







OMNES EDUCATION IN FIGURES

30,000 STUDENTS

2,000 EXECUTIVES PURSUING CONTINUING EDUCATION

12 SCHOOLS

12 CAMPUSES, 10 CITIES:

Paris, Lyon, Bordeaux, Beaune, Chambéry, Geneva, Monaco, London, San Francisco, Abidjan

100 NATIONALITIES

A NETWORK OF INCUBATORS

10,000 PARTNER COMPANIES

10,000 STUDENTS IN WORK-STUDY PROGRAMMES

350 PROFESSORS, **3,000** EXPERTS

150,000 ALUMNI



Welcome to our schools. OMNES Education Group provides its institutions with the investment needed to offer you a programme that helps you become the architect of your future and the world of tomorrow. Your skills will be a valuable asset, sought after by companies, institutions and creators to take on the challenges of the economic, technological, environmental and societal transitions.

JOSÉ MILANO,

Managing Director of OMNES Education Group

OMNES EDUCATION

A GROUP DEDICATED TO STUDENT SUCCESS

A leader in private higher education,
OMNES Education is the only group to
offer a range encompassing the main
areas of higher education and research:
Management, Engineering, Political
Science and international Relations,
Communication and Advertising.

Each of our unique schools, Créa Genève, EBS, ECE, ESCE, HEIP-CEDS, IFG Executive Education, INSEEC, IUM Monaco, Sup Career, Sup de Création and Sup de Pub, has a strong identity, but they also share common features: highly qualified faculty and recognised professionals. Their goal is to promote student experience to increase employability. Our schools provide students with a distinctive educational experience with the

clear objective of enhancing their employability. Regardless of their career objectives, graduates from OMNES Education Group benefit from easy access to employment, not only after graduation but throughout their entire career.

Our schools are ideally located in city centres, in Beaune, Bordeaux, Chambéry, Lyon, Paris and abroad, in premises equipped with the latest technology, offering pleasant and functional educational environments fashioned to foster learning. Our campuses are designed to accommodate several of the group's schools in order to enhance exchanges. Our students therefore have the opportunity to experiment with other areas of knowledge than those offered at their school and work together on multidisciplinary projects with individuals with different profiles.

The quality and customised nature of our educational projects respond to the twofold ambition of preparing our graduates to develop the skills expected by companies and imagining solutions to the challenges posed by the multiple transitions of the modern world.

OMNES Education group's multicultural teaching approach, respectful of diversity, is rooted in the realities of our time: in 2020, OMNES Education (formerly INSEEC U.) was listed number one in France in the UI GreenMetric ranking for higher education and research institutions in terms of corporate social responsibility and sustainable development. These aspects are fully integrated into all courses.

With close ties to business, our institutions specialised in initial and continuing education share the same multidisciplinary approach, fostering open mindedness and an international outlook among students. Our network spanning 70 countries includes 600 partner universities featuring some of the most prestigious schools (McGill University in Canada, San Diego University in the US, Politecnico de Milano in Italy, Copenhagen Business School in Denmark, East China University of Science & Technology, and Inha University in South Korea).

Guided by a Responsible Advisory Board chaired by Christine Albanel, former Minister of Culture and Communication, OMNES Education remains in step with the trends structuring today's societies. Our educational approach and student services are guided by our commitment to entrepreneurship, adaptation and innovation to ensure student success.

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In keeping with it's pioneering nature, INSEEC offers a Bachelor in Business Administration (BBA) founded on an innovative and ambitious educational programme designed to face the economic challenges of the future.

INSEEC BBA's three key values are an international outlook, educational expertise and employability.

Our programme benefits from triple recognition through qualification by the French Ministry of Higher Education & Research, a level 6 RNCP title issued by the French Ministry of Labour and thanks to the 4-year degree format that is compliant with the Anglo-Saxon degree system.

After earning your degree, our programme offers you the choice of either beginning your career quickly thanks to the high level of employability, or continuing your studies on a Master 2 (European Bachelor-Master-Doctorate model). If you choose to

continue your studies, you can choose from a wide range of specialisations-both in France and abroad-offered by our Schools around the world.

Our goal is to train pragmatic, operational, multicultural, internationally-minded young professionals and to help them successfully enter the workforce in France and internationally.

This course with a strong international dimension, taught entirely in English for those who wish, has always emphasised the development of skills that are highly sought after by companies, resulting in an attractive CV that will make you stand out from the crowd.

Located in Bordeaux and Lyon, INSEEC BBA benefits from facilities and teams in the heart of London, San Francisco and Monaco, where students can choose to complete part of their studies (in 2nd or 3rd year).



CHRISTOPHE BOISSEAU

Managing Director of INSEEC BBA
and ESCE

GUILLAUME GARNOTEL

GUILLAUME GARNOTEL
DEAN INSEEC BBA Lyon & Bordeaux

NIKI **PAPADOPOULOU**DEPUTY DEAN INSEEC BBA LYON

ELODIE ANDERSON
DEPUTY DEAN INSEEC BRA BORDEAUX

5 international mobility opportunities in 4 years

The international dimension forms the very foundation of the school's educational programme. The INSEEC BBA degree programme develops practical training with a global perspective by offering students:

- · Tools for better communication.
- · Immersion periods for better integration,
- · A theoretical, technical and cultural framework for greater awareness,
- Experience in the business world to put knowledge into practice.

FOREIGN LANGUAGE PROFICIENCY

Proficiency in two foreign languages is mandatory and students have the possibility of studying a third.

- learning English, the international language for work, is intensive and mandatory for all students:
- English courses, which are a significant component of the first two year, are taught by native English speakers.
- preparation for two internationally recognised English tests: the TOEFL certifies a level of English in an academic context and is mandatory in order to study at universities in English-speaking countries, and the TOEIC certifies language proficiency in a professional context.
- many technical courses are taught in English, especially in the fields of finance, marketing and management, in order to familiarise students with multicultural and comparative technical approaches.

- Students are also required to learn a second foreign language, which is taught at the same pace as the English courses.
- Students may also study a third language, under certain conditions.

In general, the professors and teaching staff in the Foreign Languages & Cultures Department are native speakers of the languages they teach at INSEEC BBA Language courses are taught in small groups, using the most effective methods for learning and practising the written and spoken language, and rely on operational professional and linguistic tools.



STUDY

AT A FOREIGN UNIVERSITY

During their 3rd year, students study for one semester or academic year at a partner university. Thanks to its accreditation with the Socrates-Erasmus programmes and agreements signed with OMNES EDUCATION INSEEC BBA offers 168 exchange agreements around the world.

The realisation of this departure abroad results from reflection starting during 2^{nd} year between the student and school management; selection criteria for the assigned university include the student's overall academic level at that point in their studies, their TOEFL score, as well as their motivation and compatibility with the student's plans.

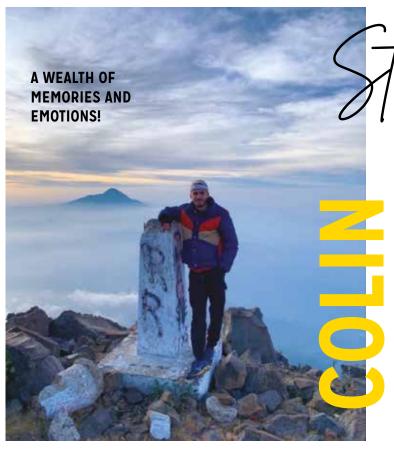
Students selected to study abroad for an entire year will in some cases be able to earn a double or triple degree.

PREPARATION FOR THE

INTERNATIONAL JOB MARKET

The school's international nature is felt on a daily basis through teaching focused on international relations and extensive training on general knowledge and interculturality, which are mirrored and practically illustrated during work placements in companies:

- An international outlook: geopolitical, human and multicultural aspects are presented as true foundations for students' general knowledge. In addition, professionals in the field provide specific training on international trade and foreign markets. Some of these courses are provided in foreign languages.
- Business experience: at least 2 internships must be completed abroad. These multicultural professional experiences help students gain a genuine international outlook while also improving their language proficiency, knowledge of foreign culture and their international professional skills.



CLASS OF 2022



HELSINKI FINLAND

Arcada Polytechnic Helsinki

"We had the opportunity to study in Helsinki, Finland for a semester.

Studying abroad in Finland was a dream come true.

Student life in Helsinki is really fun. There are lots of artistic venues and bars... Finland is also known for the majesty of its outstanding natural landscapes.

During our stay, we had the opportunity to visit Lapland.

Our visit included a tour of the town, a dog sled ride, and a trip to the famous Santa Claus village.

