

# DISCOVER EDHEC BBA

—  
STUDY ABROAD  
WITH EDHEC BBA

—  
2015

 **EDHEC**  
BUSINESS SCHOOL





142

**PERMANENT  
TEACHING  
FACULTY**

*(49% international)*



91

**NATIONALITIES  
ON CAMPUS**



1/3

**INTERNATIONAL  
STUDENTS**



5

**CAMPUSES**

*Lille • Nice • Paris • London • Singapore*



€13 M

**A YEAR DEVOTED TO  
ACADEMIC RESEARCH**



6 200

**STUDENTS**



30 000

**ALUMNI IN  
120 COUNTRIES**



1/3

**OF STUDENTS START  
THEIR CAREERS ABROAD**

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# EDHEC BUSINESS SCHOOL

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**COMPANIES TODAY MUST HAVE A GLOBAL PERSPECTIVE.** IN ADDITION TO KNOWLEDGE, EDHEC BBA GRADUATES MUST BE ABLE TO UNDERSTAND AND ADAPT TO OTHER CULTURES AND WORLD VIEWS. AT EDHEC, OUR COURSES HELP STUDENTS LEARN HOW TO ASSIMILATE DIFFERENT ECONOMIC AND GEOGRAPHIC REALITIES, UNDERSTAND THE EFFECT OF GEOPOLITICS ON INDUSTRY AND BUSINESS, AND EXPLORE CASE STUDIES LED BY AN INTERNATIONAL FACULTY OF PROFESSORS AND LECTURERS WITH THEIR OWN CULTURAL EXPERIENCE AND EXPERTISE. WITH MORE THAN 90 INTERNATIONAL EXCHANGE DESTINATIONS, THE EDHEC BBA OFFERS STUDENTS INTERESTED IN A GLOBAL CAREER THE OPPORTUNITY TO FOLLOW AN INTERNATIONAL TRACK OR STUDY FOR A GLOBAL MANAGER CERTIFICATE. 



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**OLIVIER OGER**  
DEAN OF EDHEC BUSINESS SCHOOL

# EDHEC BBA



*Since its creation in 1988, the EDHEC BBA has focused on training aspiring managers. Our academic objective is to reveal our students' innovative and ambitious talents to lead projects and people in today's global economy. Students are at the heart of a learning process that is based on **performance, innovation and diversity.***



