eligible for an admission interview and proceed directly to the interview phase (if applicable, depending on program)**

## Admission Requirements

All applicants must meet the current admission requirements for the program they apply to and provide:

- ▶ **Proof of their relevant undergraduate degree(s)**
- ▶ **A minimum English language test or proof of exemption**

*(native speakers or students that have been through an academic curriculum of at least 3 years taught entirely in English)*

Specific requirements for each program may also be required as outlined below:

- ▶ **Master of International Business**
  - ◆ Undergraduate degree in Business or Management or a minor in business with confirmed completion of Financial Accounting, Marketing, Finance & Economics with a GMAT/GRE score.  
*\*\*Prior academic performance may also result in a waiver of the GMAT or GRE score.*
- ▶ **Master of Finance, Beijing**
  - ◆ Strong academic performance in Finance, Math, Stats or Economics with a GMAT, GRE or CFA Level 1 designation.
- ▶ **Master of Management, Innovation & Entrepreneurship**
  - ◆ Undergraduate degree in any discipline with demonstrated high level of creativity, a strong work ethic and a willingness to take calculated risks.

### ▶ **Master of Science in Management**

- ◆ Undergraduate degree, GMAT/GRE and for non-English speakers TOEFL/IELTS.  
High- performing graduates from this 12-month research-based program are eligible to enter the PhD program with advanced standing.

Please refer to each program website for further information about admission requirements.

## Application Procedures

Candidates who wish to apply for admission through the B2M process should send an expression of interest to [SmithB2M@queensu.ca](mailto:SmithB2M@queensu.ca), and include a copy of their B2M passport, unofficial transcripts, resume and Smith program of interest.

An online application form will then need to be completed and may require further supporting documentation. As part of the application process, candidates must provide two separate recommendation letters through an online form. The B2M Passport has to be joined to the application file. Only one application per academic year and program is allowed.

## Admission Procedures

The admission jury decides on final admission on the basis of both the application file and the interview evaluations.

Smith notifies candidates via email of admission results. A payment of deposit is required to confirm enrollment. The respective program support teams will help the registered student to prepare for arrival on campus, including support to get the visa to enter Canada. A student ID and campus card will be provided during program launch and orientation.



# University of Mannheim Business School

- ▶ Located in the heart of the German and European economy, the University of Mannheim Business School, the umbrella organization for management education at the University of Mannheim, is considered to be one of the leading institutions of its kind in Germany.

The School offers a wide variety high-calibre management programs for all career stages, they all excel academically as well as providing practical relevance. Students are expected to enjoy the international study atmosphere and profit from the practical orientation and extensive partner network. More than 100 graduate level exchange programs and 8 graduate level double degrees are available for those students enrolled in the School's flagship master's program: The Mannheim Master in Management.

## Program(s) for B2M

B2M Passport holders can apply through the B2M process to the Mannheim Master in Management (MMM) program.

Special features / signatures of the MMM include:

- ▶ **German/English track or full English track (no German language skills needed).**
- ▶ **Large variety of specializations, e.g. in Finance, Marketing, Management, Operations Management, Accounting, Taxation, Information Systems. The students decide in which field they want to specialize after their successful admission to the program and are absolutely free in designing their individual study plan.**
- ▶ **(optional) electives from other schools of the University of Mannheim broaden the students' horizon.**
- ▶ **(optional) semester abroad or double degree.**

More information on the MMM can be found online here:

<https://www.bwl.uni-mannheim.de/en/programs/master/mmm/>



## Admission Requirements

Applications should possess the following admission requirements for the MMM program:

- ▶ **Bachelor's degree min. 3 years, min. 180 ECTS**
- ▶ **Min. 36 ECTS in business administration**
- ▶ **Proof of English language skills C1**
- ▶ **Proof of German language skills if the student applies for the German-English track**

The selection criteria include the Bachelor's grade, a semester abroad during previous studies, practical experience and the GMAT (min. 600 points)/GRE score. We highly recommend taking the GMAT/GRE to significantly increase the chances of getting admitted.

Target group students: high-potential German and international applicants, from little to quite profound level of work experience (decent periods of internships count towards work experience as internships in Germany mean to be a full member of staff for the time of the internship period).