This incredible and unforgettable semester allowed us to gain a more open mind, change our view of the world, and discover a completely different culture!"



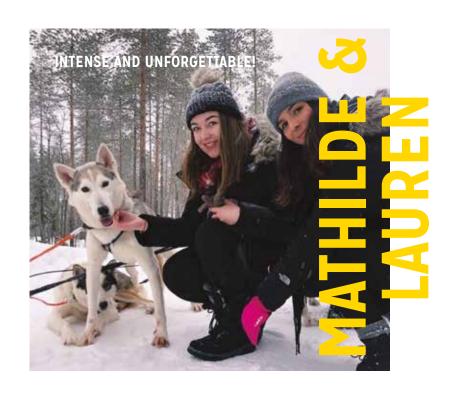
MEXICO CITY

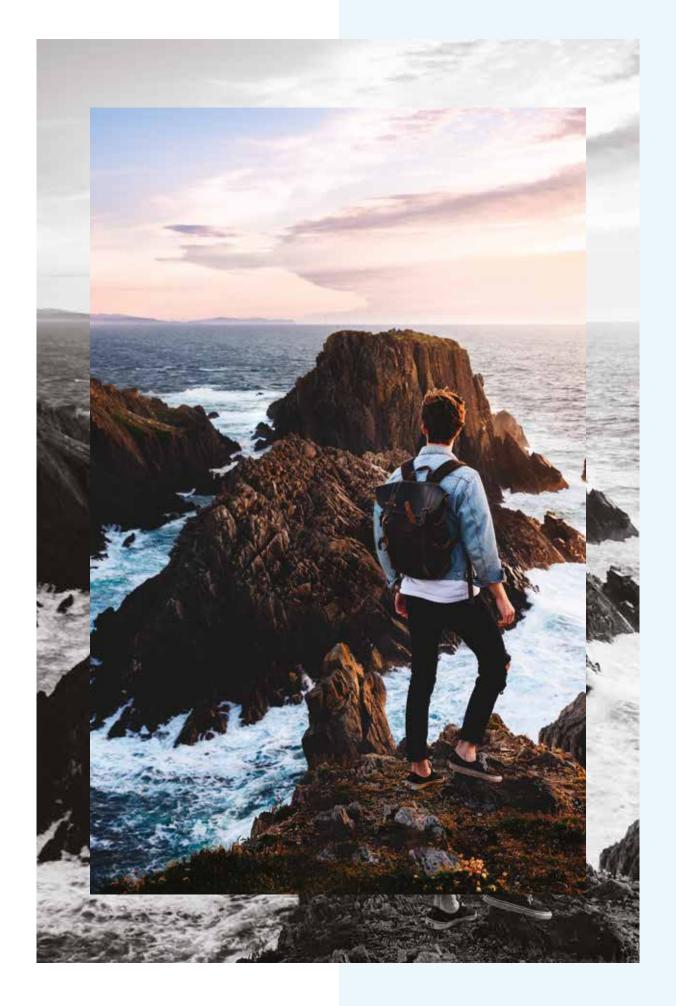
Escuela Bancaria y Commercial de Mexico City

"I decided to study abroad in Mexico to become completely immersed in a different culture. All of my courses are in English and Spanish, which has allowed me to gain proficiency in both languages. I had the opportunity to travel throughout the country. Sun, beaches, forests, mountains, tacos...

These few words cannot even begin to describe a fraction of this magnificent country. Mexican culture is very diverse and different in each region. You can therefore get a change of scenery by travelling just a few hours by bus or plane.

This semester has been a unique and unforgettable experience for me.





BETTER, UNDERSIAND infernational relations

Young graduates must be able to take part in international and multicultural project groups. In addition to technical courses on international affairs, the curriculum therefore offers courses from the Culture and Environment Department on geopolitics, general European culture, the history of ideas, international press reviews, and the study of foreign markets and their specific characteristics. Foreign professors from partner universities lead visiting sessions to help students quickly gain an understanding of new teaching methods.

ATLANTIS

DISCOVER A WORLD OF NEW OPPORTUNITIES

The "Atlantis" programme is above all an incredible personal, academic and professional experience that has changed the lives of our students, now graduates. This programme allows students to earn three degrees awarded by prestigious participating universities in two years:

- · Linköping University in Sweden
- · DePaul University, Chicago, USA
- · INSEEC BBA in France at the Lyon campus

The only programme of its kind in France, it was initiated by the European Commission and the United States Department of Education. ■

WHAT DEGREES DO STUDENTS EARN?

At the end of the two years, students earn a Bachelor in Science from Linköping University in Sweden, a Master of Science from DePaul University, Chicago or an MBA from Western Illinois University and, of course, a Bachelor in Business Administration from INSEEC BBA.

THE PROGRAMME'S STRENGTHS

- Study in three different countries and discover new teaching methods
- · Gain two years of multicultural experience
- · Build a international network
- · Boost your international career







OUR TRIPLE DEGREES:

TRIPLE BENEFITS FOR YOUR CAREER

Our triple degrees aimed at fostering academic quality, intercultural exchanges and diversity in the global environment, provide students with an unprecedented international perspective and expertise.

BELCO

BE BELCO BE GLOBAL

1 PROGRAMME - 4 COUNTRIES - 3 DEGREES - 3 POSSIBILITIES

Founded on an innovative approach, the BELCO triple degree programme lets third year students experience three different academic cultural environments in Europe. The programme allows students to pursue their studies at four European higher education institutions:

- · UCL University College in Denmark
- FONTYS UNIVERSITY OF APPLIED SCIENCES in the Netherlands
- · LAB UNIVERSITY OF APPLIED SCIENCES in Finland
- · INSEEC BBA in France at the BORDEAUX campus

THE PROGRAMME'S STRENGTHS

- Rich and varied training focused on multiple areas of expertise
- · The academic excellence of Nordic countries
- A six-month professional internship at the end of the programme

OUR DOUBLE DEGREES

INSEEC BBA offers three double degrees from partner schools and universities around the world.

Students earn a degree from the school and from the partner university.

Our double degrees:

- 1. ISM University of Management and Economics Lithuania
- 2. Griffith College Ireland
- 3. Fontys University Netherlands









A POWERFUL NETWORK ther universities

In 3rd year, all students have the opportunity to study abroad thanks to INSEEC's vast network of partner universities-renowned institutions spanning four continents. This highlight in the programme provides students with true intellectual and professional maturity, allowing them to create lasting relationships and memories.

OUR PARTNER INSTITUTIONS

EXCHANGE AND/OR DOUBLE DEGREE OPTIONS

THE AMERICAS

Brazil

- · UNAERP Universidad de Ribeirao Preto
- · UNINTER Centro Universitário Internacional -São José do Rio Preto

CANADA

- · Vancouver Island University
- · Okanagan College Okanagan
- · Camosun College Victoria
- · University of Regina Regin

Hama CHILE

- · Universidad Mayor Santiago
- University Vina del Mar Valparaíso

COLOMBIA

 \cdot Universidad Autonoma del Caribe - Atlántico

ECUADOR

· Universidad Internacional del Ecuador (UIDE)

UNITED STATES

- · DePaul University Chicago
- · Western Illinois University Macomb Chicago
- · University of California Irvine
- · University of California Riverside
- · National University, San Diego
- · Alamo Colleges, Texas
- · Indiana University of Pennsylvania
- · Pace University
- $\cdot \ \text{North Park University} \cdot \text{Chicago} \\$
- $\cdot \ {\hbox{University of Mississippi}}$
- · OMNES EDUCATION San Francisco

MEXICO

- · Universidad de León Guanajuato
- · Universidad de Guadalajara
- · EBC Escuela Bancaria y Comercial
- · ITESM Monterrey Institute of Technology
- · Universidad Autonoma de Querétaro
- · Universidad Veracruzana Xalapa, Veracruz
- · UPAEP Universidad Popular Autónoma del Estado de Puebla
- · UDEM Universidad de Monterrey
- · Universidad de Guanajuato
- · Universidad Tecmilenio

PERU

· Universidad San Ignacio de Loyola - Lima

ASIA

CHINA

- ECUST East China University of Science & Technology
- · Renmin University Beijing
- · Sun Yat-Sen Business School
- · Shanghai University

XXX KOREA

- · Dankook University
- · Chung-Ang University Seoul
- Ewha Womans University Seoul
- · Hallym University
- · Kyonggi University
- · Kyungpook National University Daegu
- · Ajou University Seoul
- Woosong University Solbridge International School of Business

