



INSEEC

BBA International

Paris • London • Genève • Chicago



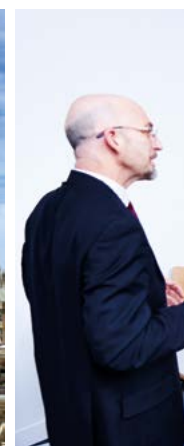
4-YEAR INTERNATIONAL UNDERGRADUATE PROGRAMME

INSEEC BBA INT

Since it was established in 1982, our BBA International has created a tradition of excellence. Our aim since the start of the programme has been to provide students with the tools necessary to pursue an international business career anywhere around the globe. Our campuses in France and abroad and our multicultural faculty and student population provide the environment to achieve a successful international career.

	1 st year	2 nd year	3 rd year	
	Core courses 60 ECTS credits	Core courses 60 ECTS credits	Core courses 60 ECTS credits	
1ST SEMESTER	PARIS	PARIS	PARIS	
2ND SEMESTER	PARIS Winter session in London (optional)	PARIS	PARIS	CHICAGO* or LONDON
INTERNSHIPS	2 or 3 months (optional)	3 months, international internship	1 to 2 months	1 to 2 months

For those who want to complete a 5th year of study and obtain an M2 level qualification, Groupe INSEEC offers Management & Communication MSc programs at its Paris, Bordeaux, Lyon, Chambéry and London campuses.



BBA International at a glance

- a 4-year program, based on a highly regarded English-style format, validated for 240 ECTS credits
- all courses in English
- classes of French as a foreign language
- 4 campuses: Paris, London, Geneva, Chicago
- a multicultural environment with over 35 different nationalities
- a business school on a human scale, where each student is known and supported personally
- BBA International is part of Groupe INSEEC, one of France's leading independent higher education establishments



	4 th year
	Core courses + 4 specializations 60 ECTS credits
	PARIS, GENEVA or LONDON (depending on the elected specialization)
Internship in France or abroad (6 to 9 months)	6 months

* Only for European students with an ESTA.



TESTIMONIALS



MAÏTÉ
 2015 intake

"Ever since I was very young I have always been interested in the English language. As I grew up, the prospect of working abroad became an obvious route, a goal to aim for. I chose the INSEEC BBA International for a number of reasons. Firstly, I was attracted by the approach to teaching, based on the American model. The lecturers provide us with solid foundations, which are then put into practice in internships. In addition, they are very much in touch with our future plans and help us to develop them. This is a major advantage compared with the support you would receive at university. Finally, the chance to study abroad at the different INSEEC campuses and partner universities is an invaluable opportunity. I was able to study in Chicago for two months last year and in a few months' time, for my study abroad, I will spend 6 months at the Goizueta Business School (Emory University) in Atlanta. I believe that these opportunities to study abroad are an essential component of an International CV that will stand out."



ASHLEY
 6 month Exchange Student
 (Tulane university - New Orleans)

"I chose the BBA International because all the courses are given in English by International professors. When I arrived, I was greeted at Charles de Gaulle airport by Professor Stephen Muse and a group of students who accompanied me to my apartment and made me feel at home and safe while in Paris. They planned dozens of cultural events throughout the semester, introducing us to Parisian culture and traditions. From a trip to Versailles, a boat race in the 'Bois de Boulogne', to the Perfume Museum, the cultural events always brought everyone together for an entertaining and educational experience!"



JÉRÔME
 2005 intake

"I chose the BBA International because I was absolutely set on studying in an international environment and very few schools in France offer this opportunity. I am currently development director for Marriott International in Dubai. I am responsible for development of all Marriott Group and Ritz-Carlton brands on the African and East European markets. I am very grateful to the BBA team of professors and lecturers for the quality of their teaching. And all the students I met at the different campuses abroad have remained friends or people with whom I have kept in contact. My advice? Mix as much as possible with other cultures, compare your view of the world with that of others, always remain open-minded, and you will have all the ingredients for success in a great international career!"

METHODS AND CULTURE

Techniques of argumentation and rhetoric
 Political Sociology
 Geo-economics
 Press Review
 American Markets
 Cross Cultural Communication
 Journalistic techniques

FINANCE AND MANAGEMENT

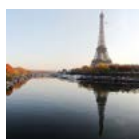
Descriptive statistics
 International Finance and Treasury Management
 Taxation
 Financial analysis
 Pricing, Hedging and Trading Financial Instruments
 International Accounting and Standards
 Corporate Finance
 Financial diagnostics

MARKETING, COMMUNICATIONS AND COMMERCE

Fundamentals of marketing
 International Business
 Trade Marketing
 Strategic marketing
 International trade techniques
 International Advertising
 Web Marketing

ORGANIZATION, STRATEGY AND MANAGEMENT

Sociological Approach for International Affairs
 Corporate environmental analysis
 Project management
 Information systems and PR management
 Human Resources Management
 Corporate Strategy
 Innovation management



PARIS CAMPUS
 63, boulevard Exelmans
 75016 Paris - France



LONDON CAMPUS
 32 Aybrook Street
 London, W1U 4AW - UK



GENEVA CAMPUS
 Route des Acacias 43
 1227 Geneva - Switzerland



CHICAGO CAMPUS
 200 W Madison Street
 Chicago IL 60606 - USA

INSEEC BBA INTERNATIONAL

GROUPE INSEEC

ADMISSIONS PROCESS

- apply directly via our website inseec.com
- admissions based upon High School Diploma or equivalent
- admission tests: written test (Logic, English and motivation questionnaire) plus oral interview

PROGRAM & ADMISSION INFORMATION

internationaladmissions@inseec.com