

EDHEC
INTERNATIONAL
BBA
UNDERGRADUATE
PROGRAMME

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EDHEC International BBA 2020
EDHEC MSc in Marketing
Management 2021

Make an impact

EDHEC: COMMITTED TO FUTURE GENERATIONS

The business community is facing major challenges amid the societal, environmental and technological changes taking place around the world. EDHEC seeks to provide an ambitious response to these challenges by shaping future generations of executives as **actors of change**. In a society where the jobs of tomorrow have yet to be imagined, we believe **business has the power to act as a force for good in transforming society**.

EDHEC has developed a unique model, founded on research that is relevant to our students, to companies and to society. EDHEC is a centre of **excellence, innovation, experience and diversity**, focused on moulding future generations in a rapidly changing world. **Having a positive impact on the world is our identity.**

◆◆
“OUR AIM IS TO TRAIN TALENTED LEADERS, CAPABLE OF TRANSFORMING THE BUSINESS WORLD AND ENSURING IT SERVES FUTURE GENERATIONS,” SAYS DEAN OF EDHEC BUSINESS SCHOOL EMMANUEL MÉTAIS. “THE HYBRIDISATION OF KNOWLEDGE AND THE DESIRE TO MAKE AN IMPACT ARE MAJOR ASSETS IN TRAINING FULLY ROUNDED MANAGERS CAPABLE OF SOLVING THE MAJOR PROBLEMS FACING SOCIETY.”



Top 15
 European Business School
 (Financial Times 2019-2020)



#5
 Master in Finance Worldwide
 (Financial Times 2020)



Top 20
 Executive MBA Worldwide
 (The Economist 2020)



EDHEC International BBA: true excellence in education

“The EDHEC International BBA combines the academic excellence of our faculty with dedicated support over the entire course of the programme. Students can choose between the Business Management Track, with its various specialisations and academic exchange programmes, or the Global Business Track, with full immersion in three countries. In both cases, the EDHEC International BBA is committed to preparing young graduates for the job market of tomorrow and to supporting their drive to succeed.”



EDHEC INTERNATIONAL BBA

#1
 in France for Bachelor programmes in 4 years
 (Challenges dec. 2019)

Challenge^s

#1
 Bachelor in France for its number of honors
 (Challenges dec. 2019)

Challenge^s

+60
 nationalities among our Year 1 students



HAVING AN IMPACT ON FUTURE GENERATIONS

RESEARCH AND ENTREPRENEURSHIP FOR A RESPONSIBLE AND SUSTAINABLE ECONOMY

EDHEC is putting its academic excellence to work in addressing some of the major issues affecting society, most notably, the climate emergency. EDHEC's initiatives in the fields of sustainable finance and sustainable business will, therefore, be a major contribution to the response to the societal challenges facing the economy.

EDHEC CONCEIVES INNOVATIVE TEACHING AND LEARNING METHODS TO TRAIN HYBRID TALENT

EDHEC offers cutting-edge tuition and support with a view **to training insightful leaders, capable of acting in the face of complex economic, societal and environmental challenges and of making a positive contribution to global transformation.**

To this end, EDHEC seeks to extend its students' academic horizons beyond the boundaries of management. It has founded the EDHEC Augmented Law Institute and the EDHEC Online Business University with this goal in mind. Being adaptable and knowing how to learn and think independently are assets that will serve tomorrow's graduates well.

TECH, AI & THE HUMANITIES: A NEW KNOWLEDGE-TRANSMISSION MODEL

Throughout its tuition and research projects, EDHEC enables all students to acquire a **solid technological and digital background**, thus ensuring they grasp the key technological issues and promote appropriate and positive use of it. A real start-up at the heart of the school, EDHEC Online also puts EDHEC a step ahead when it comes to providing high-quality educational facilities for remote and distance learning.

AN INTERNATIONAL COMMUNITY IN ACTION

The world is entering a post-globalisation era that is disrupting international relations. In times such as these, EDHEC can rely on its agile and high-impact international model. The School operates a framework of dynamic international alliances that spans most of the world's top academic institutions. This ensures all students benefit from personalised international exposure geared to excellence.

EXPERIENCE EXCELLENCE

Our campuses are considered to be among the most prestigious in Europe. They are conceived as centres of experience and exchange, with the aim of fostering new forms of digital and collaborative learning. We continue to invest to make them even more agile and inclusive.

