



*Welcome to France!*

**INSEEC BBA**  
**INTERNATIONAL PROGRAMS**



## *Introduction*



**19**  
**CAMPUSES IN FRANCE AND ABROAD**



**40 000**  
**STUDENTS**



**800**  
**PERMANENT PROFESSORS**



**15**  
**SCHOOLS**



**200 000**  
**ALUMNI**



**345**  
**RESEARCH TEACHERS**



**5**  
**FIELDS OF EDUCATION**

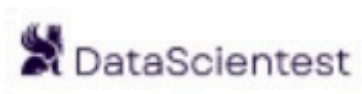
*Management, Engineering,  
Communication, Design &  
Creation, Political Science &  
International Relations*



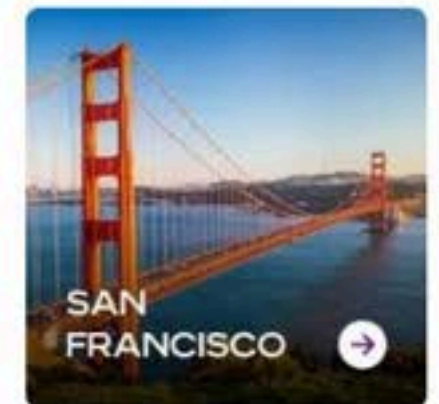
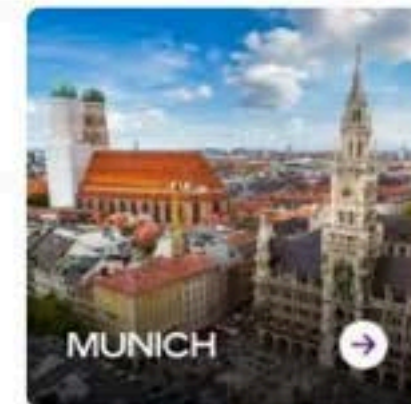
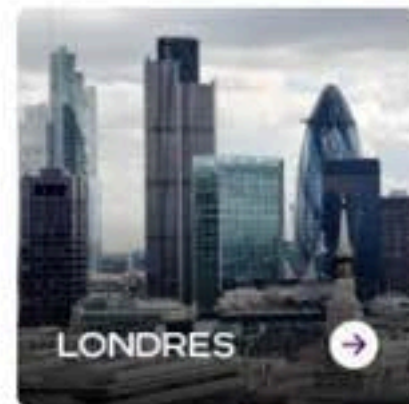
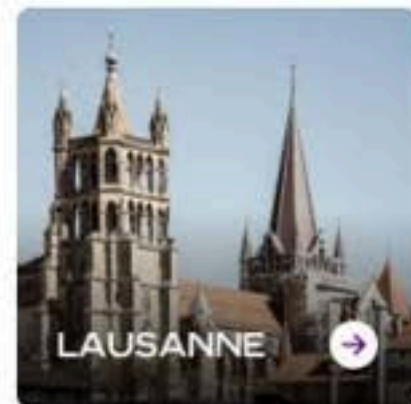
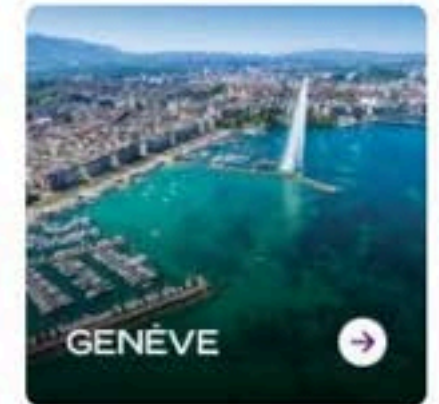
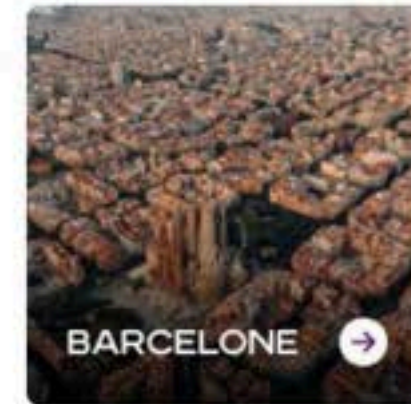
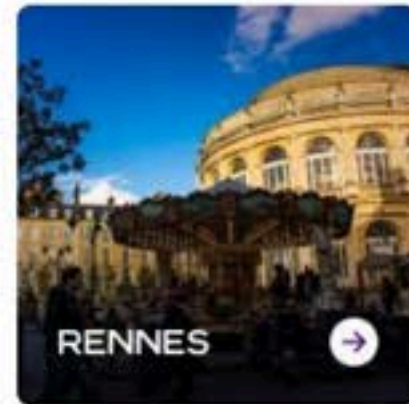
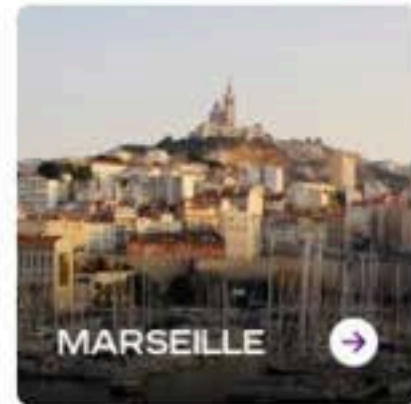
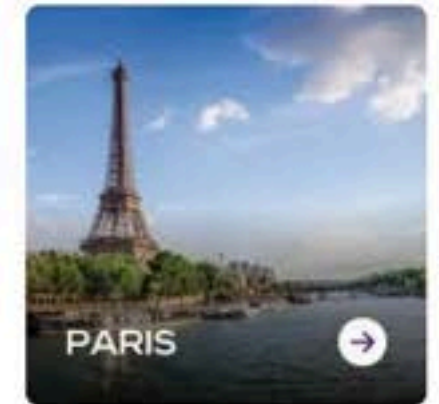
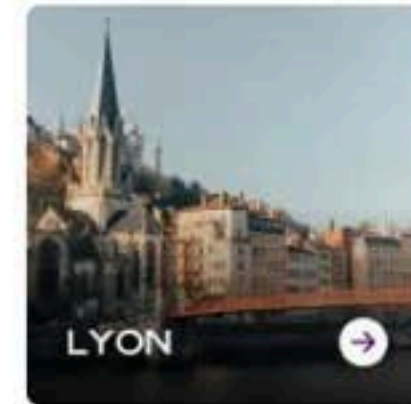
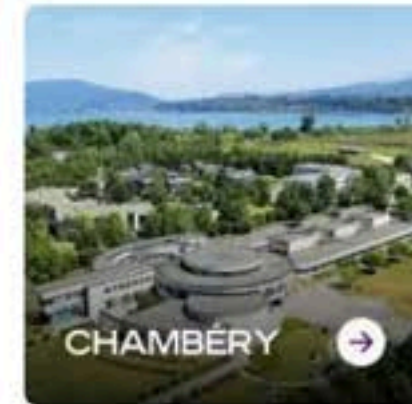
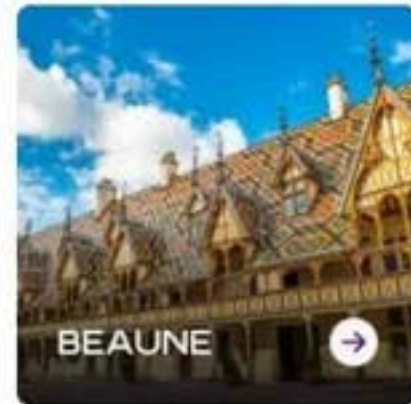
**6**  
**INCUBATORS**