- INDONESIA

· Udayana University

JAPAN

 Nihon University, College of Economics -Tokyo

TAIWAN

- · Ming Chuan University Gwei-shan
- NTNU National Normal Taiwan University
- Taipei
- · Shih-Chien University Taipei
- · National University of Kaohsiung

THAILAND

- · Kasetsart University Bangkok
- · University of Prince of Songkla
- · Siam University
- · Rangsit University

MALAYSIA

- \cdot University of Kuala Lumpur Kuala Lumpur
- · Taylor's University
- · University Putra Malaysia

OCEANIA

AUSTRALIA

- · Swinburne University of Technology
- Melbourne
- · Sunshine Coast University Queensland
- · Victoria University Melbourne

· Central Queensland University

NEW ZEALAND

- · Auckland University of Technology Auckland
- · University of OTAGO Dunedin
- NMIT Nelson Marlborough Institute of Technology - Nelson

EUROPE

GERMANY

- Trier University of Applied Sciences Trier
- Hochschule für Technik und Wirtschaft (HTW)
 Berlin
- · European University of Applied Sciences -Brühl
- · Hochschule Bremerhaven
- International School of Management (ISM)
 Dortmund Frankfurt Hamburg Cologne
 Munich
- · Frankfurt University of Applied Sciences
- Philipps-Universität Marburg
- · Fachhochschule Wiesbaden
- Julius-Maximilians-Universität Würzburg
 Würzburg
- · SRH Hochschule Berlin
- · CBS Cologne Business School Cologne
- · Berlin School of Economics and Law (HWR)
- University of Münster
- · Munich Business School
- · Wedel University of Applied Sciences
- · Augsburg University of Applied Sciences
- · Mainz University of Applied Sciences

AUSTRIA

- IMC Krems University of Applied Sciences
- · FH Kufstein Tirol
- FHWien University of Applied Sciences of WKW Vienna

BELGIUM

- · Artesis Plantijn Hogeschool Antwerpen
- · VIVES University College Brugge
- PXL University College Limburg
- Thomas More Kempen Geel
- HOWEST Hogeschool West Vlaanderen Kortrijk - Brugge
- · HELMo Haute Ecole Libre de Mosane Liège

DENMARK

· UCL University College - Odense

The number of students per destination is generally limited to 2-6 to foster mutual aid and ensure students' comfort, and to ensure a true cultural immersion.

- · 166 academic exchanges
- · Mandatory study abroad during 3rd year
- · Several options for double or even triple degrees
- · Individualised support
- · A dual objective: discover a new culture through an immersion experience and add lasting value to your CV

All agreements are open to students without any extra academic fees. The Erasmus+ programme and regions offer mobility grants for students' study abroad trips.

Dania Academy of Higher Education - Viborg

SPAIN

- · Universidad Católica de Ávila
- Escuela Universitaria de Negocios de la Caixa de Terrassa Barcelona
- · Universidad de Cádiz Jerez
- · Universidad de Castilla La Mancha Ciudad
- · UCM, Real Centro University School of Maria Cristina
- · Universidad de Alcalá de Henares
- Universidad de Jaén
- · Universidad Rey Juan Carlos Madrid
- · Universidad Francisco de Vitoria Madrid
- · ESIC Business and Marketing School Madrid
- · Universidad del País Vasco San Sebastián
- · Universidad de Sevilla
- · Universidad de Salamanca Salamanca
- · Universitat Politècnica de València / ADE - Valencia
- · Cámarabilbao University Business School

→ FINLAND

- · Arcada Polytechnic Helsinki
- · TAMK Tampere University of Technology Tampere
- · Lahti University of Applied Sciences

GREAT BRITAIN

- · University of Westminster London
- · OMNES EDUCATION London
- · Leeds Beckett University

GREECE

· Patras University

HUNGARY

- · Zsigmond Király Egyetem Budapest
- · John Von Neumann University- Szolnok

■ IRELAND

- · Griffith College Dublin
- · Independent College Dublin
- · ISB International School of Business Dublin

ICFI AND

· Reykjavik University - Reykjavik

ITALY

- Università degli studi di Brescia
- · Università di Pisa
- · Università degli studi di Modena e Reggio Emilia
- · Università degli studi di Roma Tor Vergata
- · Università degli Studi di Verona

AIVTA I

- Riga International Business School (RISEBA) Riga
- · BA School of Business and Finance Riga

LITHUANIA

- · ISM University of Management and Economics
- Vilnius
- · Kaunas College University of Applied Sciences
- · Šiauliai University Šiauliai
- · International School of Law and Business
- · SMK University of Applied Sciences Klaipeda
- · Vilnius University of Applied Sciences (VIKO)

- · University College of Southeast Norway
- · Oslo Metropolitan University

NETHERLANDS

- Fontys University of Applied Sciences
 Eindhoven
- · Hanze University of Applied Sciences
- Groningen
- · Hogeschool Rotterdam
- · HU University of Applied Sciences Utrecht

POLAND

- · Gdansk School of Banking Gdansk
- · Poznan University of Economics
- · Wroclaw University of Economics
- · War Studies University Warsaw
- · University of Business in Wroclaw -Handlowa

PORTUGAL

- IPCA Instituto Politécnico de Cávado e do Ave Barcelos
- · Universidade do Porto Porto
- · IPS Instituto Politécnico de Setúbal Setúbal
- · Instituto Polytecnico do Porto Porto
- Universidade Portucalense Porto

CZECH REPUBLIC

- · Brno University of Technology
- · Skoda Auto University
- · Tomas Bata University Zlin
- · Mendel University Brno

ROMANIA

- Academy of Economic Studies Bucharest
- · Romanian-American University Bucharest

RUSSIA

- · Saint Petersburg State Polytechnical University Saint-Petersburg
- Plekhanov Russian University of Economics Moscow

SLOVAKIA

· University of Economics in Bratislava

SLOVENIA

· University of Maribor

SWEDEN

· Linköping University - Linköping

SWITZERLAND

- · FHS Fachhochschule St Gallen
- · Zurich University of Applied Sciences (ZHAW) School of Management and Law Zurich

- · Istanbul Kültür Üniversity Istanbul
- · BAU Bahçe ehir Üniversitesi Istanbul
- TED University
- · UFUK University Ankara

THE OVERAL proach

The main qualities of INSEEC BBA students are adaptability, open mindedness, pragmatism and curiosity about the world and others. The school provides training that fully meets the expectations of French, European and international companies, who are looking for agile young graduates, ready to work on all markets.

In addition to the degree, which attests to students' skills and necessary general knowledge, the educational methods used for the Bachelor in Business Administration rely on the creation of a relevant CV which reflects:

- · Good linguistic and intercultural skills
- · Good general knowledge and effective working methods, both individually in group settings
- · Long-term academic and professional experience in France and abroad.

INSEEC BBA's educational methods focus on four areas to meet this demand:

FOCUS AREA 1:

PROGRESSIVE EDUCATIONAL METHODS

The organisation of teaching into divisions makes it possible to define specific training objectives and establish educational progression over the four years of study (or five for those who continue on to Master 2) within each division and overall. This progression is expressed through the major training cycles described in the general schedule.

FOCUS AREA 2:

DEVELOPMENT OF CROSS-SECTORAL APPROACHES: GROUP WORK, SYNTHESIS WORK, RESEARCH, COMMUNITY LIFE

Right from the start, INSEEC BBA develops a global approach to companies and their operations through role playing activities, group work and synthesis work, cross-sectional case studies, training in research, thus fostering the development of synthesis and analysis skills, teamwork, organisational skills and creativity.

For example, one of the major lst year projects—the business creation project—allows students fresh from secondary schools to gain a practical understanding of the fundamental aspects of business creation and go into the field to find the information they need: market research and definition of a commercial action plan,

workshops on the choice of legal structure and classification, and development of a business plan and funding arrangements.

Students gradually learn to put each of the techniques studied into the context of the decision-making process and therefore develop the essential skills for a global management approach.

The mandatory student organisation projects also allow students to put their knowledge into practice and are highlights for students. They form and consolidate a sense of community spirit that will be needed in the future to maintain a dynamic alumni network.

FOCUS AREA 3:

CREATING AN INTERNATIONAL CV

The international dimension forms the very foundation of the school's educational programme because it allows students to create an international CV.

