



BBA | **BACHELOR IN BUSINESS ADMINISTRATION**

**BACHELOR'S DEGREE | ACCREDITED BY
THE FRENCH GOVERNMENT**

INTERNATIONAL
CANDIDATES

CAEN | LE HAVRE | PARIS | DUBAI | DUBLIN | OXFORD



2023 | 2024

OLD SCHOOL YOUNG MIND



Yamen Koubaa
Director of Bachelor's Degree Programmes

Taught in English, the EM Normandie BBA is the course for Globe-Trotters! This programme prepares you for a career in management and business administration through internships, lectures from academics and business leaders, innovative lessons, serious games, research seminars and foreign placements in 3rd and 4th year.

The class consists of a mix of national and international students, giving the course a multicultural flavour, where students are exposed to different practices and different ways of thinking on a daily basis.

The BBA is a four-year Bachelor degree recognised by the French Ministry of Higher Education.

Want to learn more about EM Normandie and funding opportunities: take a look at the School's brochure and website em-normandie.com

ACCREDITATIONS



EM Normandie is triple Accredited EQUIS, AACSB, AMBA. Less than 1% of Business Schools worldwide have this triple accreditation, and only 18 in France. This attests to the School's excellence as we maintain very high international standards. It also reinforces EM Normandie's position among the global elite of Business Schools.

CERTIFICATION LABELS



The EM Normandie Business School BBA leads to a certified 4-year Bachelor's degree awarded by the French Ministry of Higher Education and Research. These labels guarantee the quality of the training and award students an official title that certifies their qualification internationally.

RNCP level 6 (Bac+4) - RNCP36564

EM Normandie also holds the Bienvenue en France label, with the maximum three-star rating - the highest level of recognition. This guarantees excellence in terms of similar criteria for international students.



The Latin American Council of Schools of Management (CLADEA) is an international organisation that brings together both higher education institutions and international organisations engaged in the fields of management science education and research. CLADEA has been active for more than half a century, making it one of the most influential business school networks in the world.



EM Normandie was awarded 3 palms of excellence in the Eduuniversal 2021 ranking of the best business schools in the world. This distinction shows the growing influence and reputation of EM Normandie nationally and internationally.

RANKINGS



TOP 90 in the world

EM Normandie is ranked as one of the best European Business Schools by the Financial Times (85th place, 2022).

TOP 100 in the world

The School is ranked in the top 100 for the best Master's in Management in the QS World University Rankings (2022 ranking)

Want to know more about EM Normandie's quality guarantees? Become an expert on accreditations and quality labels in 3 minutes tops!



COURSE STRENGTHS



NEW FEATURES
Our courses are constantly developing, find out what's new.

- **A multi-campus course** in cosmopolitan cities open to the world: Paris, Oxford and Dubai.
- **A general course** which opens doors to a wide range of careers in management, sales and marketing (product manager, head of merchandising, international marketing manager, sales director, logistics manager, financial analyst, etc.).
- **A strong international dimension** with the course being taught in English, intensive french seminars for non natives speakers, the opportunity to learn a second foreign language (choice of 9 options*), projects undertaken in multicultural groups and up to a two-year period abroad.
- **A strong academic dimension** with an introductory seminar each year to get students accustomed to research and a research overview at the end of the course.
- **A taste of working life** and the business world with three

Entrepreneurship seminars, an online Business Game and up to 9 months of mandatory internships in France or abroad.

- **A new learning experience** in the final semester in the form of online seminars and coaching, in collaboration with international partners, to ensure that students improve their skills.
- **An exclusive Career Path** to identify your skills, values and motivating factors and support you in developing personal and professional projects that are right for you.
- **A gateway** to MSc® programmes.

*German, Arabic, Chinese, Korean, Spanish, Italian, Russian, Japanese, Portuguese (subject to a minimum number of registrants).

Campus: Years 1 and 2 - Paris, Year 3 - Oxford and Year 4 - Dubai
Course start date: September 2023
Study option: Full time
Language: English
Entry requirements: Students must hold or be due to sit a high school degree or an equivalent international diploma

POST BAC ENTRY

BBA1

PARIS 🇫🇷

Learn the fundamental aspects of management: Accounting, Consumer and Organisational Behaviour, Business Data and Analytic, Business Law, Corporate Social Responsibility and Business Ethics, Finance, Micro and Macro Economics, Office applications, Principles of Management, Statistics

INTENSIVE FRENCH SEMINARS

RESEARCH SEMINAR 1

Reading research papers

ASSOCIATION PROJECT

Operational involvement in an association connected with CSR

CAREER PATH

Learn about yourself, interview professionals to find out about what they do, discover techniques to help you stand out from the crowd (CV, cover letter, interview), participate in the Short Internships Forum, and access, throughout your course, individual coaching sessions, French and international jobboards with internship, work-study programme and job offers

INTERNSHIP

1-3 months, in France or abroad

BBA2

PARIS 🇫🇷

Strengthen basic knowledge of management: Business Negotiation, Entrepreneurship, Financial Analysis, Human Resource Management, Information Systems, Logistics, Management Control, Market Research, Principles of Business Strategy, Project Management

