



EM Strasbourg
BUSINESS SCHOOL

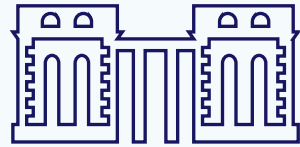
Bachelor of International Business



Flash the QR
code to learn
about the
international
entrance
exam

EM Strasbourg

First University Business School in France



Choose EM Strasbourg

24 undergraduate & graduate programs
570 bachelor's students
2,000 PGE master's students
650 master's & executive education students
30 doctoral students



A strong and lasting community

3,200 students
28,000 members of the alumni network
2,000 partner companies



International, both inside and out

97 nationalities
200+ university exchange agreements in 52 countries
1,200 students of foreign nationality*



Reflect, engage, and act

1 entrepreneurial center
2 research centers
30+ conferences per year
450 corporate executives involved in school life



Our three values

Ethics
Sustainable development
Diversity



Our accreditations and networks



* Hosted on average each year

Explore a world of possibilities!

Our bachelor's program is à la carte, enabling students to build their own program over three years according to their interests: progressive or full English course load, co-op, study abroad opportunities, dual or triple degrees abroad.

Year 1

Get Off to a Good Start

What's in store for you during your first semester? Learning the basics of management sciences. The highlight of second semester is a language stay abroad—an opportunity to improve your level of English or German and to immerse yourself in another culture.

Introduction to Management

- Introduction to Marketing
- Introduction to Entrepreneurship
- Introduction to Finance
- International Communication
- People & Organizational Management

Choice of study track

- Full English
- Progressive English

Year 2

Deepen Your Knowledge

In second year, the focus is on internationalization, with courses in intercultural management. You'll also have the opportunity to implement the practical project you conceived in first year—this is an original way to gain valuable technical and commercial skills for your future career.

Strategy & Entrepreneurship

- Fundamentals of Entrepreneurship
- Fundamentals of Corporate strategy

International Management

- Introduction to European Economic Law
- International & Intercultural Management

Marketing & Communication

- Product & Price Policy
- Marketing Studies

Finance & Accounting

- Fundamentals of Corporate Finance
- Fundamentals of Cost & Financial Accounting

Choice of study track

- Full English
- Progressive English

Year 3

Gain Professional Skills and Expertise

In third year, all courses are taught in English. You can customize your program by selecting courses from the range of options available at the School or a partner university if you're studying abroad. For those who choose to stay at EM Strasbourg, it is possible to complete this final year via co-op (work-study program).

International Marketing

- Sustainable Distribution of Products in an Urban Context
- Digital Marketing
- International Brand Management
- Marketing Game

HR & Responsible Management

- Responsible Organizational Behavior
- IHRM in Organizations (Firms and NGOs)
- Global Mobility & Talent Management
- Corporate Leadership

International Business

- International Trade Techniques II
- Doing Business around the World
- Workshop on International Negotiation

European Manager (if offered)

- European Integration History from a Transnational Perspective
- Principles in International Team Management
- Ethics & Management
- Strategic Analysis

Choice of study track

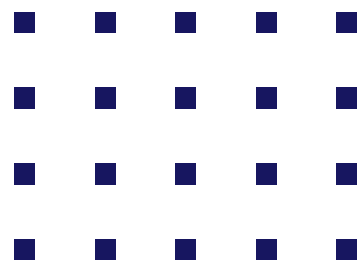
- Full English
- Co-op
- Study abroad

New: Co-op in Third Year

Co-op (or work-study) programs offer many advantages. They introduce you to the world of work and enable you to apply your knowledge on the job. During a co-op year, your tuition is paid in full by your host company, and you receive a co-op salary (only for students who have completed the second year of the bachelor's program at EM Strasbourg).

Are you tempted by an international career?

EM Strasbourg has developed a triple degree program with HEC Liège in Belgium and the University of Hohenheim in Germany, as well as dual degrees with HEC Liège and the Hochschule Furtwangen, enabling students to acquire academic experience in various countries and an open mindset and thereby boosting their employability.



Study Abroad!

In third year, spend a semester as an exchange student at one of our 39 partner universities and discover a new culture while improving your language skills.