Selection Statutes:

<https://www.uni-mannheim.de/en/academics/applying/the-a-to-z-of-applying/selection-statutes/#c17206>

## Admission Procedures

The admission jury decides on the final admission based on the application documents; prospective students will be informed about their admission results via the online application portal and have to come to Mannheim to enroll. The welcome week usually takes place in the last week of August, just before the lecture period of the autumn/fall semester starts.

Passport holders will get exclusive campus tours and personal advice sessions when coming to visit us on campus. Individual consultations via video calls are offered as well.

## Application Procedures

Application should be done via Mannheim's online application portal with supporting documents sent via mail to Ms Antonia Fleischer who can be reached at [<antonia.fleischer@uni-mannheim.de>](mailto:antonia.fleischer@uni-mannheim.de) Application is without costs.

For B2M passport holders, we will provide personalized advice and advice beyond our regular advice (housing, costs, travels, life in Mannheim, etc.). Especially the information regarding the applicant's documents, the actual course/program content and the information on Mannheim, the region and its various career opportunities will be very helpful to the students.

Interested students / passport holders shall mention the passport status in their messages and attach the passport either to their initial message or when asked to do so by the advice team around Antonia Fleischer.



# Warwick Business School

▶ Warwick Business School isn't just a world-class business school at the heart of a world-class university; we're a hub of curiosity that is constantly challenging the status quo, developing transformational ideas and the people that shape how the world does business.

Created for those students early in their career, our portfolio of postgraduate courses has been designed for the change makers of the future. From taking your first steps into business, to enhancing your financial acumen, or tackling a specialist area of management, we offer a Masters course that can help you to achieve your goals.

## Program(s) for B2M

B2M Passport holders can apply through the B2M process to the following full-time, 12-month programmes:

- ▶ **MSc Management**
- ▶ **MSc Management Information Systems and Digital Innovation**
- ▶ **MSc Marketing and Strategy**
- ▶ **MSc Business Analytics**
- ▶ **MSc Business with Marketing**
- ▶ **MSc International Business**
- ▶ **MSc Business with Operations Management**
- ▶ **MSc Business and Finance**

## B2M Passport holders:

- **Have access to personalised application advice from the WBS Masters Recruitment team by contacting Danielle Carroll, Recruitment Manager [Danielle.M.Carroll@warwick.ac.uk](mailto:Danielle.M.Carroll@warwick.ac.uk) or Ross John, Assistant Recruitment Manager [Ross.John@wbs.ac.uk](mailto:Ross.John@wbs.ac.uk)**
- **Upon making an application you can benefit from a priority application decision from the WBS Masters Recruitment team by notifying us of your application by emailing Danielle Carroll, Recruitment Manager [Danielle.M.Carroll@warwick.ac.uk](mailto:Danielle.M.Carroll@warwick.ac.uk) or Ross John, Assistant Recruitment Manager [Ross.John@wbs.ac.uk](mailto:Ross.John@wbs.ac.uk) who will ensure your application is prioritised**
- **Are exempted from the university application fee**
- **Benefit from a WBS scholarship of a minimum of 10% of the tuition fee**
- **Use your B2M Passport as a reference**



## Admission Requirements

Candidates must have, or be expecting, an upper second class honours degree at Undergraduate level. Our students come from diverse backgrounds including arts, social sciences, humanities, engineering and mathematics. If English is not your first language, you must meet a minimum overall standard in a recognised test of English. Please refer to the WBS website for the most current information about entry requirements, see <https://www.wbs.ac.uk/courses/postgraduate/>.

## Application Procedures

Candidates apply directly to the course using the University's online application form. The application steps are as follows:

- ▶ **Supply an official transcript of your degree which includes modules from all years of your degree including those being studied in the final year.**
- ▶ **Submit your CV including information on the following:**
  - ◆ your academic achievements
  - ◆ any internships or work experience you have
  - ◆ any volunteering
  - ◆ any extra-curricular activities you have done
  - ◆ your personal hobbies and interests
- ▶ **Supply an official transcript of your degree which includes modules from all years along with grades achieved and a list of modules being studied in the final year.**
- ▶ **Supply a statement of purpose that answers the following:**
  - ◆ Why have you selected this course? What are your motivating factors?
  - ◆ How do you see the course benefiting your career plans?
  - ◆ What contributions do you feel you can make to your cohort?
- ▶ **Supply one academic reference if you graduated within the last two years**

The University's online application form has to be completed and the required supporting documents provided. The B2M Passport has to be joined to the application form. Only one application per academic year and course is allowed.





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