- \cdot The study abroad experiences: one semester or academic year at a foreign partner university (3rd year)
- Proficiency in 2-3 foreign languages: 2 foreign languages required, including English (TOEFL and TOEIC tests required) with the possibility of studying a 3rd language (Spanish, German, Italian, Chinese, Russian, Japanese, Arabic...)
- Extensive training on general knowledge and interculturality (Seminars on cultural and intercultural environments, geopolitics, geostrategy, international political relations, business ethics)
- Many technical courses are taught in English, especially in the fields of finance, marketing and law, in order to familiarise students with multicultural and comparative technical approaches
- Extensive business experience: INSEEC BBA allows students to gradually become immersed in the corporate world, through work placements alternated with periods of classes (5 work periods for a total ranging from between 17 and 22 months, with 2 mandatory periods abroad).

FOCUS AREA 4:

HELPING STUDENTS DEVELOP THEIR CAREER PLANS

Follow-up with students throughout their studies is helpful in identifying and responding to any difficulties they might face. After reflection in the form of a personal assessment and the identification of career goals, students

define their objectives and the means for achieving them.

This career plan is one component of the final year International Career Project (ICP) in English.

INNOVATIVE and cross-disciplinary

4+1

THE INTERNATIONAL FORMAT

USED BY THE MOST RENOWNED INSTITUTIONS

In Europe and internationally, economic, financial, political and cultural realities have shaped the landscape of higher education, particularly for business schools, as pioneers in these areas. Today, the requirements for solid training are well known: proficiency in several languages, a semester or academic year abroad, double degrees, international internships, faculty including professors holding a PhD and professionals.

INSEEC BBA's reaffirmed vocation is to offer students a teaching path of the highest academic quality, an ambition reflected in a wide range of teaching methods, including "Learning By Doing" and a strict policy regarding mandatory internships and semesters abroad. INSEEC BBA's commitment serves a clear purpose: equip students with a solid degree and a competitive international CV. The INSEEC BBA, an international post-secondary programme from OMNES EDUCATION, provides the opportunity for those who are interested to complete a fifth year of studies as an MSc or MBA.







LEARN JOING

1ST YEAR - DISCOVER



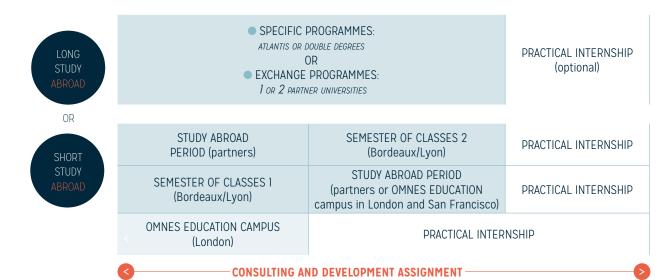
- · General knowledge, Professional experimentation and familiarisation: Défi Créa/Start-Up Challenge.
- Discover the business world: sales internship and courses covering the fundamentals.

2ND YEAR - TAKE SHAPE



- · Mandatory international internship
- · Consolidation of teaching through our Learning by Doing approach (theory, application, feedback, application)
- BOOTCAMP

3RD YEAR - EXPLORE



- $\boldsymbol{\cdot}$ Departure for a semester or academic year abroad
- · Professional experimentation and familiarisation: Start-Up Challenge
- · Pre-specialisation through course options

4TH YEAR - SPECIALISE



- Global Marketing & Brand Strategy (100% English)
- · International Business & Innovation (50% or 100% English)
- · Digital Marketing & Data Management (50% English)
- · International Finance (50% English)



LEARNING BY DOLNG our equational projects

Each year, students use their imaginations to come up with innovative ideas, put them into practice, and above all develop their entrepreneurial skills.

What is the purpose of these educational projects?

To immerse students in the world of entrepreneurship, help them learn how to work as a team, develop their creativity, reach out to professionals and put classroom knowledge into practice.

All our projects are supervised by businesses and professional coaches, which allows students to start building a network right from their first year.







































BUSINESS CREATION CHALLENGE

1

Starting in September, 1st year students are divided into groups of 6 or 7 and by area of business creation. They then brainstorm as a team to come up with innovative ideas and select the best.

2

From November to March, the "marketing" phase allows teams to measure the potential of their project among their target audience by conducting market research. At the same time, teams must establish a business plan to demonstrate that their project is financially viable.

3

To conclude the event, the school organises a major business creation forum in April that is open to the public. During this event, each team defends its project to a panel of professionals.

CONSULTING AND DEVELOPMENT ASSIGNMENT

The Consulting and Development Assignment provides a unique opportunity for students in groups of 6-10 to work on real-life problems as a consultant or a junior enterprise would.

Examples of assignments carried out by students include an assessment of the Boulanger brand's local image, a feasibility study for the international launch of a new cognac, creation of a Domino's Pizza franchise, and a marketing action plan for a football club.



START-UP CHALLENGE

Starting with their first week, 3rd year students participate in the Start-Up Challenge, organised in partnership with local business incubators. Divided into teams of 8-9, students are entrusted with marketing, sales or distribution assignments to support innovative projects led by real start-ups. The teams receive guidance from experts on their approach and reflection as they apply knowledge from their classes to meet the requirements. They then defend their work to a panel of professionals.

VICTOIRES DE L'INNOVATION EVENT (INNOVATION MAJOR)

In partnership with Progrès, students work on an issue from an innovative company from the Lyon metropolitan area.

Students pitch their ideas at the auditorium or Heat and the winning team will pitch at the official awards ceremony.

BOOTCAMP

Students work on a corporate crisis management issue. Working as a team, they are given a few days to resolve the issue.

EDUCATIONAL

programmes

1ST YEAR

TRADITIONAL PROGRAMME

Accounting and financial management

Introduction to Statistics

Voltaire Project

Fundamentals of Marketing

Business Game

Corporate law

Geoeconomics in Europe

FL1 English

FL2

Sales techniques

Cross Cultural Management

IT for companies

CREA Challenge

Project management - PEA

The geopolitical meetings

Statistics and survey methodology

Market research techniques

Corporate communication

International trade

Introduction to business strategy->

Business economics

International week

International negotiation

IT - Advanced Excel

Storytelling

Sales Team Management

Project management - PEA

CREA Challenge

1ST YEAR

INTERNATIONAL TRACK

Accounting & Financial Management

Statistical survey methodology

Marketing Principles

Voltaire Project

Business Game

Business Law

European Markets

FL1 English

FL2

Sales Pitch

Cross Cultural Management

Business Computing

CREA Challenge

Project management-PEA

Accounting & Financial Management

Marketing survey methodology

Market Study

Corporate Communication

International Trade

International Business Strategy

International Week

Politics & Sociology

European Markets

Press Review

FL1 English

International Negotiation

Business Computing - Advanced Excel

Story Telling

Sales Team Management

Associative Project

CREA Challenge

2ND YEAR

TRADITIONAL PROGRAMME

Financial analysis

Distribution

Business funding

Supply marketing

Business Game - First Strat

Labour law

Communicate and convince

ITT - International Trade Techniques

FL1 - English

FL2

FL3

IT Photoshop and Indesign

Approach to external markets

Project management - PEA

Boot Camp

Advanced financial analysis

Advertising Promotion

Cost analysis and control

International week

Communicate and convince

IT - Advanced Excel

2ND YEAR

INTERNATIONAL TRACK

Financial Analysis

Distribution

Business Financing Plan

Operational Marketing

Business Game - First Strat

Labour Law

Consumer Law

International Trade Methods

FL1 - English

FL2

FI3

Photoshop & Indesign

Approach to external markets

Associative Project PEA

Boot Camp

Advanced financial analysis

Project Management

Advertising & Promotion

Analysis & Cost control

International week

Communicate and convince

Advanced Excel

This programme is subject to changes each year based on recommendations from the Development Council and Scientific Council.

