

INTERNATIONAL BBA

BACHELOR INTERNATIONAL

WORLD
WIDE
WE

KEDGE
BUSINESS SCHOOL

Discover
Decode
Do

THE IBBA IN 8 KEY POINTS

- 1** 2nd RANKED 4-YEAR FRENCH BACHELOR (Le Point 2020)
- 2** THE MOST INTERNATIONAL 4 YEAR PROGRAMME taught in France
- 3** MULTICULTURAL groups
- 4** A NETWORK OF 70,000 graduates worldwide
- 5** 124 PARTNER UNIVERSITIES and 11 double degrees
- 6** 65% OF GRADUATES work abroad in their 1st job after graduating
- 7** 24 STUDENT ASSOCIATIONS
- 8** 2 YEARS IN FRANCE, 2 YEARS ABROAD combining academic and professional experience



VALÉRIE ANGLES,
Programme director,

« You want a programme that allows you to live, study and work in an international context. You like foreign languages. You want to develop yourself personally and to understand the keys to different cultural, social and economic contexts in order to be confident in the professional world. If you are autonomous, curious and dynamic, you will thrive in the IBBA programme by contributing your personality to it.

In 4 years, you will spend at least 2 years abroad, in a totally immersive environment, completing internships and studies with our partner universities for blocks of 6 months in duration on each occasion. Starting in the first

year, you will develop your international profile, working in intercultural groups with fellow students and teachers from all corners of the globe. In the second year, you will prepare for your expatriation and choose from among more than 120 university partners where you will study in the 3rd and 4th years of the IBBA programme, or you will prepare to complete a double degree in the USA, Europe or China. You will follow all of your courses in English.

When you graduate you will already have acquired one year of professional experience; a first-hand knowledge of the corporate environment, its challenges and the tools to use. In a globalised world, you yourself will be a valuable asset to your future employer, or to your own business venture, because you will understand both local and situational differences, which key ingredients in order to be successful. Most of all, you will be ready for a changing, interconnected professional world and will be aware that any meaningful success must be built upon a sustainable foundation.

INTERNATIONAL BBA

KEDGE HISTORY

IN 2013, KEDGE WAS FOUNDED FOLLOWING THE MERGER OF TWO RENOWNED BUSINESS SCHOOLS, WELL-ESTABLISHED IN THEIR RESPECTIVE REGIONS AND ALREADY BENEFITING FROM INTERNATIONAL OUTREACH: BEM AND EUROMED MANAGEMENT :

EUROMED MANAGEMENT IN MARSEILLE SINCE 1872

1872 : The École Supérieure de Commerce de Marseille was created

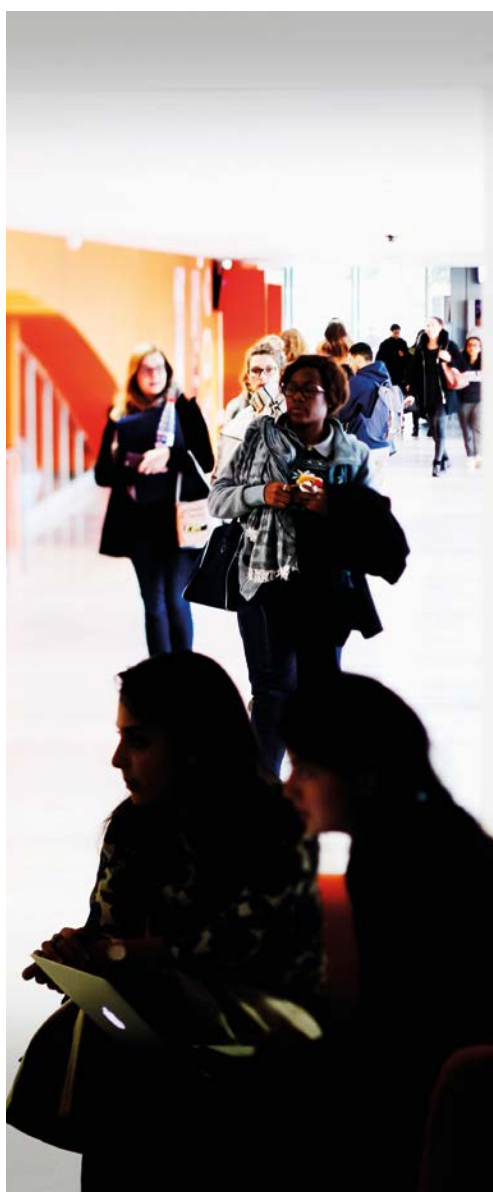
2001 : The Board of Directors was created