Our Partner Universities

Germany

- Dortmund**, Fachhochschule Dortmund
- Pforzheim**, Pforzheim University
- Stuttgart**, University of Hohenheim *
- Villingen-Schwenningen**, * Furtwangen University

Austria

- Innsbruck**, Universität Innsbruck
- Vienna**, Vienna University of Economics and Business

Belgium

- Liège**, Liège Université, * * HEC Liège Management School

Canada

- St. John's**, Memorial University of Newfoundland
- Windsor**, University of Windsor

China

- Beijing**, Beijing Jiaotong University
- Hangzhou**, Zhejiang Gongshang University

South Korea

- Gyeongsan**, Yeungnam University
- Seoul**, Konkuk University

Croatia

- Zagreb**, Zagreb School of Economics and Management

Spain

- Madrid**, ESIC Business & Marketing School

UNITED STATES

- Billings**, Montana State University
- Bloomsburg**, Bloomsburg University
- Pensacola**, University of West Florida
- Salem**, Willamette University
- San Antonio**, University of Texas at San Antonio
- San Angelo**, Angelo State University
- San Jose**, San Jose State University
- Macon**, Mercer University

Great Britain

- Liverpool**, Liverpool John Moores University
- Liverpool**, University of Liverpool
- Manchester**, Manchester Metropolitan University
- Newcastle**, University of Newcastle Upon Tyne
- Norwich**, University of East Anglia
- Sheffield**, Sheffield Hallam University

Ireland

- Waterford**, South East Technological University

Japan

- Osaka**, Ritsumeikan University

Lithuania

- Kaunas**, Vytautas Magnus University

Morocco

- Rabat**, Université Internationale de Rabat, Rabat Business School

Mexico

- Monterrey**, Universidad de Monterrey
- Aguascalientes**, Universidad Panamericana

Netherlands

- Breukelen**, Nyenrode Business Universiteit

Portugal

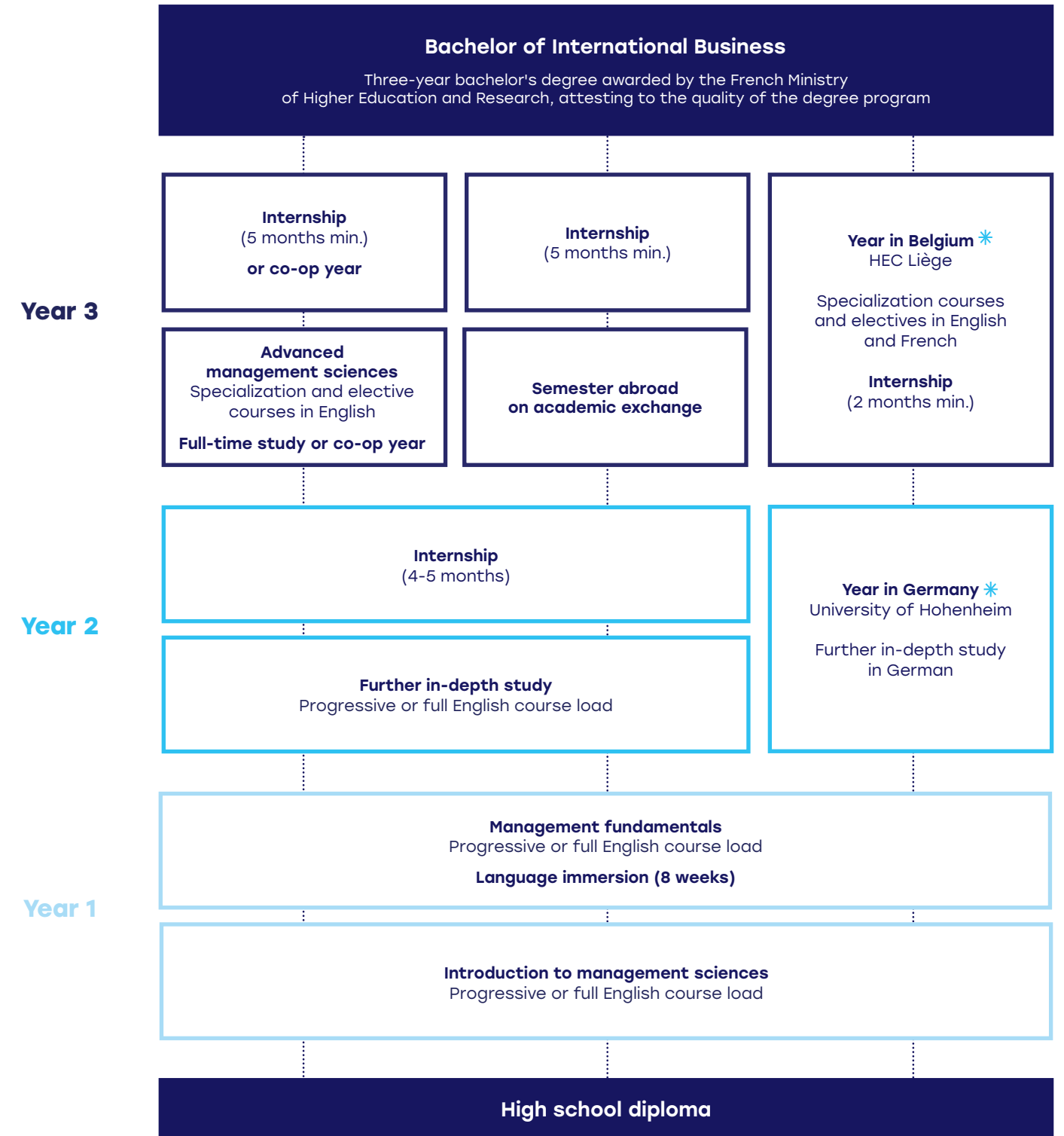
- Lisbon**, Universidade de Lisboa, Lisbon School of Economics & Management (ISEG)
- Porto**, Universidade Católica Portuguesa

