



Bachelor in International Business

With the rapid globalization of business, companies must expand operations internationally to remain competitive. The Bachelor in International Business degree program provides the essential skills, practices and specialization for students seeking a future as international business executives.

YEAR 1 Core Courses

CORE COURSES

- Marketing fundamentals
- Macroeconomics
- Law in
- Sales negotiation

- Financial accounting
- Business mathematics
- Introduction to management

- Theatrical conventions and oral communication
- Personal and professional development
- Business ethics

- Creativity and innovation
- General and international knowledge (geopolitics)
- Internal and external communication
- Project and team management

- TOEFL or French
- Foreign language
- Business computing
- Entrepreneurial management (optional)

YEAR 2 Pre-specialization

CORE COURSES

- Corporate Law
- Intercultural management
- Business statistics
- Finance applied to sales
- Cost accounting
- Human resource management
- Written communication
- French or English courses
- Foreign language

EXAMPLES OF PRE-SPECIALIZATION COURSES

- Microeconomics
- International business law
- Business organization and systems
- Law taxation
- Corporate communication
- Digital marketing
- E-business
- Entrepreneurial management (optional)

- Human resource management
- International marketing
- International advertising and public relations

YEAR 3 Specialization

SPECIALIZATION COURSES

- Specialization courses in partner universities abroad





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ADMISSIONS PROCEDURE

- Review of candidate's application (certificate, resume, cover letter etc.)
- English test
- Personal interview

Restricted to international students, or French students living outside mainland France for a minimum of six months, from February to July of the year in which they are applying.

CAREER AND JOB OPPORTUNITIES :

- Junior product manager
- Human resources manager
- Export sales
- International negotiator
- Office manager
- International business manager

ADMISSION TO FIRST, SECOND OR THIRD YEAR OF BACHELOR PROGRAM

Students who have completed or are enrolled in a Baccalauréat (secondary school program) or who have completed one or two years of university education outside mainland France. This may include academic internships.

Where?

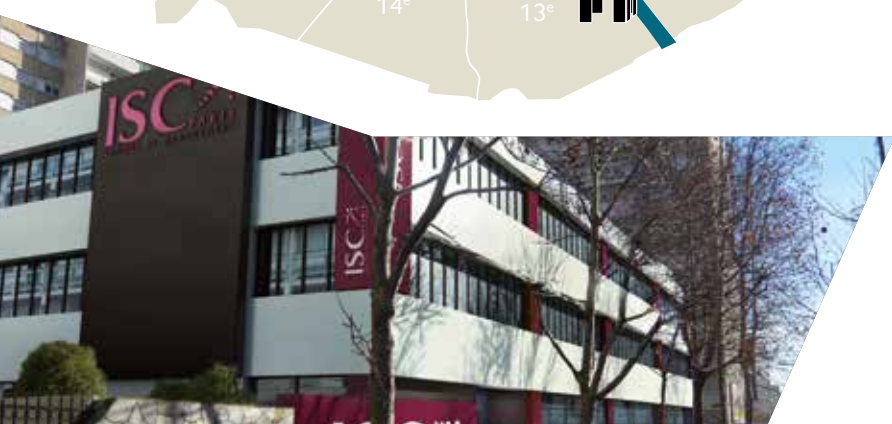
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TRACK & TUITION FEES 2016-2017

€ 7,400

ONLINE APPLICATION
candidature.iscparis.com



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