**CEI.**









# BORDEAUX CAMPUS





# BORDEAUX CAMPUS



*CAPITAL OF SOUTHWEST OF FRANCE*



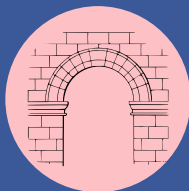
*LARGEST FINE-WINE PRODUCING REGION  
ON EARTH*



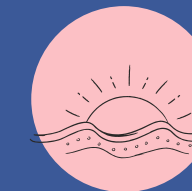
*A CAMPUS IN THE HEART OF THE CITY*



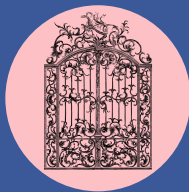
*CYCLE-FRIENDLY CITY*



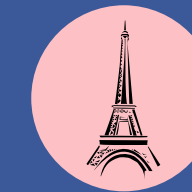
*BORDEAUX “CITY OF ART AND HISTORY”  
AND UNESCO WORLD HERITAGE SITE*



*CLOSE TO THE ATLANTIC OCEAN, THE PYRÉNÉES  
MOUNTAINS AND SPAIN*



*TOWN OF EXQUISITE LIVING*



*2 HOURS FROM PARIS WITH THE TGV*





# LYON CAMPUS





# LYON CAMPUS



*2ND LARGEST CITY OF FRANCE*



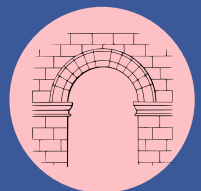
*A CITY VOTED WORLD CAPITAL OF GASTRONOMY*