2005 : The School obtained EQUIS accreditation and became a member of the United Nations Global Compact

2007 : The School obtained AMBA accreditation

2010 : The Suzhou campus was opened in China. The Franco-Chinese Institute was launched in partnership with Renmin University. Toulon Ecole Supérieure de Commerce et Technologie and Ecole Internationale de Design were acquired

2011 : The School obtained AACSB accreditation



KEDGE, A NEW HIGHER EDUCATION PROVIDER

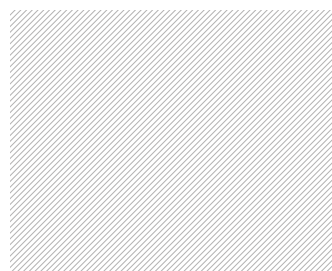
2012 : BEM and Euromed Management announced their merger

2013 : KEDGE Group was legally established

2015 : KEDGE Business Club, the Group's Paris-based campus, was opened

2017 and 2018 : KEDGE business nurseries inauguration in Marseille and Bordeaux

2018 and 2019 : New campuses in Paris and Toulon, Marseille campus extension





STUDIES IN MARSEILLE



→ **2nd LARGEST FRENCH CITY**

→ **LARGEST EUROPEAN NATIONAL PARK** and a 60 km Coastline

→ **CULTURAL IMMERSION**
Marseille is one of the most multicultural French cities

→ **CLIMATE**
300 sunny days per year

→ **AVERAGE TEMPERATURES**
19°C SPRING
25°C SUMMER



NEIGHBOURING CITIES

CANNES

Distance : 134 km
Average Travel Time: 2h
Means of Transport: Train

NICE

Distance : 159 km
Average Travel Time: 2h15
Means of Transport: Train

MONACO

Distance : 171 km
Average Travel Time: 2h30
Means of Transport: Train

PARIS

Distance : 663 km
Average Travel Time: 3h10
Means of Transport: Train

MARSEILLE'S SURROUNDINGS

- A vibrant city surrounded by the mountains and the Mediterranean Sea : there is never a dull day here.
- In addition, it is supported by excellent bus, train and boat services.
- The nearest international airport is 25 minutes away from the city center with worldwide flights

COST OF LIVING *

Type of expense per month *

- Transportation : €25
- Housing : €450-700
- Food : €200
- Miscellaneous (insurance, taxes, clothing...): €100
- Leisure : €100
- Mobile phone (prepaid phone cards start at : €5

* This document is not intended to provide legal advice. It is a list of fees compiled from various student experiences.



LIFE ON CAMPUS

KEDGE Marseille campus is divided between two sites: the Luminy and Vaufrèges campuses, nestled on the edge of the Calanques National Park, and the Joliette campus located in the heart of the city. Those campuses provide innovative facilities and teaching equipment : digital libraries, incubator, brain bubbles, meeting rooms, fitness areas, etc.

WELLNESS

KEDGE has designed and implemented an original and unique service for students: the Wellness service. It has a double objective: to prevent risks and to develop individual, academic, and professional performance. A team of volunteers and psychologists are available to support and advise students who experience difficulties or who simply have trouble adapting to their new life.

THE ASSOCIATIONS

Marseille 24 student associations are as many opportunities to grow and learn while participating in :

- Community and student life
- Networks and Entrepreneurship
- Art of living
- Arts and culture
- Geopolitics and society
- CSR, Sustainable Development and Solidarity
- Media and digital
- Sports and leisure

ACCOMMODATION

To find accomodation in Marseille, KEDGE offers a dedicated housing platform. Our partner Studapart, allows students to access hundreds of exclusive offers: studios, flatshares, homestays... and gives them personalised support throughout your rent.