Switzerland

- Winterthur**, Zurich University of Applied Sciences (ZHAW)

Informative list, may be subject to change during the year

Study Tracks



Triple degree



Dual degree



Selective study track

Entrance Exam

Students of foreign or French nationality can take our international entrance exam (conditions apply to French applicants).

To enter first year:

- Application
- Interview
- Progressive English study track: B2 level in French required (DELTA, DALF)
- Full English study track: B2 level in English required (TOEIC, TOEFL, IELTS, or in-house test)

To enter second year directly:

- Application
- Written English test (or IELTS, TOEIC, or TOEFL score)
- Interview
- Progressive English study track: B2 level in French (DELTA, DALF) and English (TOEIC, TOEFL, IELTS, or in-house test) required

To enter third year directly:

- Application
- Logical reasoning test in English (or GMAT / TAGE MAGE score)
- Written English test (or IELTS, TOEIC, or TOEFL score)
- Interview in English
- B2 level in English required (TOEIC, TOEFL, IELTS, or in-house test)

For More Information

Contact the international recruitment team
international-admission@em-strasbourg.eu



Flash the QR code to learn about the international entrance exam

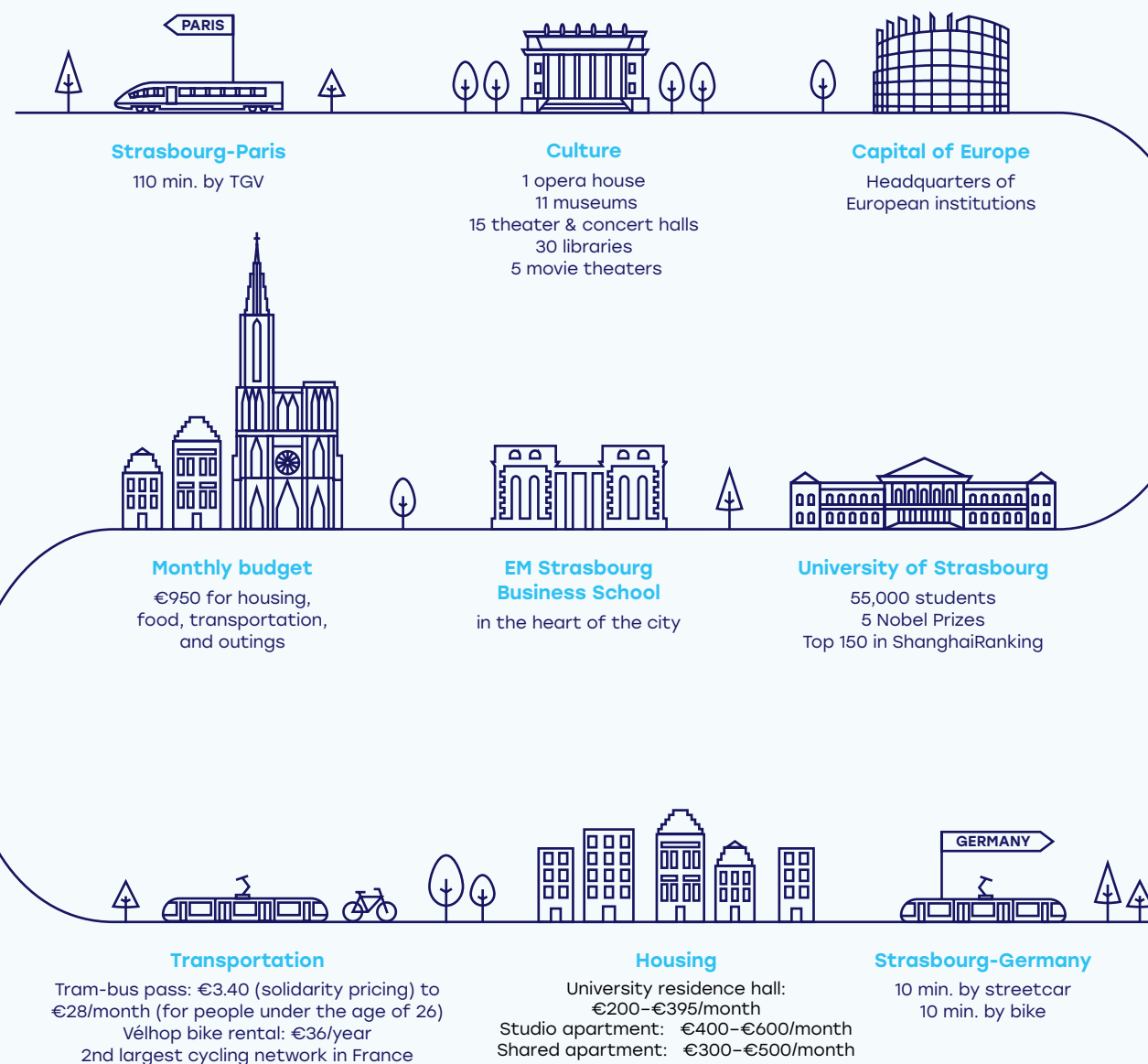