3RD YEAR

TRADITIONAL PROGRAMME

International markets and funding

Budgetary management

Investment policy and choices

Financial assessment

Brand strategy

E-Marketing / Internet Marketing

International Marketing &

Communication

Consulting and Development

Assignment

FL1 English

Geostrategy

FL2

Economic intelligence

FL3

Corporate Strategy

Human resources and social relations

Innovation management

Career plan

Start-Up Challenge

3RD YEAR

INTERNATIONAL TRACK

Marketing in a Flat World

Finance in a Flat World

Organisational Behavior

Information Systems Management

Consulting and Development

Assignment

Strategy Case Study - Business Train

FL1 - English

FL2

FL3

Start-Up Challenge

Career Plan

4RD YEAR

TRADITIONAL PROGRAMME CORE CURRICULUM:

FL1 - English/ TOEIC

FL2

Business engineering

FL3

Business strategy

Applied research dissertation

methodology

Change management

Project Management

INTERNATIONAL FINANCE MAJOR (50% English):

Strategic management control

Block Chain and Cryptocurrencies

Audit

Financial Strategy

Asset management

Excel VBA

US GAAP- IFRS

Corporate Finance - Global Assets

Management

Mergers and acquisitions

Financial markets & trading

INTERNATIONAL BUSINESS & INNOVATION MAJOR (50% English):

Digital project

Digital trade law

Innovation & Semiology

Innovation Mindset Project

Project financing

Business Plan

Photoshop

Lean Start Up

Fundamentals of business creation

Leadership

GLOBAL MARKETING & BRAND STRATEGY (100% English):

Marketing Research

Brand Management

Content Marketing

B to B Marketing

Digital Marketing

Marketing Consulting Project

Packaging

Photoshop

Corporate communication

DIGITAL MARKETING & DATA MANAGEMENT (50% English):

Inbound Marketing & E-CRM

Brands and Social Networks

Digital Project

E-consumer & Data Analysis

Digital Communication SEO & SEA

New digital trends

Image editing techniques

Overview of web technologies

Applied research dissertation

The INSEEC BBA programme provides for 5 periods of professional experience in France and abroad.

These work experience periods throughout the programme allow students to familiarise themselves with the corporate world. They allow them to consolidate and apply the theoretical knowledge gained in the classroom, which is complementary to this practical experience. By the end of their 4th year, students boast an average of 17-22 months of professional experience.

From assisting a team on a short-term basis to supporting projects and developing businesses in France and abroad, students are entrusted with various assignments in a wide rage of sectors.

As their responsibilities gradually increase with their level of studies, students develop their mobility, adaptability and independence.

Before, during and after their internships, students are supervised by a career manager dedicated to offering personalised support, assisting students in their endeavours, and providing career guidance. The choice of internship and assignment is made in accordance with student's career plans, with the aim of enhancing their CV with constructive and efficient experience.

SALES INTERNSHIP

1ST YEAR - 1 MONTH - IN FRANCE OR ABROAD

This initial experience allows students to participate in an assignment in the area of trade and sales. The internship takes place at a time when businesses experience an increase in their need for staff. For students, it offers an opportunity to join a team and put the first semester courses on sales techniques into practice.

Option of completing two additional months in July/August.

INTERNATIONAL INTERNSHIP

(NON-FRENCH-SPEAKING COUNTRY)

2ND YEAR - 3 MONTHS - ABROAD

The purpose of this internship is for students to discover a foreign company and apply their theoretical knowledge. Students are immersed in a different language and culture and must observe and reflect on the socio-economic sector of the place where they complete the internship.

Option of completing two additional months in July/August.

PRACTICAL INTERNSHIP

3RD YEAR - 3-4 MONTHS FRANCE OR ABROAD

(DEPENDING ON THE PROGRAMME CHOSEN)

During this "management" internship, students must respond to a strategic need facing a company with tangible results through recommendations for action. Students are expected to move through the steps of analysing, proposing and implementing a solution during this internship. It must allow them to compare their knowledge with practical experience

This internship provides an opportunity for students to further reflect on their future career choices.

CONSULTING AND DEVELOPMENT ASSIGNMENT (MCD)

3RD YEAR - 4 MONTHS

The Consulting and Development Assignment (MCD) is a unique opportunity for students to work together in project teams of 6-10 on real and practical issues as a consultant or junior enterprise would.

Examples of assignments carried out by students include an assessment of the Boulanger brand's local image, a feasibility study for the international launch of a new cognac, creation of a Domino's Pizza franchise, and a marketing action plan for a football club.

PROFESSIONAL INTERNSHIP

4TH YEAR - 6 MONTHS FRANCE OR ABROAD

This internship allows students to handle a long-term responsibility in order to further develop their key personal and professional skills, including their autonomy of action, access to responsibilities, and their capacity for expertise in a position or field.

For this internship, the major focus is on the student's integration in a position at a company to finalise the creation of an international CV.

Students have the option of replacing the internship with a fixed-term contract, permanent contract, or a VIE.

EXPERIMENT for greater success



LAURA TURPIN-DIEUMEGARD Class of 2013

BLUEPRINT EMEA REGIONAL PARTNER TRAINING LEAD FOR FACEBOOK

"After graduating in 2013, I completed my studies with a fifth year in the "Master International Business & NTIC projects" programme offered by Université Paris-Dauphine. This last year opened the doors to digital professions for me. Now with my job at Facebook in London, I have trained hundreds of professionals on strategic planning for Facebook and Instagram through our Facebook Blueprint programme. Prior to that, I worked in marketing and strategic development for Google and Dassault Systemes. What I took away from the programme was my experiences abroad, the creation of wonderful friendships, a significant network for the future. Above all, an important concept that was passed on was that of determination. A value that helps you fight to achieve your objectives."

THE CAREER DEPARTMENT

Career Center staff assist students throughout the development of their career plan, helping them create CVs, write cover letters, offering pitch techniques, mock interviews, and finalising work agreements. With their high level of international experience and professional and language skills, they provide the support students need in their searches for internships, especially abroad.

This department lists all available internships and builds strong relationships with the school's partner companies. It also follows up on internships currently underway and coordinates the network with companies and graduates.

The school's online campus provides students with access to a database full of information to help them find jobs and internships.

COMMUNITY LIFE THE EXTRA-CURRICULAR PROJECTS

Community service • Professionalisation and accountability

· A differentiator on your CV

Mandatory participation in 1st and 2nd year: supervised by the School

Student organisations and extra-curricular projects (PEA) contribute to daily community life. During 1st and 2nd year, students are required to work as teams for one of the student organisations. With a focus on community service, this involvement helps students become more open to the world, while also helping them stand out and adding value to their CV. PEAs also help them develop knowledge and interpersonal skills that are highly sought after.

INTERPERSONAL SKILLS

From festive events to a focus on sports, professional, cultural, humanitarian, environmental and international issues, student organisations offer opportunities for all students to meet with others, exchange and gain a fresh perspective. What do all these organisations have in common?

They all convey and impart strong values rooted in the School's culture: openness to the world, a friendly community spirit, mutual assistance, creativity and entrepreneurship.



EXPERTISE

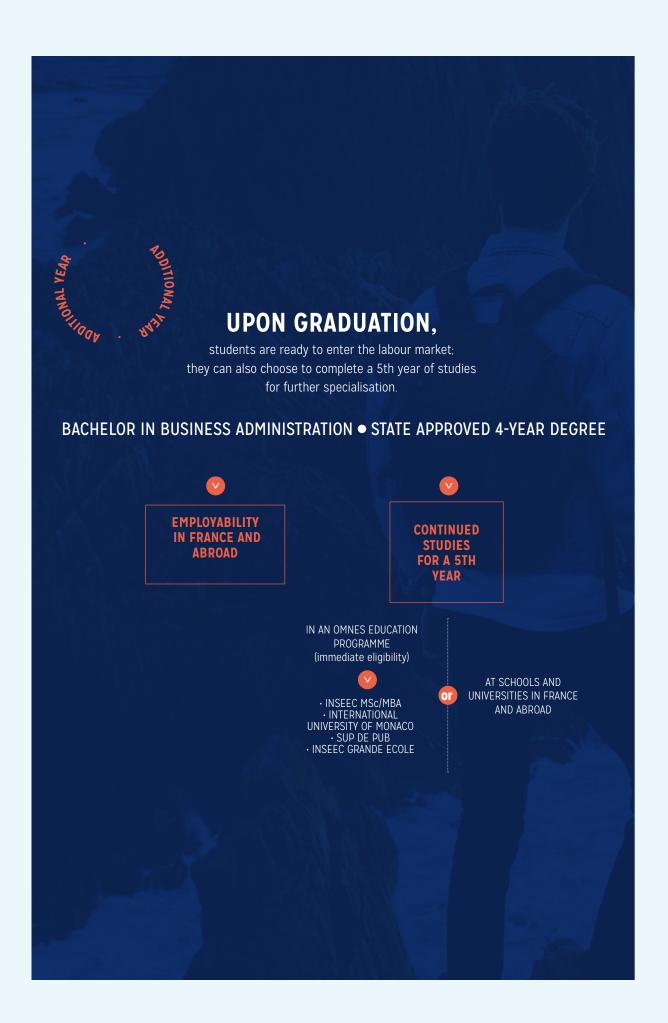
As they learn to work in teams, find sponsors, organise events, manage budgets and establish retrospective plans, students develop the skills they need as future managers!