## TOP 5

French undergraduate business programmes



## 1

International Business Track including 200 international incoming students

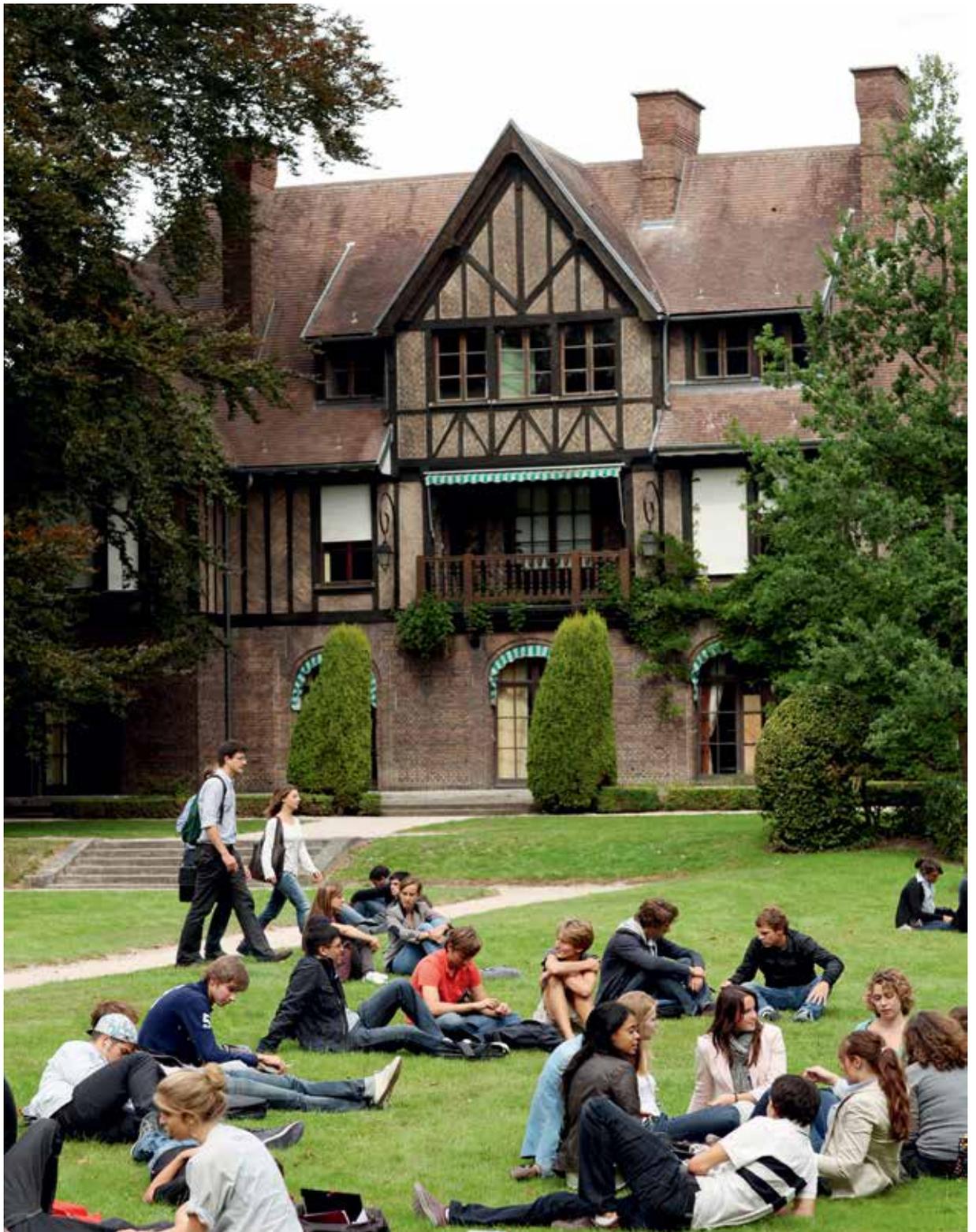


## 3

International Accreditations  
**EQUIS • AACSB • AMBA**

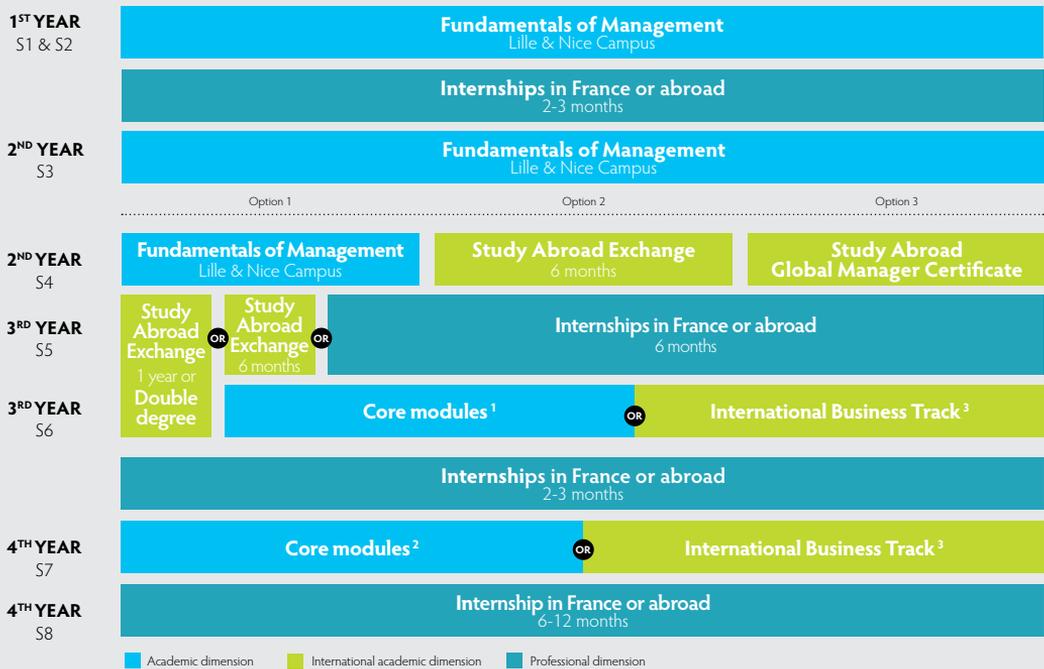
### PROGRAMME STRENGTHS

- Offers the **International Business Track** entirely taught in English (fall and spring semesters).
- **Lille Campus:** located at the crossroads of Northern Europe and close to majors cities such as Paris, London, Brussels and Amsterdam.
- **Nice Campus:** located in Nice, the capital of the French Riviera and minutes away from Monaco, Cannes and Sofia-Antipolis, the largest cluster of ICT companies in Europe.



