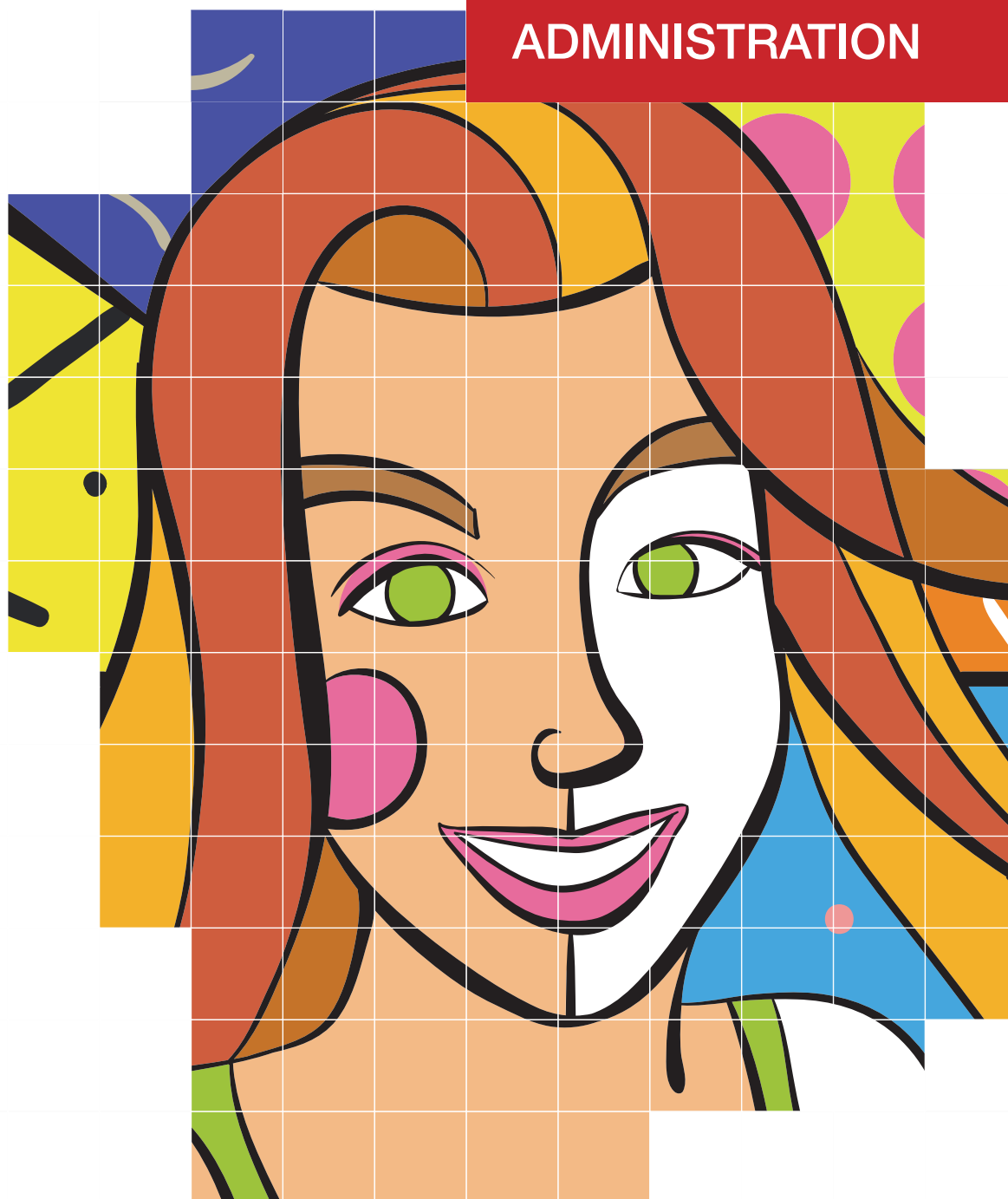


BACHELOR OF BUSINESS ADMINISTRATION



ICN

Business School

• nancy | metz

Creative thinking makes the difference*

*La créativité fait la différence



In one year in Nancy, France obtain a Bachelor of Business Administration Degree (BBA)

The Bachelor of Business Administration was created in 2003. It was the first program to be taught entirely in English at ICN Business School.

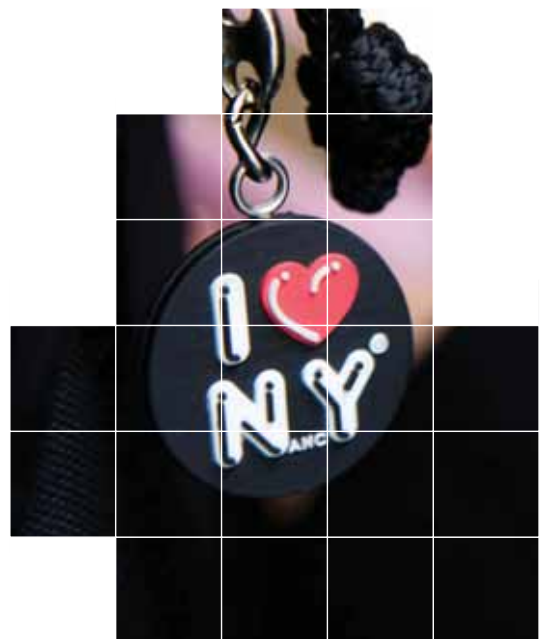
The teaching Faculty consists of full time professors from our School, visiting professors from our international partner universities and professional business people with a wealth of international experience. The BBA program is a rare opportunity for students to acquire a rich and significant intercultural experience from their studies.

