



**INSEEC BBA LYON (F LYON 71)**  
**ERASMUS POLICY STATEMENT (EPS)**

INSEEC BBA Lyon (legal entity: CEE RA) is a program of the OMNES Education Group (formerly Groupe INSEEC U.), the leader in private higher education in France.

OMNES Education offers a range of Lifelong Learning Programs (LLP) covering the main fields of higher education and research: Management, Engineering, Political Science and International Relations, Communication and Advertising, Creation and Design.

The Group has several campuses abroad and a wide range of partner universities.

In 2020, it was listed as number one in France in the UI Green Metric ranking for higher education and research institutions in terms of corporate social responsibility and sustainable development. These aspects are fully integrated into all courses.

Within OMNES Education Group, INSEEC BBA is an Anglo-Saxon format program approved by the French Ministry of Higher Education, Research and Innovation (MESRI) and registered in the National Directory of Professional Certifications (RNCP). It welcomes post-baccalaureate students for a 4-year program. Graduates obtain a Bachelor's degree in Business Administration at the Master 1 level.

The international dimension forms the very foundation of the school's educational program.

Pedagogical expertise, international openness and employability are the 3 fundamental values of the BBA INSEEC and respond to a clear objective: to provide INSEEC BBA students with an effective international CV...

INSEEC BBA program develops practical training with a global perspective by offering students:

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

## 1. Participation in Erasmus+

INSEEC BBA actively participates in Erasmus+ Key Action 1 (KA1) Projects related to students' and staff's mobility in Higher Education, which are part of the international strategy of our institution, and, more broadly, of the OMNES Education Group to which it belongs.

The international dimension forms the very foundation of the school's educational program, an ambition that is manifested by:

- A proficiency in English and a second mandatory foreign language (students are encouraged to study a third foreign language);
- A wide range of courses in Management and International Business;
- A majority of English-taught courses (English Track curriculum);
- A minimum of 1 international internship (possibility of 16 months of international internships);
- A minimum of 1 Study Abroad Semester within our partner universities (possibility of 3 years of Study Abroad);
- Double and Triple Degrees Agreements;
- The maintenance and development of Erasmus+ and international Agreements and cooperations;
- The organization of Erasmus+ and international events (International Week, International Fair, etc.);



- Participation in Erasmus+ and international events (conferences, meetings with our Partner Universities, etc.).

## 2. Strategy, objectives, impact and measurable indicators

INSEEC BBA is placing the international and more particularly the European dimension at the heart of the educational experience of its community.

INSEEC BBA's strategy through the 2021-2027 Erasmus+ program is to prepare its students for the international job market through teaching and extensive training focused on international trade and management, foreign languages and interculturality  
Geopolitical, human and multicultural skills are presented as true foundations for students' general knowledge.

The objective is to develop the intercultural skills of students and staff by promoting student and teacher exchanges within its European partner countries and also outside Europe with strategic partners.

The impacts and benefits include preparing students to evolve in a globalized world, face the challenges of tomorrow and embody the European values of solidarity, positive synergies and international cooperation.

The actions will also allow INSEEC BBA to increase its reputation, attractiveness and visibility at the European and international levels.

In addition to its international strategy towards its students' and staff's mobility, INSEEC BBA is developing a proactive policy of internationalization of its campuses and is continuing its commitment to improving the welcome and services for international students.

According to the 2021-2027 Erasmus+ Program, INSEEC BBA will, for all projects:

- I. Promote inclusion and diversity by providing additional financial support of EUR 250<sup>0</sup> to participants according to the criteria provided for in the Erasmus+ 2021-2027 Program:

- With a disability or long-term condition (LTC);
- A student receiving a scholarship from a higher education institution on social criteria at levels 6 and 7;
- Belonging to a household with a CAF family income of €551 or less;
- A category A job seeker for more than one year

In addition, upon request to the Erasmus+ France agency, a supplement of EUR 100 based on actual expenses may be granted when the situations of the persons concerned result in expenses that the usual Erasmus+ funding cannot cover. Priority will be given to applications concerning situations related to a disability or a long-term illness (ALD).

- II. Continue to develop the digital experience of our program with new tools and continuous pedagogical innovation;
- III. In line with the European Green Deal (EGD), raise awareness of the need to reduce the carbon footprint of participants by providing additional financial support of 50 EUR for modes of transportation: bicycle, bus, train or carpooling;
- IV. Contribute to a sense of European identity by promoting international exchanges and experiences through events such as Erasmus Days, and International Day and by welcoming our foreign visitors and European partners during our annual International Week;



- V. To encourage transnational cooperation projects by participating in the construction of a European educational space by developing our training offer and our reception methods for an increasingly international public.

3. INSEEC BBA Lyon + Projects Steering Committee

<b>INSEEC BBA Lyon - Erasmus+ Projects Steering Committee</b>	
<b>Legal Representative</b>	Guillaume GARNOTEL
<b>Head of Education</b>	Niki PAPADOPOULOU
<b>Financial Manager</b>	Christine VIDAL
<b>Erasmus+ Institutional Coordinator</b>	Manon TURLIN ( <a href="mailto:mturlin@inseec.com">mturlin@inseec.com</a> )

4. Signature

On June 30, 2022,

**Guillaume GARNOTEL**  
Director, INSEEC BBA