Through the Student Office (Bureau des Élèves-BDE), a true catalyst in organising student life, and the Sports Office (Bureau des Sports-BDS), where students experience a team spirit and commitment to fair-play, the School's various organisations help train students and greatly contribute to the essential "class spirit", the foundation for a network.

Through the School's organisations, students develop their sense of initiative, gain new knowledge, and highlight their entrepreneurial skills.

> FEELING GOOD AT SCHOOL

is key!



GRADUATES'

Equipped with a strong international CV and an awareness of management realities on the ground, graduates from the Bachelor in Business Administration programme can successfully enter all major economic sectors. The time to employment after graduation is less than 6 months for 93% of graduates. Their positions vary greatly and often include a clear international dimension. In total, 63% of outgoing students obtain positions involving a daily international dimension.

"OVER 500 COMPANIES COME EACH YEAR TO MEET STUDENTS AT THE CAMPUSES IN BORDEAUX, LYON, MONACO, CHAMBÉRY AND PARIS (OVER 1.500 INTERNSHIP AND JOB OFFERS PROPOSED)."



ERIC **TOURTEL**INSEEC BBA YEAR OF 1998

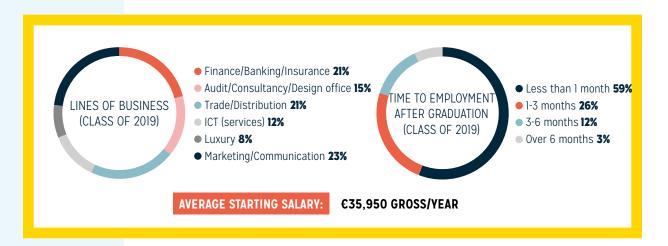
SENIOR VICE PRESIDENT LATIN AMERICA TEADS.TV

"As soon as I completed my programme at the School, I entered the media sector abroad (launch of "Petit Futé" in Spain, sale of advertising space for Grupo Zeta in Barcelona), before being hired by Unidad Editorial, Spain's largest media company, as the Digital Manager of El Mundo newspaper and then Sales Manager of the website Elmundo.es.

In 2009, I left for London to work as the UK Managing Director, and later Group Sales Manager for World Web Network, a digital media representative. AOL Advertising then contacted me to offer me the position of International Sales Manager.

Since June 2013, I have been managing Ebuzzing-now known as Teads-for the Latin American branch: I open offices in new countries and hire teams (sales, operational teams, etc.). The school's international focus and the presence of students from other countries provided me with this international dimension that I have continued to develop.

The training also gave me the opportunity to try out different sectors until I found the one I liked, the one I am still enjoying to this day: media."



BUSINESS UNIT CONTROLLER, KIEHL'S FRANCE, L'OREAL

"I chose the NSEEC BBA Iprogramme for its international and professional aspect as well as for the personalised support provided by members of the educational team. This programme seemed best suited to helping me achieve my objective of working in the luxury sector in a multicultural environment. This expectation proved true. I was able to to do internships at prestigious companies (Hugo Boss, Hermès, Galeries Lafayette, L'Oréal) and gain experience abroad in the United States, Finland and Germany. Through all these experiences, I applied the knowledge acquired in class and developed expertise and interpersonal skills that allowed me to stand out in the professional world, including adaptability, an open mind and teamwork.

After graduating, I specialised in audit and management control at IAE de Bordeaux, and completed a final year internship at Maison Chanel. I then worked at Guerlain (in Singapore), LVMH, LASCAD, and I now work as a Business Unit Management Controller at Kiehl's (L'Oréal Group).

I regularly return to share at the school, where I enjoy tellingstudents about my profession and providing career advice and guidance.

My studies at INSEEC taught me to be curious, gain a wide range of experience, and persevere to reach my goal!"



XAVIER **DAUCHY**INSEEC BBA CLASS OF 2014



LUCIE **ROLLET**INSEEC BBA YEAR OF 2017

ENTREPRENEUR, FOUNDER OF ELISE & FÉLICIE

"I started my company Elise & Felicie in 2012 and joined INSEEC BBA the following year to be better trained to develop my entrepreneurial project. This programme met all my expectations: it was very comprehensive and allowed me to address and further develop every aspect of my company. In addition to the educational programme, INSEEC BBA served as the university of life for me. The group work helped me develop by leadership abilities and teamwork skills. I still vividly remember the first-year Créa challenge that allows students to express their creativity and put many of their skills to use.

The programme's international focus and the many opportunities abroad truly enhanced my CV.

I was also able to benefit from the school's incubator. The genuine support from professors and the entire INSEEC BBA team truly helped to boost my company. I was able to quickly put what I had learned during my day of classes into practice in the business world. These four years at OMNES EDUCATION have made me grow and become the business leader I am today."

THE ESSENTIAL afunni network

"ONE OF INSEEC BBA'S KEY ASSETS IS THE STRONG RELATIONSHIP

BETWEEN THE SCHOOL AND ITS ALUMNI"

Since no great school can exist without a powerful and structured alumni network, the Alumni Association works to develop INSEEC BBA. It allows all its members to stay in touch and maintain the esprit de corps that developed during their time at the school. This network also creates connections that allows members to share their experiences, and fosters solidarity and mutual assistance. The alumni network is a rich environment, bringing together over 100,000 active alumni working in all lines of business and countries. These alumni regularly participate in events organised by the school and in major student events, such as competitions, orientation days, and for the defence of reports and final year dissertations. They also frequently

share internship and job offers and speak at conferences or during classes. As the representative of all alumni, the association promotes interactions between the school's new graduates and the professional world. It therefore helps graduates find employment in practical ways.

The association is managed by the school through permanent members and conducts an annual survey to publish an Alumni directory. A "lifetime" membership (which allows this organisation to operate long-term) allows members to benefit from numerous advantages, such as personalised advice from professionals to boost their career, clubs for specific professions and countries, access to the directory, and discounted prices for events.



INNOV'INSEEC INCUB'INSEEC

INNOV'INSEEC is the international innovation cluster for INSEEC schools. Its mission: inspire, develop and support entrepreneurial initiatives among our current and former students.

In addition to innovation, the source of economic competitiveness, the cluster fosters the values of openness, as evidenced by our many national and international partnerships, and responsibility, in keeping with our ambitious corporate social responsibility policy. Our international network of incubators (INCUB'INSEEC Paris, Lyon, Bordeaux, London, Geneva) forms the hub of the cluster. INNOV'INSEEC also promotes the values of entrepreneurship and innovation among our students, works with the business community to design original projects, and partners with other international high tech incubators, for example through our campus in San Francisco. The network's operations rely on a common

strategy and charter, and access to facilities, IT equipment, experts, coaches and a network of partners. It also provides incubated companies with access to series of seminars, workshops, and design thinking in order to boost their development both nationally and internationally.

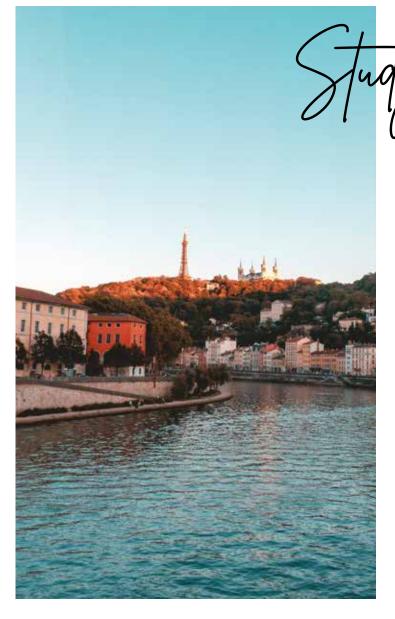
Thanks to the coordination at the group level, each individual benefits from best practices, feedback, information and the pooling of expertise.