ENTREPRENEURSHIP SEMINAR 1

National Business Challenge

RESEARCH SEMINAR 2

Reviewing research papers

OPTIONAL INTERNSHIP

1-3 months in France or abroad

BBA3

OXFORD 🇬🇧

Pre-specialisations: Banking and International Payments, Digital Marketing, Economic Policies and Sustainable Development, Logistics 4.0, Merchandising and Category Management, Multimodal Transportation, New Products Development, Strategic Management, Strategic Marketing, Total Quality Management

ENTREPRENEURSHIP SEMINAR 2

Field visit and business reporting

RESEARCH SEMINAR 3

Application research, gathering, analysing and reporting research data

CAREER PATH

Take the Assessfirst recruitment test, refine your career plan and work on your Soft Skills

OPTIONAL INTERNSHIP

1-3 months in France or abroad

BBA4

DUBAI IN SEMESTER 1 🇦🇪
REMOTE LEARNING IN SEMESTER 2 🇦🇪

Upgrade international management knowledge and skills: Geopolitics, International Business Strategy, International Economics, International Marketing Management, Multicultural Management

ENTREPRENEURSHIP SEMINAR 3

International Business Challenge competing with teams of students at international universities

GLOBAL ENTREPRENEURSHIP SEMINAR

X-culture project with students from other institutions

BUSINESS GAME

RESEARCH SEMINAR 4

How to write a scientific essay

CAREER PATH

Participate in the MyTalentCheck, a full-scale mock job interview led by recruitment specialists

INTERNSHIP

3-6 months in France or abroad

🇫🇷 Career Path.

CONTINUE YOUR STUDIES

After the BBA, begin your professional career as a manager in the digital, marketing, logistics, finance or sustainable development sector. Want to develop cutting-edge expertise or acquire a double or even triple skill set? Join an MS* or MSc* course, intensive 12 month programmes combining academic excellence developing professional skills.



BUSINESS AND MARKETING

- **MSc** Artificial Intelligence for Marketing Strategy, Paris (in partnership with EPITA) 🇫🇷
- **MSc** Digital Marketing and Sales, Dublin 🇮🇪
- **MSc** International Marketing and Business Development, Caen 🇫🇷
- **MSc** Marketing and Digital in Luxury and Lifestyle, Paris 🇫🇷
- **MSc** Sustainable Business Strategy, Paris 🇫🇷
- **MS** Marketing, Communication et Ingénierie des produits agroalimentaires, Rouen (en partenariat avec Unilasalle) 🇫🇷
- **MS** Stratégie Marketing et Développement Commercial, Le Havre 🇫🇷

FINANCE

- **MSc** Banking, Finance and FinTech, Oxford 🇬🇧
- **MSc** Financial Data Management, Paris 🇫🇷

LOGISTICS

- **MSc** International Logistics and Port Management, Le Havre 🇫🇷
- **MSc** Supply Chain Management, Le Havre 🇫🇷
- **MS** Supply Chain, Logistique et Innovations, Le Havre 🇫🇷

MANAGEMENT

- **MSc** International Events Management, Paris 🇫🇷
- **MS** Str@tégies de Développement et Territoires, Caen 🇫🇷

JOIN THE SCHOOL

ENTRY REQUIREMENTS

Selection based on application and motivation interview.

International students wanting to join the BBA must meet the following entry requirements: hold a non-French High School degree or equivalent diploma (High School degree, End of Secondary School Certificate, or equivalent) and submit a certificate attesting to a sufficient level of English (IELTS 5, TOEIC 750 or TOEFL 72).

Contact:

E-mail: applyto@em-normandie.fr

CALENDAR

Admission sessions throughout the year subject to available seats.

DOCUMENTS REQUIRED

CV, cover letter, copy of your passport, diploma or student certificate for the current year, High School transcripts, language level certificate according to profile
Administration fee: €50

Apply online at
join.em-normandie.com

TUITION FEES FOR 2023

€10,000 per year

Scholarships are available for international candidates.

Find all the information on the [EM Normandie website](https://em-normandie.com).

SCHOOL FOR LIFE

Join the School and automatically become a lifetime member of EM Normandie Alumni Association.

Find out about all funding opportunities on the "Funding my studies" platform



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Contact us
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They trust us

EM Normandie works with companies of all sizes:
VSEs, SMEs, large groups, in France and abroad



BBA | INTERNATIONAL CANDIDATES

FIND OUT MORE
em-normandie.com



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1871

EM
NORMANDIE
BUSINESS SCHOOL

Non-profit organisation (law of 1901) under private law, École de Management de Normandie (EM Normandie Business School) was created by the Chambers of Commerce and Industry (CCI) of Seine Estuaire and Caen Normandie • Member of the Conférence des Grandes Écoles (CGE) • Member of the Fondation Nationale pour l'Enseignement de la Gestion des Entreprises (FNEGE) • Active member of the Union des Grandes Écoles Indépendantes (UGEI) • Member of Campus France • Founding member of the European Master of Business Sciences (EMBS) • Supports Global Compact and the Principles for Responsible Management of Education (PRME) • Classed as a private higher education institution with a public interest (EESPIG) by the French Ministry of Higher Education, Research and Innovation • Member of the European Foundation for Management Development (EFMD) • Member of the Association to Advance Collegiate Schools of Business (AACSB) • BSIS Label • Bienvenue en France Label • Happy at School Label • Speak and Act Label • Qualiopi Certification • EQUIS Accreditation • AACSB Accreditation • AMBA Accreditation • EM Normandie supports sustainable development.

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Do not litter.



Papier recyclé



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NORMANDIE