CSR

A major characteristic of KEDGE, which ensures that the school is recognised as a key player in the sustainable development and CSR field, is its approach combining "excellence & coherence". Thanks to its commitment and its network of experts, the school is helping higher education develop in a manner compatible with CSR.

PATHWAY COURSE

2 YEARS IN FRANCE

Management fundamentals, courses in English from the first year, internship, education through action. Possibility to specialise from semester 3 onwards.

1ST YEAR : FUNDAMENTALS

SEMESTER 1 :

- Learn how to learn
- Business systemic approach
- Business games
- Micro/Macro economies
- Quantitatives methods
- Sustainable development
- Principles of marketing
- Business games
- IELTS preparation
- Foreign language (French, German, Spanish, Italian, or Chinese)

SEMESTER 2 :

- Project management
- Operations management
- Data management & information system
- Data control & management
- Accounting for managers
- Introduction to intercultural management
- Human resources in a global context
- Maths-Partner specificities
- IELTS preparation
- Foreign language (French, German, Spanish, Italian or Chinese)

2ND YEAR : EXPLORATION

SEMESTER 3 :

- International law
- International Business
- Administration of international sales and purchases
- IELTS Preparation

International tracks (ENG) + one track to choose amongst the 4 below

FINANCE

- Financial Analysis
- Finance and decision making
- Financial Economics

MARKETING

- Decision-making and Market research
- Digital Marketing Communication
- Sustainable Marketing

SUPPLY CHAIN MANAGEMENT

- Supply Chain Management Fundamentals
- Digital Operations Management

DOING BUSINESS IN EMERGING MARKETS

- Buying and Selling
- Foreign investment
- Culture and Business context

SEMESTER 4 :

6 MONTH-INTERNSHIP OR PROFESSIONAL EXPERIENCE IN FRANCE OR ABROAD



2 YEARS ABROAD MINIMUM

DOUBLE DEGREE STUDENT :

- Partner university (exchange or dual degree)
- Internship
- Personal project

3RD YEAR : INTERNATIONAL

SEMESTERS 5 & 6: PARTNER UNIVERSITY 1

All students spend 3 consecutive semesters in one or several partner universities.

4TH YEAR : PROFESSIONAL WORLD

SEMESTER 7 :

Partner university 1 if dual degree or Partner university 2

SEMESTER 8 :

Internship in France or abroad

INTERNATIONAL BBA DEGREE



WHAT IS A BBA ?

The Bachelor of Business Administration (BBA or B.B.A.) is a bachelor's degree in trade and business administration. It is a first level undergraduate degree. This qualification is a highly recognised standard among international re-

cruiters. KEDGE BBA was given the «Visa», meaning that those 4 years of study are officially recognised by the French state. It is worth 240 ECTS credits. A bachelor's degree allows students to enter into the workplace or into a higher level course such as a Master of Science that can lead to a masters degree ("Bac+5").

TESTIMONY



Alexia SOULE,

SALES CONSULTANT BMW - CLASS 2018

I followed KEDGE International BBA.