A STRONG

ENTREPRENEURIAL SPIRIT

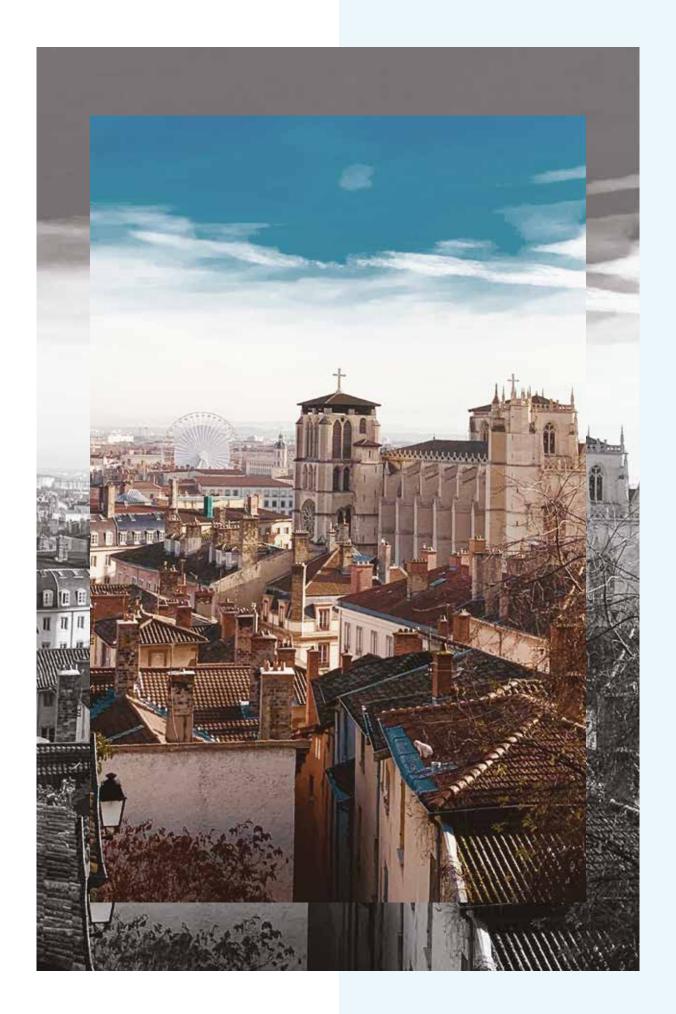
A CENTRE OF EXCELLENCE

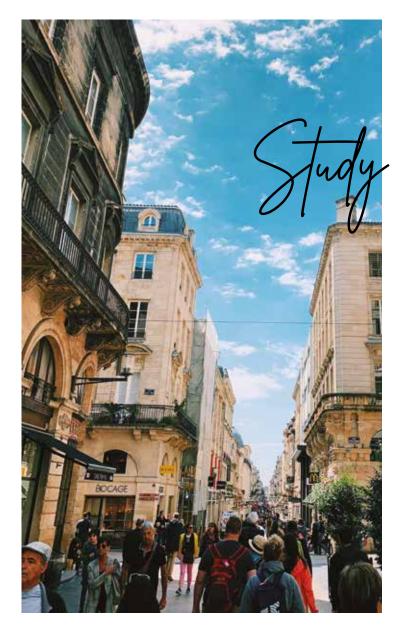
The city benefits from a wealth of cultural heritage. The birthplace of cinema, well-known for its culinary arts and charming "bouchon" restaurants, the city is listed as UNESCO World Heritage. Lyon also offers unparalleled quality of life, with two rivers flowing through the city (the Rhône and Saône) and numerous green spaces, including the Parc de la Tête d'Or, one of the largest parks in Europe. No wonder it ranks among the world's most attractive cities, alongside Saint Petersburg, Prague and Venice!

The gateway to the Beaujolais wine region, the Alps and Provence, from the city you can escape for a weekend to explore famous vineyards, ski slopes, or the Mediterranean coastline.

Art lovers will be thrilled to discover the many national and international events that occur throughout the year in Lyon, such as the Festival of Lights, the Nuits de Fourvière festival, the cinema festival, and the Biennale of Contemporary Art. In a mythical former Citroën industrial building, renovated with an architectural project that has become a reference in the field, the campus located on Rue de l'Université, right near Place Bellecour and the banks of the Rhône, is home to all the group's Lyon-based schools. Students enjoy an exceptional setting, with 9,000 m² including 65 classrooms, open-access computer rooms, several dining areas and workspaces, as well as a business incubator. The interior design has transformed this vast former garage into a pleasant, intimate and functional setting.

The central hall nicknamed "la Rue" features three atriums. This space for interaction leads to 2 amphitheatres, and the facilities for the "Ditigal and Artificial Intelligence" Research Chair and student organisations. The OMNES EDUCATION Lyon campus, located in the historic university area, is part of a dynamic and international student environment and is easily accessible via public transport (tram, bus, train). As France's second largest industrial urban area, Lyon has undeniably earned the status of a European metropolis. Home to international institutions and large companies, Lyon is also marked by a strong entrepreneurial spirit.







POPULAR APPEAL AND

RAPID CHANGE

A EUROPEAN METROPOLIS WITH MANY ASSETS

Bordeaux, the sixth largest metropolis in France, is a youthful city, known worldwide for its wine. The city has changed dramatically since INSEEC first moved there over forty years ago. It is home to internationally renowned companies and stands out for its dynamic environment for business creation, largely due to the development of digital technology.

The city is also a leader in the sectors of aeronautics, tourism and wine. >

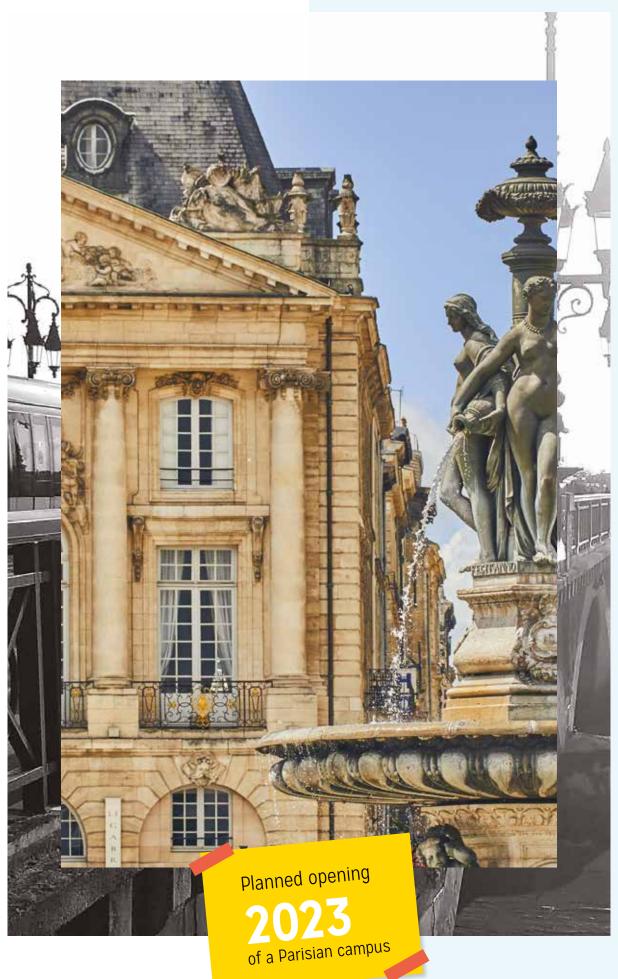
This city of art and history, listed as a UNESCO World Heritage site, maintains a top position among France's most attractive cities. Visitors are won over by the city's majestic nature and the beauty of the natural resources located nearby (large, unspoiled beaches, vineyards and forests).

This unique setting creates a favourable work environment for students. Their years of study in Bordeaux always leave a lasting impression.

Our school chose to settle in the historical Chartrons district, right where famous Bordeaux wines are aged. Students benefit from a unique work environment in a remarkable building: behind the long façade of Rue Raze, vaulted wine cellars have been transformed into welcoming teaching facilities. In addition to classrooms, the building

features a large amphitheatre, computer room, openaccess workspaces and spaces for interaction: a spacious hall, a common room and patio provide a place for students to meet at any time of day to discuss their projects, work and relax. In the same district, antique hunters can be found alongside ramblers, and night owls and tourists take enjoy the picturesque restaurants, bars and shops in Rue Notre-Dame.

The Chartrons quays have now become a lively meeting place thanks to lanes for rollerblading or bike riding, and areas to play and relax... BBA students will regularly travel through this area on their way to other OMNES EDUCATION sites located in the renovated warehouses on the banks of the Garonne waterfront, right near the Cité du Vin. •



OUR CAMPUSES APROAD Veale your own international future



Foreign Campus BBA's ambitions are to provide an exposure to global horizons. This all begins with a commitment to quality language classes and the establishment of English communication skills as a core priority in the curriculum at INSEEC BBA, where we fully understand that speaking a language that is understood by decision makers is critical for business success in today's world. INSEEC BBA students have access to specifically designed programs. A semester program is offered to third year students willing to do their mandatory mobility abroad at our London campus. Second year English Track students can choose to integrate the whole year program for an early immersion in London or Monaco. Both programs aim to familiarise them with innovative areas of business and management. Brainstorming, creating, discussing, presenting and negotiating issues from textbooks, case studies, videos, current business journal and newspaper articles all constitute a main emphasis in our classrooms. Through such a case method, our students are exposed to real-life situations that are relevant, intellectually engaging and highly interactive.



ondon

ACCESSIBLE STARTING IN 2ND YEAR

OMNES EDUCATION's facilities are located in a busy, fashionable street in the heart of the city (Marylebone High Street), and feature classrooms, a cafeteria and a library. The central location is ideal for discovering the British capital's prestigious cultural institutions.

