

- State-certified qualification, equivalent to 4 years post-High School education
- AACSB and EPAS accredited

# BBA International

4 years to develop an international network



## For whom?

- Year 1 is open to students with a **High School qualification or international equivalent**
- Possibility of joining the programme in Year 2 or Year 3

## Languages

**French / English**

## Duration and Format

- **4 years** (240 ECTS, start date September or January) / State-certified, equivalent to **4 years post-High School education**
- **Full-time / Possibility of a work-study track** from Year 4

## Specialisations

The areas of specialisation in Year 4 focus on either a particular **business sector** (Tourism & Hospitality, Luxury Management, Wines & Spirits), on a particular **career** (Finance, Human Resources, Sales Management, Supply Chain Management) or on **new economic models** (Circular Economy, Silver Economy).

## Programme

A **4-year programme** (240 ECTS, equivalent to first year of a Master-level qualification), efficiently training students to become versatile, mobile managers with a global outlook, capable of working in a multicultural environment.

**One of the most 'international' programmes in France**, offering the possibility of up to 26 months' expatriation in several countries. Students benefit from a personalised support and guidance service in their expatriation choice.

**Obtaining a double degree** at one of our 70 partner universities located across 30 different countries is an additional asset in helping students securing a job in their chosen zone.

## Courses

**Geopolitics, International Management of Organisations, Accounting, Cross-Cultural Management, European Business Law, International Economics, Market Studies, Leadership & Management, International Economy and Sustainable Development, International Business Law etc.**

## Graduate Careers

**International Project Manager, Head of International Communications, Regional Export Sales Manager, Major Accounts Manager, Sales Executive, International Purchasing Manager, Business Developer, Account Manager etc.**

# 5 reasons to choose the BBA International

- More than half the **programme takes place abroad**
- Possibility of **100% English track**
- **Multicultural experience**, with students of 45 different nationalities
- **70 partner universities** across 30 countries
- **Learning Expedition**: immersion in a European city to learn about the country's political, economic and cultural systems

2018 RANKINGS

**LE MOCI**  
Monitor of Commerce International depuis 1983



**1<sup>st</sup> place** in the category 'Bac+4' (4-year post-High School programmes), ranked by MOCI - a reference magazine for international companies

**letudiant.fr**

**6<sup>th</sup> place** for the international dimension of the programme

Global Business: a programme combining international management and geopolitics

## Year 1 - Companies, their organisation and their markets

### semester 1

Introduction to the Fundamentals of Management - Learning Expedition to Brussels (1 week)

### semester 2

Introduction to the Fundamentals of Management Cap'Entreprise summer internship (2 months) or Humacité® project (2 months)

## Year 2 - From product conception to production

### semester 3

Developing a global outlook

### semester 4

Developing a global outlook  
Operational internship abroad (3 months)

## Year 3 - Management practices in other countries

### semester 5

Semester at an international university including a Business Development Project (2-4 weeks)

### semester 6

Semester at an international university including a Business Development Project (2-4 weeks)

## Year 4 - Growth and development strategies (awarding of a State-certified qualification, equivalent to 4 years of post-High School education)

### semester 7

In depth studies of a business sector, a particular career or new economic models.

### semester 8

Management-level internship abroad (6 months)

## Year 5 - Further studies at second year Master-level within Excelia Group

Possibility of joining one of the **Masters of Science (MSc)** with a choice of **16 specialisations**:

- **International**: Global MSc in International Management
- **Finance**: Audit and Consultancy / Banking, Insurance, Wealth & Real Estate Management / International Corporate Finance
- **Global Business**: Sustainable Development, CSR and Environment / International Business Management / Purchasing & Supply Chain Management
- **Marketing**: Global Luxury & Fashion Management / Digital Marketing and Collaborative Strategies
- **Tourism**: International Event Management / International Hospitality Management / Transformations of Tourism and Destinations
- **Digital**: Digital Entrepreneurship and Innovative Business Creation / Digital Communications and Influence Strategy
- **Industrial Management**: Commercial Engineering
- **Human Resources**: HR Management

*Worth noting! Continuing your studies within Excelia Group entitles you to preferential fees and to a special admissions route.*

## A career-focussed programme

**120 hours of teaching dedicated to a specialisation**

**Business Development Project**, contributing to the development of a company


Up to **14 months of internships** and possibility of a **work-study track** from Year 4

**100% of our graduates find employment** within 6 months of graduation

**Alumni Le Réseau**, our **graduate association**, providing personalised career support



## **FADI**, INTERNATIONAL GRADUATE, **Business Analyst**

*I chose this programme because it provided me with the fundamentals of international management. These studies gave me a unique opportunity to develop a more global outlook and to acquire international professional experience recognised by companies.* 

Admissions: **CV / Proof of current academic level / Pre-recorded online video interview** (day and time of your choice)

To submit your application, go to [excelia-group.com/en/apply-for-admission](http://excelia-group.com/en/apply-for-admission)

For more information: [excelia-group.com](http://excelia-group.com) / Tel. + 33 (0) 516 196 394 / WhatsApp & Viber : +33 (0) 686 215 365