# PROGRAMME STRUCTURE

## THE EDHEC BBA DEGREE IS A 4-YEAR FULL-TIME PROGRAMME, DIVIDED INTO TWO 2-YEAR CYCLES



### CYCLE 1

Students build up a solid all-round knowledge of the economy and a general understanding of business and markets, with the focus shifting towards more international problems in year 2. Students will develop a multicultural mindset and master their foreign language skills.

### CYCLE 2

It fosters a professional approach and critical analysis in order to give future graduates full ownership of the projects that will be entrusted to them, by using the academic knowledge acquired up to that point.

<sup>1</sup> Taught in French: core modules + minor in Financial Markets, Corporate Finance, Marketing, HRM, Entrepreneurship, International Business Development

<sup>2</sup> Taught in French: core modules + Professional Track (Audit & Management Control, Luxury Goods, Entrepreneurship, Communication, Leisure & Hospitality Management, Retail Management, Private Banking, E-business)

<sup>3</sup> Taught in English: see page 6



# INTERNATIONAL BUSINESS TRACK

## OBJECTIVES

**The EDHEC BBA offers a curriculum taught entirely in English at upper undergraduate level on both Nice and Lille campuses.**

The International Business Track is designed to strengthen the international dimension of the curriculum, and to educate young talents to hold top management positions in an international working environment.

## PERIOD & TEACHING METHODS

The International Business Track is offered in the fall semester (September to December) and the spring semester (February to May) on both Lille and Nice campuses.

It includes lectures, case studies and exercises.



*The opportunity for a large amount of group-work within each course allowed me to bond with my classmates and build a rapport that I would not have achieved otherwise. Never have I experienced such great times with so many different cultures. I had the time of my life while studying abroad. ●●*

**Douglas Lai (Canada)**

INTERNATIONAL EXCHANGE STUDENT EDHEC BBA,  
QUEEN'S SCHOOL OF BUSINESS, KINGSTON, CANADA

## CONTENTS

The programme provides students with an insight into the economic, sociocultural and institutional dimension of a company's international development. Students will graduate with the know-how to manage teams and projects in an international environment.

These topics will allow international students on an academic exchange with the EDHEC BBA to gain a specific insight into today's European business environment and market.

- Setting up a marketing strategy.
- Initiating and supervising international negotiations.
  - Coordinating multidisciplinary projects.
  - Managing and coordinating material and information flows within a company.
- Selecting channels of sales and distribution.
  - Supervising team cohesiveness, evaluating individual and collective performances.
- Finding and selecting suppliers according to proposed services.

**A solid understanding of European's business specifics, with a special focus on France and its world-leading luxury goods industry will be explored in the following modules:**

- Understanding the impact of globalisation on companies.
- Developing international communication and public relations.
- European economic & governance issues.
- Contemporary French business and society.
- Introduction to the French luxury goods industry.

## 2015/2016 LILLE & NICE COURSES

*The International Business Track, taught entirely in English, is available on both campuses in Lille and Nice.*

| FALL SEMESTER COURSES  | TEACHING HOURS | ECTS   |
|--|----------------|--------|
| <b>BUSINESS COURSES</b>  |                |        |
| International Business Development Strategies                          | 30 hours       | 6 ECTS |
| Operations Management: Purchasing and Supply Chain                     | 30 hours       | 6 ECTS |
| Advances in Strategic Management                                       | 30 hours       | 6 ECTS |
| Leadership   | 30 hours       | 5 ECTS |
| Corporate Communication  | 30 hours       | 5 ECTS |
| International Marketing  | 30 hours       | 6 ECTS |
| Multinational Financial Management                                     | 30 hours       | 6 ECTS |
| Entrepreneurship   | 30 hours       | 6 ECTS |
| Contemporary French Business and Society* (only for visiting students) | 30 hours       | 6 ECTS |
| <b>LANGUAGE COURSES</b>  |                |        |
| English as a foreign language** (not open to English native speakers)  | 30 hours       | 3 ECTS |
| French** (beginner or intermediate level)                              | 30 hours       | 4 ECTS |