Tuition

EM Strasbourg tuition is €8,500 per year, plus up to €278 per year (rates in effect at the start of the 2024/2025 academic year) for University of Strasbourg registration and Student & Campus Life Contribution fees. EM Strasbourg tuition is guaranteed for the entire duration of your studies and will therefore not increase. There is no extra charge for studying abroad.



Welcome to Strasbourg!

2nd favorite university town
Top 10 among most-loved cities in France
#2 in the top 100 cities for entrepreneurship in France





EM Strasbourg

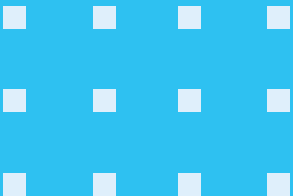
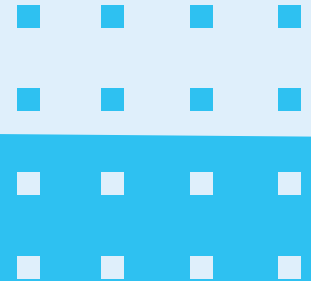
BUSINESS SCHOOL

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Located in the heart of Europe and in the capital of humanism, EM Strasbourg Business School educates responsible, agile managers and leaders with a European mindset, ready to tackle organizational challenges through an impact-driven management style.

At EM Strasbourg Business School, the only Grande Ecole de Management in France to be part of an internationally recognized university, we produce impact-driven academic research to support the transformation of organizations in our ecosystem.



Flash the QR code to learn about the international entrance exam and its terms and conditions