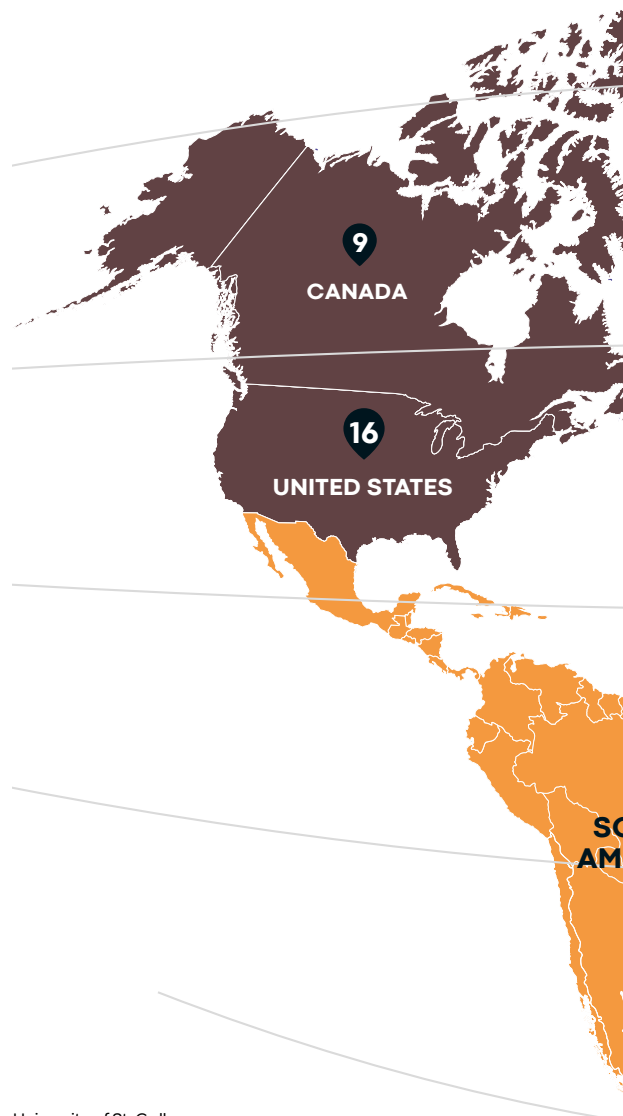
I did a year and a half at Kedge in courses such as management, marketing, sales... I then did a 6 month internship and a year at University of Warsaw, Poland. Then I went to Mumbai University where I followed courses such as Sales, Retail, Strategy and Finance. After that, I arrived in Kuala Lumpur for an internship and I stayed there following a job offer.

Kedge gave me an international perspective. When I arrived at Kedge I was not comfortable in English and being mixed with foreigners in English classes gave me more confidence. I was able to discover new ways of thinking and working by being with Asian, American and South African students. I will soon be returning to France for a training course at ISCAM at ESCRA school because I want to work in the automotive industry. Afterwards, I would like to go back to Asia or the Middle East.

124 PARTNER UNIVERSITIES 11 DOUBLE DEGREE AGREEMENTS

OVER THE COURSE OF THE FOUR-YEAR PROGRAMME, YOU WILL SPEND TWO YEARS ABROAD,

as part of an academic exchange or doing an internship, KEDGE's IBBA is one of the French higher education programmes offering the most international exchange opportunities in internationally recognised universities (many of them are at least AACSB, EQUIS and AMBA-accredited).



AFRICA

MOROCCO : Institut des Hautes Études de Management - HEM, Casablanca
SENEGAL : BEM Dakar

ASIA

CHINA : Lingnan University, Hong Kong - Renmin University of China, Beijing - The University of Hong Kong - Faculty of Business and Economics, Hong Kong - **Tongji University, Shanghai*** - Tsinghua University, Beijing - University of Nottingham Ningbo China - Guangdong University of Foreign Studies, Guanzhou
INDONESIA : Binus University, Jakarta - Institut Teknologi Bandung
JAPAN : Nagoya University of Commerce and Business - NUCB - Ritsumeikan Asia-Pacific University, Beppu
MALAYSIA : Monash University - Bandar Sunway
PHILIPPINES : Ateneo de Manila University
SINGAPORE : Nanyang Technological University - Singapore Management University
SOUTH KOREA : Hanyang University,ERICA - Hanyang University, Seoul - Konkuk University, Seoul - **THAILAND** : Mahidol University International College - MUIC, Nakhon Patom - Bangkok - Thammasat Business School, Pra Nakorn - Bangkok

EUROPE

AUSTRIA : WU Vienna University of Economics and Business - Vienna
BELGIUM : Hasselt University, Diepenbeek - **KU Leuven**, Brussels -