THE BACHELOR PROGRAM HAS TWO MAIN OBJECTIVES :

- To offer international students who do not speak French the opportunity to follow a Bachelor program entirely in English, while at the same time completing a substantial period of study in France and in the European Union;
- To offer French students the opportunity to complete the last year of their studies in English and draw the many benefits of studying alongside students from other regions of the world.

In support of these goals, ICN Business School regularly welcomes more and more foreign students from the United States, China, Canada, Mexico, Brazil, India, Thailand, Russia, Spain, Germany, Poland... French students make up only 20 % of the BBA group.

The Bachelor of Business Administration will provide an exceptional opportunity for students from different nationalities and cultures to meet and to understand each other.



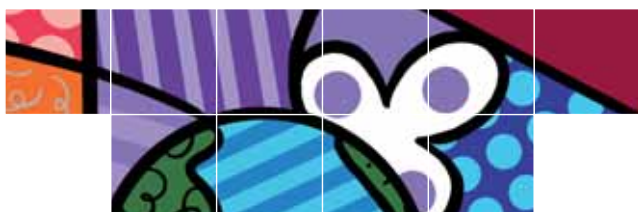
ICN Business School

A LONG TRADITION OF HOSTING
INTERNATIONAL STUDENTS FOR OVER 30 YEARS

More than 550 students enroll each year for a minimum of one semester, 120 of whom are in the BBA program.

Events organized for BBA students :

- Integration Week in September
- Seminar : Managers as Creative Thinkers
- International Business Seminars in March



«The BBA program is a wonderful international program during which you are able to learn and become friends with students from all walks of life. ICN prepares BBA students and immerses them in many exciting activities and trips such as the Seminar in the French Alps, trips to Metz and Strasbourg and even a visit to the European Parliament.

This experience in France is a once in a life time opportunity to live, learn and make some of the best friends of your life.»

Maryam NIAKOU EI





The academic program

FIRST SEMESTER

■ UE 1 Management

- Human Resources Management
- Intercultural Management
- Change Management and Project Management

■ UE 2 Economic and Legal Environment

- French Economy
- The European Union and the European Institutions
- Proactive Management and Proactive Business Law

■ UE 3 Marketing

- Marketing Management
- Marketing and E-Business
- Logistics and Transportation in an International Environment

■ UE 4 Strategy

- Corporate Strategy
- Innovation Management and Entrepreneurship

■ UE 5 French, European and International Cultures

- French Language Course (Beginner, Intermediate, Advanced)
- French Culture and French Civilization 1
- Cycle of Conferences 1

SECOND SEMESTER

■ UE 1 Management

- International Negotiation
- Seminar : Managers as Creative Thinkers
- International Business Seminars

■ UE 2 Economic and Legal Environment

- Knowledge Management
- New Global Geopolitical Challenges
- Doing Business with European Countries and People

■ UE 3 Finance and Control

- Corporate Finance
- International Finance
- Management Control

■ UE 4 Marketing

- International Marketing
- Marketing Business Game
- Corporate Communication

■ UE 5 French, European and International Cultures

- French Language Course (Beginner, Intermediate, Advanced)
- French Culture and French Civilization 2
- Cycle of Conferences 2

■ UE 6 Bachelor Thesis

- Research methodology

Highlights of the BBA program

French and European Experience

- Thanks to its location, studying in Nancy will allow you to discover European Institutions as well as all of the European capitals.

Seminar : Managers as Creative Thinkers

- You will have the fantastic opportunity to attend workshops taught by an international Faculty and ski at a prestigious mountain resort in the French Alps.

International Business Seminars

- The objective of this week is to offer to all Bachelor students courses in marketing, management, and finance taught in different languages: French, English, Spanish...

These seminars allow BBA students to spend time with French Bachelor students and to exchange ideas with professors from all around the world.



Admission requirements for foreign students

(French students are selected during the second year of our Bachelor Program)

Admission by application for foreign students

The application file must contain :

- TOEFL minimum score of 79-80, or
TOEIC minimum score of 750, or other official
English assessment exam

- Transcripts from the first 2 years of university studies
- Detailed CV in English
- Letter of personal motivation

Access to this program is reserved for students possessing :

2 years of completed higher education study,
or 120 ECTS credits



Contact

International Relations Office

Tel. +33 3 54 50 25 49 / 28 • studyabroad@icn-groupe.fr



ICN BUSINESS SCHOOL

13 rue Michel Ney - CO 75 - FR 54037 Nancy Cedex - Tél. + 33 (0)3 54 50 25 00 - Fax + 33 (0)3 54 50 25 01