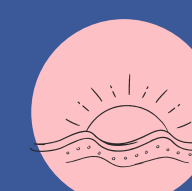
*A CAMPUS IN THE HEART OF THE CITY*



*RICH LEACY OF SILK HISTORY*



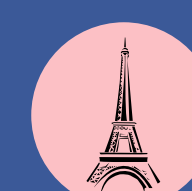
*UNESCO WORLD HERITAGE SITE*



*CLOSE TO THE ALPS MOUNTAINS,  
THE FRENCH RIVIERA, SWITZERLAND  
AND ITALY*



*THE CITY OF 2 RIVERS*



*2 HOURS FROM PARIS WITH THE TGV*





# PARIS CAMPUS





# PARIS CAMPUS



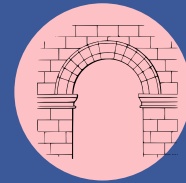
*CAPITAL OF FRANCE*



*MOST VISITED CITY IN THE WORLD*



*A CAMPUS IN THE HEART OF THE CITY*



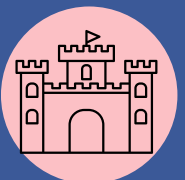
*LOCATION OF ICONIC MONUMENTS*



*LA DEFENSE: HUGE EUROPEAN  
BUSINESS DISTRICT AND BIGGEST  
HUB*



*CAPITAL OF FASHION AND LUXURY*



*RICH HISTORY*



*IMPORTANT CULINARY SCENE*





# OUR SCHOOL'S VALUES

160 PARTNER  
UNIVERSITIES

OPENING  
TO THE INTERNATIONAL  
(BAC+4 FORMAT)



PEDAGOGICAL  
EXPERTISE  
(STATE VISA)



EMPLOYABILITY





# INSEEC BBA: IN THE TOP 10 OF BBA DEGREES IN FRANCE

Our program has **triple recognition**:

- A **VISA** issued by the French Ministry of Higher Education and Research
- A **level 6 RNCP** title issued by the French Ministry of Labour
- INSEEC BBA proud **participant in the Erasmus Charter for Higher Education (ECHE)**, the quality framework for higher education institutions participating in the Erasmus+ program.

The **international format** of our Degree corresponds to the Anglo-Saxon system of graduation

The recognition granted to our Diploma is a **guarantee of the pedagogical quality** of our 4-year course and allows a rapid and promising professional integration





# DISCOVER THE INSEEC BBA

- International identity consolidated since 1988: 160 partner universities all over the world
- Wide-ranging skills in all aspects of Business, Management and Administration
- Immersive and innovative pedagogy in project mode named Learning by Doing: innovative teaching method based on group work and achievements
- Progressive professionalization (internship in France and abroad each year) for a perfect preparation for the international job market
- A school on a human scale with a dynamic student and community life





# JOIN OUR ANNUAL EVENT: THE INSEEC BBA INTERNATIONAL WEEK!

## FOR WHO?

Lecturers in the field of **Business Administration & International Management**: Global & Digital Marketing, Finance, Data Management, Entrepreneurship, Leadership, Geostrategy, Negotiation, Corporate Strategy, International Business Ethics, Brand Management & Personal Branding, Communication, Wine Business, Luxury, etc.

## PROGRAM

**Multicampus event**

**Teaching and jury for academic challenges (600 1st-Year and 2nd-Year students)**

**Workshops**

**Benchmarking sessions on educational practices**

**Networking activities**

**Discovery of the local market**





# ACADEMICS

INSEEC BBA FACTSHEET,  
PROGRAMS OUTLINES,  
HOUSING



Students may choose to attend one-semester or one-year programs:

## FALL SEMESTER PROGRAMS

BELCO (Bordeaux Campus)

ATLANTIS (Lyon Campus)

The perfect exchange program (Full English)

BBA3 and BBA4

Share the French students' experience (French + English or Full English)

## SPRING SEMESTER PROGRAM

BBA3

A program for both international and French students: it's all about sharing (Full English)





# ACADEMICS

INSEEC BBA FACTSHEET,  
PROGRAMS OUTLINES,  
HOUSING



## STUDY

35 students by class

International & French students in mixed classes

## SEMESTER DATES

Fall: beginning of September - mid-December

Spring: mid-February - end of May

Semester break: 2-week break at Christmas

1-week break during each semester

## APPLICATION REQUIREMENTS

Transcript of Records (in English)

Proof of English Proficiency (B2)

International Health Insurance

Passport Photo

## GRADES

Grading scale out of 20

Minimum passing grade: 10/20

Nomination deadline for Fall Semester and Full-Year: **May 1**

Nomination deadline for Spring Semester: **October 15**

Application deadline for Fall Semester and Full-Year: **May 31**

Application deadline for Spring Semester: **November 15**







# COST OF LIVING

INSEEC BBA FACTSHEET, PROGRAMS OUTLINES, HOUSING



*An accommodation and Facilities Guide Will be provided to exchange students*

***APL / CAF:  
THE STUDENT  
HOUSING AID***

*Foreign students studying in France are eligible for housing benefits (APL / CAF)*

*For instance, if you rent an apartment alone you can receive €190 / month; €90 / month with flatsharing*

Estimate expenses	Bordeaux (mimumum)	Lyon (mimumum)	Paris (mimumum)
Housing	€800	€850	€1050
Meals	€300	€300	€300
Transport	€21	€25	€45
Extra	€300	€300	€300
TOTAL	€1421	€1475	€1695





# INSEEC BBA

## INTERNATIONAL RELATIONS

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