Université Catholique de Louvain, UCL*

CZECH REPUBLIC : University of Economics, Prague
DENMARK : Copenhagen Business School - CBS
FINLAND : Aalto University, Mikkeli Campus, Helsinki - University of Vaasa, University of TURKU school of Economics-Turku
GERMANY : Frankfurt School of Finance and Management - Hochschule Bremen University of Applied Sciences*
GREECE : Athens University of Economics and Business - AUEB
IRELAND : Dublin City University - **Limerick university*** - National University of Ireland, Galway - University College Dublin - UCD
ITALY : Università Commerciale Luigi Bocconi, Milan - Università degli Studi di Parma - Università degli Studi di Torino
NETHERLANDS : Fontys University of Applied Sciences, Tilburg - Tilburg University
NORWAY : BI Norwegian Business School, Oslo
POLAND : Cracow University of Economics - University of Warsaw - Warsaw School of Economics
PORTUGAL : Católica Lisbon School of Business and Economics, Católica Porto Business School - Porto
RUSSIA : Lomonosov Moscow State University - **Plekhanov Russian Academy of Economics, Moscow***
SPAIN : **Universidad de Valencia*** - Universidad Carlos III de Madrid - Universidad de Malaga, Teatinos Campus - Universidad de Navarra, Pamplona - Universidad Ramon Llull La Salle, Barcelona
SWEDEN : Linköping University - Lund University - Örebro University - Stockholm University

SWITZERLAND : University of St. Gallen
UNITED KINGDOM : Coventry University - Durham University - Glasgow Caledonian University - Loughborough University - Newcastle University Business School - NUBS - **Nottingham Trent University*** - Queen Mary University of London - University of Birmingham - University of Exeter - **University of Hertfordshire, Hatfield*** - University of Liverpool - University of Strathclyde, Glasgow - UWE Bristol - University of the West of England