The OMNES EDUCATION campus has continued to grow ever since it was inaugurated in 2009. The school now welcomes 500 French and foreign students each year. The London branch's key strength remains its professional network.

With nearly 100 instructors and over 70 partner companies, OMNES EDUCATION has raised its profile in Britain. Our students benefit fully from this added value (conferences, visits to companies, internship offers, job forums, networking events) and have the opportunity to work alongside world-renowned groups (Google, EasyJet, Bloomberg, Cisco).

London, a city that never sleeps, is a very popular destination with an atmosphere that wins over very different audiences. Its growing influence on an international level has placed it at the centre of the worlds of finance, fashion, architecture and technology. London's

most popular attractions, such as the London Eye, testify to the city's visionary spirit. The capital is a melting pot of different cultures, which is clearly reflected in the wide range of restaurants serving specialties from around the world.

London is known worldwide as a prestigious and modern city offering a wealth of shows, concerts, operas, hotels, museums and parks. From the gardens and squares in Kensington and Mayfair to the street performers in Covent Garden and the boho chic feel of Portobello Road, tourists and students can't help but fall for the city's charm!



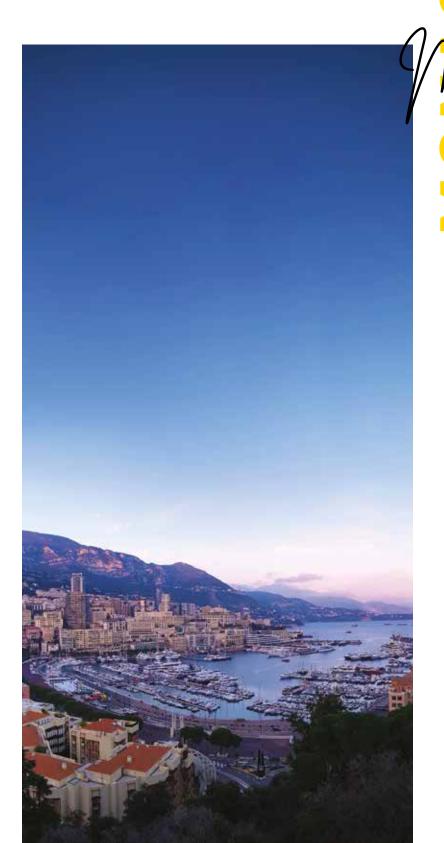
Francisco

ENTREPRENEURSHIP AND DIGITAL TECHNOLOGY IN THE HEART OF THE SILICON VALLEY

OMNES EDUCATION's aim for this San Francisco campus was to allow its students to benefit from California's astounding economic potential. OMNES EDUCATION has a vast facility on the 13th floor of a building located in the heart of the business district (Sansome Street).

Open to all the group's students, the site provides specific training and serves as the starting point for immersion experiences at local companies and start-ups. This exceptional location is especially popular among those in the "Digital" and "Wine" sectors. San Francisco's proximity to the Napa Valley (a prestigious, world-renowned wine region) and the Silicon Valley (home to numerous cutting-edge technology companies and highly renowned Stanford University).

3rd year students can stay at this campus during their study abroad session. This destination is particularly well-suited to students with an entrepreneurial project or those interested in the sectors developed in this region. They will be able to take advantage of the relationships established with the ecosystem by meeting business leaders, start-up founders, and Fab Lab managers.



A HAVEN OF PEACE IN AN INTERNATIONAL SETTING

Choosing the Monaco campus for your 2nd year English track means entering an international environment: classes are taught in English by faculty members representing 13 nationalities. The university welcomes students of 75 different nationalities.

Monaco is also:

- · 300 days of sunshine per year
- · 125 different nationalities
- · 5 000 companies
- · 39,000 residents
- · Elected the safest country in the world

ADMISSION PROCEDURE: ALL YOU NEED TO KNOW ABOUT THE

parcoursup process





DISCOVER THE PROGRAMMES AND LEARN MORE

Meet us at student fairs, Open Days and immersion days

- JANUARY MARCH
- Submit your preferences on the Parcoursup website. https://www.parcoursup.fr
- 2. Select the competitive examination PASS and tick the schools and campus of your choice (several choices possible)
- **3.** Pay the competitive exam fees and complete your application on Parcoursup.

APRIL MAY

SIT THE ORAL EXAMS

for INSEEC BBA in Bordeaux or Lyon

MID-MAY

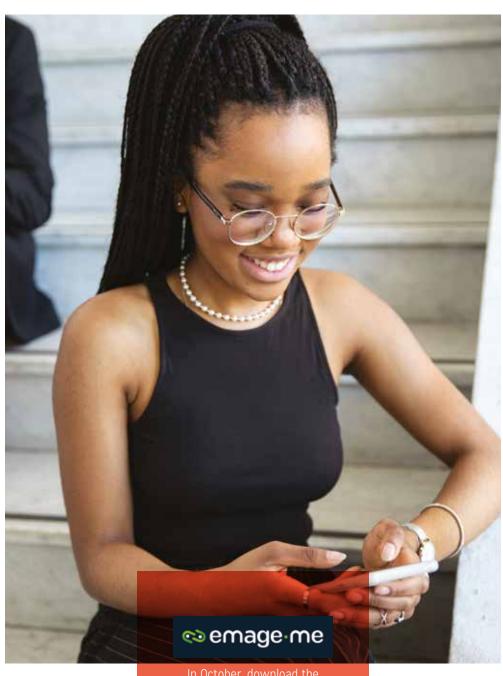
VIEW THE RESULTS

on the platform and reply within the time frame provided



CONFIRM

your registration at BBA on Parcoursup as soon as possible.



In October, download the **emage.me** application: a fun solution to help you identify your personal qualities and prepare for the oral exam component of the PASS competitive exam.









INSEECBBA in short

CORE VALUES

An international outlook
Educational expertise
Employability

STRENGTHS

1.

Triple recognition:

- State-approved (French Ministry of Higher Education)
- Level 6 RNCP title (French Ministry of Labour)
- International recognition (4-year Anglo-Saxon degree format)

2.

17-22 months of professional experience in France or abroad

3.

A "learning by doing" approach based on group work and personal assignments

4

Dynamic and rewarding community life

5.

2-3 foreign languages

6.

An INTERNATIONAL TRACK, 1st year in France, 2nd year in France, London or Monaco

7.

Prepare and take TOEFL and TOEIC exams

8.

Academic mobility abroad for at least one semester

9.

166 partner universities in 44 countries

10.

Double or triple degree options



ADMISSIONS

BBA.INSEEC.COM









bba.inseec bba_inseec bba_inseec bba_insee

ADMISSION TO 1ST YEAR

STUDENTS IN THE LAST YEAR OF SECONDARY SCHOOL

PASS COMPETITIVE EXAMINATION

review of Parcoursup application + oral exam
 A simplified and efficient procedure
 for identifying the profiles that best fit
 BBA's educational programme.

 Registration on Parcoursup starts in January
 2022. parcoursup.fr

HOLDERS OF A FRENCH BACCALAURÉAT OR STUDENTS PURSUING AN EQUIVALENT DIPLOMA

Selection based on an application (completed online) and interview (in person or skype).

ADMISSION TO 2ND YEAR

Open to students who have successfully completed or are in the process of completing a first year of undergraduate studies (BTS, DUT, Bachelor's degree, preparatory classes, etc.). This recruitment process is also open to French students educated abroad.

> By application and interview

ADMISSION TO 3RD YEAR

Open to students who have successfully completed or in the process of completing a second year of undergraduate studies (BTS, DUT, Bachelor's degree, etc.). This recruitment process is also open to French students educated abroad.

ADMISSIONS DEPARTMENT

BORDEAUX:

info.bba.bdx@inseec.com +33 (0)5 56 01 31 23

LYON:

admissions.bbainseec.lyon@inseec.com +33 (0)4 78 29 55 30

> By application and interview

INSEEC BBA S PART OF THE MANAGEMENT DIVISION OF OMNES EDUCATION, A LEADING INSTITUTION IN FRENCH PRIVATE HIGHER EDUCATION.

OMNES EDUCATION IS A MEMBER OF









