

KEDGE INTERNATIONAL BBA PROGRAMME

KEDGE
BUSINESS SCHOOL



Your Gateway to Global Success

"The International BBA prepares students to lead teams and projects for global businesses. In a fast changing world, harnessing concepts like globalisation, market uncertainty, and competitiveness has reached a new level of complexity. The future field managers will acquire a broad understanding of economic shifts but also social, environmental, and technological changes, and many more. The graduated students are sought after by companies for their multicultural background in addition to their professional expertise."

Jens BLUMRODT, Dr. phil., Head of International BBA



Bachelor's degree
program accredited by
the French government



Best 3-4 Year Business
School Programme
Challenges 2022
4th

Best State-Accredited
Bachelor Programme
Le Figaro Etudiant
6th



ACCESS: 1st YEAR OR 3rd YEARS, VAPP (validation of personal and professional experience)

DURATION: 2-4 YEARS | **FORMAT:** FULL-TIME | **LANGUAGE:** ENGLISH OR FRENCH

CAMPUS: MARSEILLE / PARIS (entry in year 1 only) | **INTAKE:** SEPTEMBER

HIGHLIGHTS

GLOBAL REACH

Embark on a journey of international discovery with KEDGE's International BBA programme. With an extensive network of 133 esteemed partner universities worldwide and the option to pursue 11 dual degree programmes, we open the doors to a diverse range of academic environments. Over 60% of these partnerships are with accredited institutions, delivering high-quality education wherever you go. Our programme structure allows to spend as much as 2.5 years abroad, providing a deep cultural and academic experience. The opportunity to experience life in up to four different countries, including France, will add an enriching global dimension to your education.

MULTICULTURAL LANDSCAPE

KEDGE's International BBA programme thrives in the cultural melting pot of our campuses in Marseille and Paris. The Marseille campus is nestled in the idyllic setting of Les Calanques, while our Paris campus is centrally located in the bustling 12th arrondissement. Additionally, with a third of our students coming from various international backgrounds and our international faculty members from all continents, our classrooms are enriched with diverse experiences, and perspectives. This unique multicultural setting is the perfect platform to prepare for a global career, enhancing the understanding of and the ability to take action in diverse cultures and working environments.

PRACTICAL EXPERIENCE

At KEDGE, we believe in a well-rounded education that combines rigorous academic theory with practical, real-world experience. To this end, our curriculum includes mandatory internships and Be-U Pro-Act projects designed to complement your theoretical learning. These hands-on experiences are invaluable in providing you with the professional skills needed to navigate and succeed in the complex and dynamic global business environment. Our approach ensures that by the time you graduate, you'll be well-equipped to tackle any challenge that comes your way.

ABOUT KEDGE BUSINESS SCHOOL

LET'S
BE
THE
CHANGE

15,000 students



80,000 graduates

7th best French
Business School
Financial Times 2022



2nd French School
for Research in Business
Administration
Shanghai Ranking 2022

8 research centres



207 full-time professors

CURRICULUM

ADMISSION IN YEAR 1

SEMESTERS 1 & 2

→ CORE MANAGEMENT MODULES

SEMESTER 3

→ SPECIALISATION OPTIONS:

- Finance
- Marketing
- Supply Chain Management
- Doing Business in Emerging Markets

SEMESTER 4

→ 6-MONTH INTERNSHIP EITHER DOMESTICALLY OR INTERNATIONALLY

SEMESTERS 5, 6 & 7

→ STUDY ABROAD/DOUBLE DEGREE PROGRAMMES OR
→ SEMESTERS AT KEDGE

SEMESTER 8

→ 6-MONTH INTERNSHIP EITHER DOMESTICALLY OR INTERNATIONALLY

+ ADDITIONAL LEARNING UNITS

- BUSINESS GAMES
- SimONU
- IELTS PREPARATION
- TOSA EXCEL CERTIFICATION

ADMISSION IN YEAR 3

SEMESTERS 1 & 2

→ MANAGEMENT MODULES

SEMESTER 3

→ SEMESTER ABROAD

SEMESTER 4

→ 6-MONTH INTERNSHIP

CAREER OPPORTUNITIES

PROSPECTS

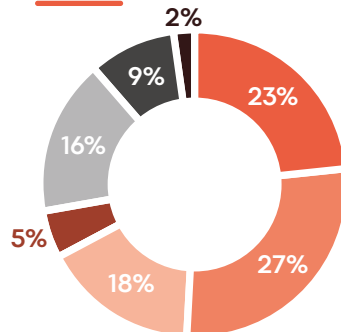
Upon programme completion:

- Some opt to kick-start their careers
- Others choose to further their studies, typically by undertaking:
 - A Master in Management programme
 - MSc programmes
 - A Master's year at another institution or at a partner university outside of France

NETWORK & PARTNERS

Airbus, Amazon, LVMH, Microsoft, Danone, ENGIE, BNP Paribas, L'Oréal, Veepee, Thales, Ubisoft, Veolia, Capgemini, Air Liquide, Nestlé, etc.

SECTORS OF ACTIVITY



- Business Development / Sales
- Marketing / Communications / Events
- Consulting / Auditing / Project Management / Quality
- Purchasing / Logistics
- Finance / Accounting / Management Control
- Human Resources / Information Systems / Data Management
- Executive Management



95% employed within 6 months post-graduation



4 500 IBBA alumni



k€ 39-43 initial salary range

ADMISSION & ACCESS

APPLICATION PROCESS

Apply online on join.kedge.edu

TUITION FEES

€10,750 per year*

*These fees are provided for informational purposes only and are applicable at the time of printing. They may be subject to change.

CONTACT

Make an appointment with one of our student advisers to refine your study plan and get into the programme of your choice:

France:
bachelor@kedgebs.com

International:
international@kedgebs.com



← More information about the programme