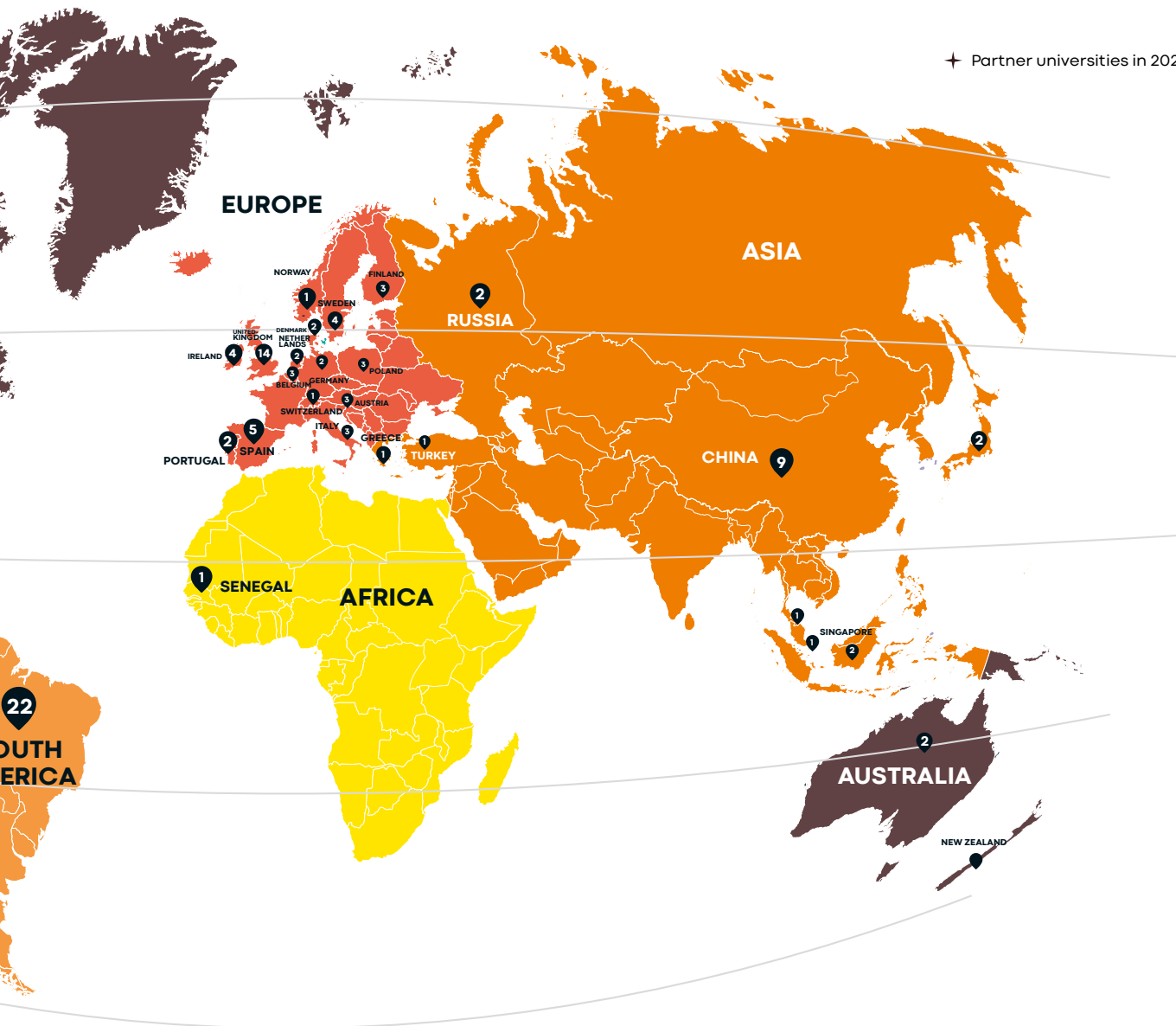
MIDDLE EAST

TURKEY : Bilkent University, Ankara

NORTH AMERICA

CANADA : HEC Montréal - Laurentian University, Sudbury - McMaster University, Hamilton - Queen's University, Kingston - Université de Laval, Québec - Université du Québec à Montréal - UQAM - University of Victoria - Wilfrid Laurier University, Waterloo
University of Calgary-Haskayne

School of Business-Calgary
U.S.A : Butler University, Indianapolis - California State University, Chico - George Mason University, Fairfax - Hofstra University, Hempstead - Howard University, Washington DC - San Diego State University - SDSU - State University of New York - SUNY, Geneseo - Suffolk University, Boston - University of Mississippi, Oxford - **University of North Carolina - UNCW, Wilmington*** - **University of North Florida - UNF, Jacksonville*** - University of South Carolina - USC, Columbia - **Weber State University, Ogden*** - Texas A&M University Kingsville - Kingsville University of Nevada - Reno Western Washington University - College of Business and Economics-Bellingham



SOUTH AMERICA

ARGENTINA : Pontificia Universidad Catolica Argentina - UCA, Rosario, Mendoza, Parana, Universidad Catolica de Cordoba - Universidad de Palermo, Buenos Aires - University of Buenos Aires - UBA
BRAZIL : INSPER, Sao Paulo - Universidade de São Paulo - USP, Ribeirão Preto
COLOMBIA : Pontificia Universidad Javeriana, Bogota -
CHILE : Universidad Adolfo Ibáñez, Penalolén Campus, Santiago - Universidad Alberto Hurtado, Santiago - Universidad Andrés Bello, Santiago - Universidad de Los Andes, Santiago - Universidad Finis Terrae, Santiago

ECUADOR : Universidad Casa Grande, Guayaquil / Cuenca
MEXICO : Escuela Bancaria Y Comercial, Mexico City, Leon, Corregidora Mexico Tecnológico de Monterrey - ITESM, Campus Leon, Campus Puebla, Queretaro Campus/Santiago de Querétaro, Santa Fe Campus/Mexico City
PERU : Universidad del Pacifico, Lima - Universidad

OCEANIA

AUSTRALIA : University of Adelaide - Deakin University, Melbourne
NEW-ZEALAND : Auckland University of Technology - AUT

*Double degree agreements

SAFETY KEDGE

WITH THE SAFETY OF ITS COMMUNITY IN MIND, KEDGE IMPLEMENTED "SAFETY KEDGE", VIA THE MY KEDGE APP.

How does it work ?

- Before leaving, I prepare my trip and consult International SOS country info.

- During my trip, geolocalisation helps me in case of emergency: get alerted of incidents nearby / respond to the Safety Check. If needed, get help from the SAFETY KEDGE team to be moved to safety.

- If needed a 24-hour hotline is available.

FUNDING

TUITION FEES 2021 : **10 500 €/YEAR**

SCHOLARSHIPS

At KEDGE, we strongly believe that students shouldn't give up on their education plans because of funding issues. This is why we have launched a financial support plan aimed specifically at International students.

EARLY BIRDS

Applications received during the Early Bird period, before 28 February 2021, will automatically benefit from a 10% discount on tuition fee.