| SPRING SEMESTER COURSES   | TEACHING HOURS | ECTS   |
|---|----------------|--------|
| <b>BUSINESS COURSES</b>   |                |        |
| European Economic and Governance Issues   | 30 hours       | 5 ECTS |
| Operations Management: IT and Logistics   | 30 hours       | 5 ECTS |
| Corporate Social Sustainability   | 30 hours       | 5 ECTS |
| Cross-cultural Management   | 30 hours       | 5 ECTS |
| International Organisations  | 30 hours       | 5 ECTS |
| Corporate Finance   | 30 hours       | 5 ECTS |
| European Business Law   | 30 hours       | 5 ECTS |
| French Luxury Industry  | 30 hours       | 5 ECTS |
| Contemporary French Business and Society* (visiting students only)  | 30 hours       | 6 ECTS |
| <b>LANGUAGE COURSES</b>   |                |        |
| English as a foreign language** (not open to English native speakers)   | 30 hours       | 4 ECTS |
| French** (beginner or intermediate level)   | 30 hours       | 3 ECTS |

\* This course can only be chosen once (whether in the Fall or the Spring semester)

\*\* Each level (beginner or intermediate) can be chosen once

# GLOBAL MANAGER CERTIFICATE

## A MANAGEMENT CERTIFICATE WITH GLOBAL PERSPECTIVES



The globalisation of the economy has driven employers to seek out candidates who are adept at understanding the complexities of a global, multicultural, and changing business environment.

To respond to these needs and to train graduates ready to take up the challenges posed by the globalisation of markets, the EDHEC BBA **offers a special track awarding a Global Manager Certificate** in addition to the EDHEC BBA degree.

This certificate enables our talented and more inquisitive students to acquire international experience by studying in one of three highly dynamic cities in **Europe, the Americas or Asia** and thereby gain undeniable added-value in the job market.

For one semester, students will be part of a rigorous international business management programme taught in English at one of the EDHEC BBA's Global Manager Certificate partner institutions.

### SAMPLE COURSES

- Business English & Communication
- Corporate Management & Business
  - Environment
- International Trade & Business
- Managing Innovation & Technology
- Cross-cultural Communication



*This certificate programme is the only one of its kind and provides a unique and effective opportunity for students targeting an international career to study in one of three highly dynamic and attractive cities. ●●*



# INTERNATIONAL PARTNERS



## 90 INTERNATIONAL PARTNERS INCLUDING

- Australian Catholic University, **Australia**
- Queens School of Business, **Canada**
- City University of Hongkong, **China**
- Tongji University, School of Economics & Management, **China**
- Aarhus School of Business, **Denmark**
- Hochschule Pforzheim, **Germany**
- Kozminski University, **Poland**
- Universidade Catolica Portuguesa, **Portugal**
- Hanyang University, **South Korea**
- University of Birmingham, **United Kingdom**
- University of Brighton, **United Kingdom**
- University of Houston, **USA**
- College of Charleston, **USA**
- California State University, San Marcos, **USA**



*Over the years, EDHEC BBA has developed 90 partnerships with leading universities and business schools in 30 countries around the world, including double-degree agreements with 3 international universities and a Global Manager Certificate. Visiting students can leverage their international profile by completing an academic exchange of one semester or a full year within our programmes* ●●

**Richard Perrin,**  
EXECUTIVE DIRECTOR FOR INTERNATIONAL RELATIONS,  
EDHEC BUSINESS SCHOOL

# GRADUATE PLACEMENT REPORT 2014

27%

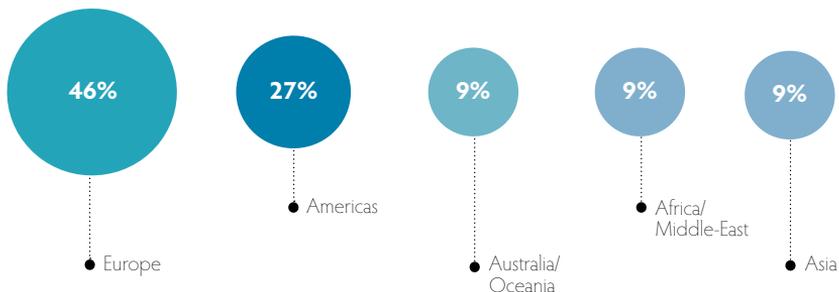
OF FIRST JOBS  
**ABROAD**



65%

HAVE  
**AN INTERNATIONAL  
FUNCTION**

## LOCATION



## TOP RECRUITERS

|                |
|----------------|
| AUCHAN         |
| AXA            |
| BNP PARIBAS    |
| CHLOÉ          |
| CHRISTIAN DIOR |
| DANONE         |
| DECATHLON      |