This scholarship is available for international students only

MERIT SCHOLARSHIPS

To support high-profile candidates, based on the academic level:

INTERVIEW GRADE

EXCELLENT EDUCATION FILE

(school reports, GPA, language grade, etc..)

Achievement: 2,000€
Academic excellence:
4,000€*

45% of our international students were granted a KEDGE scholarship in 2020.

* Can be combined with Early Birds.

MOBILITY GRANTS

ERASMUS**

The Erasmus system enables students to receive financial support for studies and internships in Europe. You can receive financial aid regardless of your income..

SCHOLARSHIP FROM THE REGIONAL COUNCIL**

THE PRAME* :

Scholarship from the Council of Provence-Alpes-Côte d'Azur provides funding for students in regional higher education institutions who are doing an internship abroad as part of their degree.

** These scholarships are not cumulative.

PAYMENT METHODS :

It is possible to pay in up to 6 installments over a year.

ONLINE APPLICATION

CREATE YOUR ACCOUNT ON
join.kedge.edu

UPLOAD YOUR MANDATORY DOCUMENT

- Academic transcripts of your last 2 years of high school
- A copy of your high school diploma (if you've already graduated)
- A copy of your passport or ID card
- Optional: you may include any other supporting documents (English test results, academic recommendation letters, CV, etc.)

PAY THE €120 APPLICATION FEE TO FINALISE YOUR APPLICATION*

Your application will not be complete until we receive payment of the application fee.

TAKE YOUR INTERVIEW

There will be a 30-minute Skype interview for all applicants regardless of their nationality or location. As soon as your application is registered, you will receive an email from KEDGE to organise your interview.

IMPORTANT : We highly recommend completing your applications before June 2021 in order to meet the Visa application deadlines

* Admission is based on an assessment of your application file + Skype interview. 50 places available.

HANDICAP



KEDGE committed to a policy of inclusive diversity by setting up a network of actors and resource persons. By doing so, we facilitate public access to information, as well as the integration, pedagogical monitoring and employability of its learners.

AND AFTER THE IBBA ?

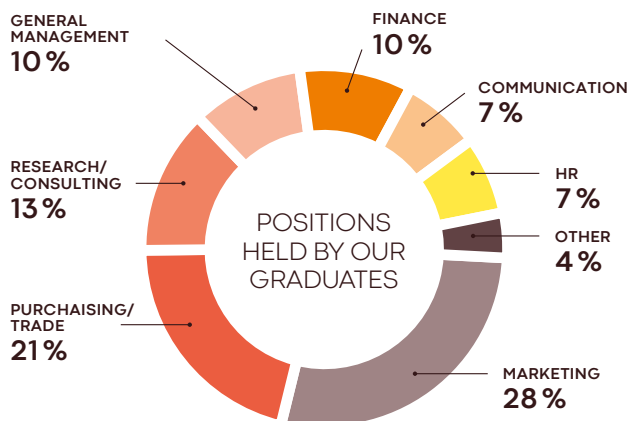


TWO CHOICES FOR OUR GRADUATES: STARTING THEIR PROFESSIONAL LIFE OR, CONTINUE THEIR STUDIES, IN ORDER TO SPECIALISE EVEN FURTHER.

Students who decide to start careers as soon as they finish the IBBA are well placed to find work with decent salaries. The International BBA was ranked top by Le Point in 2019 in terms of professional outlook and starting salary.

Nearly half our students choose to start work straight away, whereas the other half continues their studies, either with a two-year Master course at a Grande Ecole, or following a specialised programme.

49%
GET A JOB
STRAIGHT AWAY



TOP 10 RECRUITERS : Airbus, Carrefour, Crédit Agricole, Deloitte, l'Oréal, LVMH, Orange, Publicis, Randstadt, Société Générale"

46%
CONTINUE
THEIR STUDIES

MASTER IN MANAGEMENT / GRANDE ECOLE PROGRAMME



Specialised
MASTER OR MASTER
of Science



MASTER 2
in another
university or
abroad

5%
COMPLETE A
PERSONAL PROJECT



BORDEAUX
D★KAR
MARSEILLE
PARIS
TOULON
SHANGHA!
SUZAOU



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