|                  |
|------------------|
| KPMG             |
| LANCÔME          |
| L'ORÉAL          |
| LVMH             |
| RICHEMONT        |
| SEPHORA          |
| SOCIÉTÉ GÉNÉRALE |



# NICE CAMPUS



Nice, the capital of the French Riviera boasts a wonderful climate all year around and is minutes away from Monaco, Cannes and Sophia Antipolis, the largest cluster of ICT companies in Europe. Home to the second largest airport in the country, direct flights connect Nice to major cities around the world.

## THE CAMPUS

*Located near the city centre, this state-of-the-art campus offers students cutting-edge facilities and provides students with superior academic, sporting, cultural and hospitality facilities.*

## CAMPUS & SPORT FACILITIES

- 22 classrooms
- 13 lecture theatres
- 5 computer rooms
- 360-seat auditorium
  - Cafeteria
  - Restaurant
  - Fitness club
- Learning and media centre
  - Library
  - Trading room
  - Language laboratory
- Student association premises





## LILLE CAMPUS



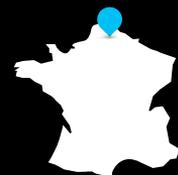
Located at the crossroads of Northern Europe, Lille is the traditional capital of Flanders, close to major cities such as Paris, Brussels, Amsterdam and London. Named European Capital of Culture in 2004, Lille is a major tourist destination and is renowned for its heritage, culture and dynamism. Lille will surprise you with its many different faces. Lille is also one of the top student cities in France.

### THE CAMPUS

*Located in 8.5 hectares of landscaped grounds, the Lille campus has been designed to meet the highest international standards and provides students with superior academic, sporting, cultural and hospitality facilities.*

### CAMPUS & SPORT FACILITIES

- 40 classrooms
- 20 lecture theatres
- 750-seat auditorium
- Student residence
- 2000m<sup>2</sup> of student association premises
- 3200m<sup>2</sup> sports building (swimming pool, fitness club, squash court...)
- 3 restaurants
- Digital networked library
- Trading room



# INTERNATIONAL STUDENTS OFFICE

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*The International Students Office's mission is to welcome international students.*

## **ACADEMIC AND PRACTICAL MATTERS**

The first few months in a new country and city can be particularly difficult for international students. The International Relations Office offers a number of services to help ease this transition, such as a welcome session and orientation programmes for new exchange students, French courses, help in acquiring a residence permit, and assistance in finding suitable accommodation.

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## **ACCOMMODATION**

The International Students Office works with student residence organisations and private owners to find the housing solution that suits the needs of our students best, be it minutes from school or right in the centre of town.

In Nice, off-campus accommodation is available with rooms in student residences, private studios, and flats to share. In Lille, off and on-campus accommodation is available with two options: shared apartments and private studios.

All options are on a first-come, first-served basis.

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## **EVERYDAY LIFE**

Phones, accommodation, internet, banking, insurance and more!

We provide a dedicated service committed to helping, advising and answering any queries students may have. Students may contact us by email or phone, or come to our office at any time to talk with us personally. The EDHEC BBA's buddy system gives incoming students the opportunity to meet a French student who will provide invaluable support on both practical and academic matters throughout the international students' stay with us.



## VISA

The International Students Office guides students before and after their arrival to help simplify and assist in all administrative procedures relating to visas and permits.

Non-European Union citizens require a visa to study in France.



*It is quite hard and even scary to arrive in an unfamiliar country with such a different culture and a completely different language. EDHEC BBA's administration was very helpful and facilitated everything for me as soon as they were aware of my needs. EDHEC BBA has been my institution for this past semester and the International Administration has definitely made sure to make me feel at home. I could not thank them enough for allowing me to be part of this outstanding experience. ●●*

—  
**Ever Florest (USA)**

INTERNATIONAL EXCHANGE STUDENT EDHEC BBA,  
UNIVERSITY OF HOUSTON DOWNTOWN

# STUDY PROGRAMME & ACADEMIC CALENDAR

*The EDHEC BBA is pleased to welcome exchange students to join one of our international undergraduate level programmes, taught in either French or English. The programme also offers complementary French language courses to visiting students on both the Lille and Nice campuses during the fall and spring semesters.*

## > Programmes taught in English

International Business Track (Fall & Spring Semester)

## > Programmes taught in French

2<sup>nd</sup> year programme (Fundamentals of Management) Fall/Spring Semester

3<sup>rd</sup> year programme (specialisations) Spring Semester

4<sup>th</sup> year programme (specialisations) Fall Semester

## ACADEMIC CALENDAR

### > Fall Semester

- **April**  
Online nomination by partner institution
- **May/June**  
Application & course registration  
French course registration
- **End-August/early September**  
Welcome sessions & beginning of classes
- **December**  
End of classes, including exams

### > Spring Semester

- **Mid-October**  
Online nomination by partner institution  
Application & course registration  
French course registration
- **January/February**  
Welcome sessions & beginning of classes  
(specific to each programme)
- **End-May/Early June**  
End of classes, including exams
- **Early July**  
Exam re-sit period

\*Approximate annual semester dates - All dates may be subject to change

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# APPLICATION PROCESS FOR EXCHANGE STUDENTS

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## **NOMINATION (PROCEDURES FOR OUR PARTNER UNIVERSITIES)**

All incoming exchange students are nominated by our partners online. During nomination periods, each partner receives an email from EDHEC with all the necessary information required to complete their nominations (URL, username, password, etc.).

## **ONLINE APPLICATION & COURSE REGISTRATION**

After nomination by the home institution, students are required to follow an online application process.

Detailed information on the application and registration procedure is sent directly to students via email.

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## **CONTACT**

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### **EDHEC Business School – EDHEC BBA**

Andrea BUTTERWECK  
International Relations Manager  
393 Promenade des Anglais  
06202 Nice Cedex 3 – France

**Tel:** + 33 (0)4 93 18 78 13

**Email:** andrea.butterweck@edhec.edu

### **Study Abroad Office**

Nice Campus & Lille Campus  
Academic issues for incoming & outgoing students  
Anne-Charlotte BERNARD

**Tel:** +33 (0)3 20 15 48 55

**Email:** anne-charlotte.bernard@edhec.edu

### **Contact for EDHEC BBA incoming & outgoing students**

Laura CLARK (Nice Campus)

**Tel:** +33 (0)4 93 18 78 69

**Email:** laura.clark@edhec.edu

Elise TYC (Lille Campus)

**Tel:** +33 (0)3 20 15 44 58

**Email:** elise.tyc@edhec.edu

### **International Student Office**

Practical issues for incoming students

### **NICE CAMPUS**

393 Promenade des Anglais  
BP 3116 – 06202 Nice Cedex 3, France  
Yasmine NICOLLE

**Email:** yasmine.nicolle@edhec.edu

### **LILLE CAMPUS**

24 Avenue Gustave Delory  
CS 50411 – 59057 Roubaix, Cedex 1, France  
Céline MARSY

**Email:** celine.marsy@edhec.edu



### LILLE

24, avenue Gustave Delory - CS 50411  
59057 Roubaix Cedex 1 - France  
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Fax : + 33 (0)3 20 15 45 01

### NICE

393, promenade des Anglais - BP 3116  
06202 Nice Cedex 3 - France  
Tel: + 33 (0)4 93 18 99 66  
Fax : + 33 (0)4 93 83 08 10

### PARIS

16 -1 8, rue du 4 septembre  
75002 Paris - France  
Tel: + 33 (0)1 53 32 76 30  
Fax : + 33 (0)1 53 32 76 31

### LONDON

10 Fleet Place, Ludgate  
London EC4M 7RB - United Kingdom  
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Fax : + 44 (0)207 248 22 09

### SINGAPORE

1 George Street  
#07-02 Singapore 049145  
Tel: + 65 (0)6438 0030  
Fax : + 65 (0)6438 9891

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EDHEC is one of the few business schools worldwide to hold the 'Triple Crown' of international accreditations—EQUIS, AACSB and AMBA—from the three international bodies that certify the excellence of study programmes, faculty quality, relations with the business community and commitment to the local and economic environment.