EDHEC IN FIGURES

8,600 STUDENTS, **35%** OF THEM FROM ABROAD

MORE THAN **110** DIFFERENT NATIONALITIES

MORE THAN **90** STUDENT ASSOCIATIONS

26% OF STUDENTS RECEIVE FINANCIAL SUPPORT THANKS TO EDHEC

175 PROFESSORS & RESEARCHERS

1 PILAB PEDAGOGICAL INNOVATION LABORATORY

1 TEACHING FACTORY – RECOGNISED BY THE AACSB AS A WORLD LEADER IN INNOVATION

282 PARTNER UNIVERSITIES AND 27 DOUBLE DEGREES

A COMMUNITY OF **46,000** ALUMNI IN 125 COUNTRIES



LILLE CAMPUS



NICE CAMPUS



PARIS CAMPUS



LONDON CAMPUS



SINGAPORE CAMPUS

EDHEC INTERNATIONAL BBA

Bachelor in Business Administration

WHAT IS THE BBA?

The BBA (Bachelor in Business Administration) is the world's most widely offered business degree. Following four years of study that combine academic training, international exchanges and internships, graduates either embark on their careers or continue their education at Masters level in major international institutions.

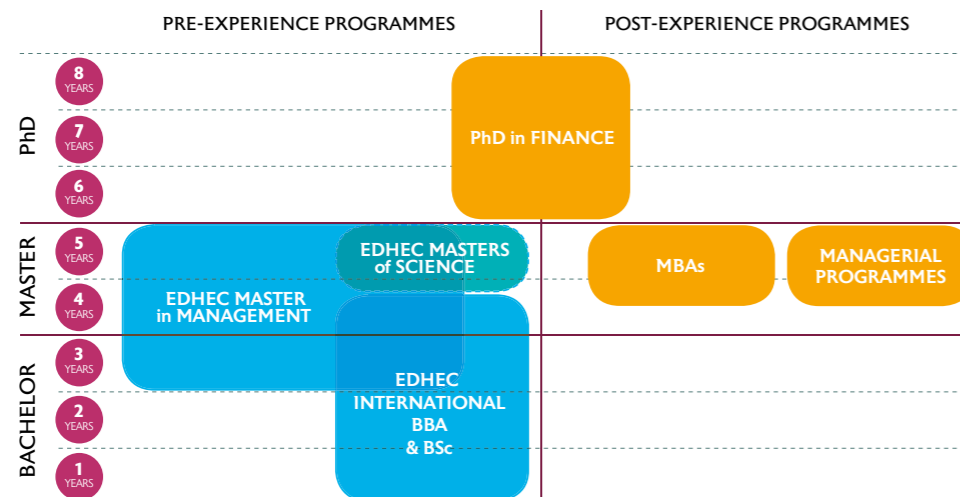


OUR AIM IS TO GIVE THE NEXT GENERATION OF MANAGERS AND ENTREPRENEURS THE KEYS TO SUCCEED IN THE BUSINESS WORLD AND THE BELIEF THAT BUSINESS CAN HAVE A POSITIVE IMPACT ON THE ECONOMY AND ON SOCIETY AS A WHOLE.

WHY THE EDHEC INTERNATIONAL BBA?

The EDHEC International BBA is an intensive undergraduate programme that offers you a unique opportunity to adjust your syllabus in line with your professional goals and plans. Depending on the chosen track, taught in French and English, you can alternate internships, academic exchanges and specialist courses or choose the Apprenticeship Track. Entering the EDHEC International BBA means joining a school that was founded in 1906 and is internationally renowned for the quality of its degree programmes.

COURSES FOR EVERY LEVEL



WHY CHOOSE EDHEC BUSINESS SCHOOL?

TRIPLE INTERNATIONAL ACCREDITATION

With over 110 years' experience, EDHEC is one of the first business schools in the world to obtain the three most prestigious international accreditations – EQUIS, AACSB and AMBA – in recognition of the academic excellence of its programmes, the quality of its staff, its close links with the corporate world and its involvement in the economic environment of its campuses. Only 1% of the world's business schools hold this triple crown accreditation.



KEY FIGURES

#1
Bachelor in France
for its number of honors
(Challenges Dec. 2019)

82%
of graduates have a job with
an international dimension

30%
of graduates start their
careers abroad in more
than 31 countries

51%
of graduates have already
found their first job
before leaving EDHEC

65%
of graduates continue
their master's studies
at EDHEC or other
prestigious institutions
in France or abroad



5 REASONS TO CHOOSE EDHEC

- The quality of its students and faculty
- A strong international foothold
- An industry-centric curriculum
- An entrepreneurial spirit
- A unique life experience

A WORLD-RENOWNED FACULTY

The EDHEC faculty is made up of 175 professors and researchers who teach at BBA, Masters (MSc), PhD level or in the EDHEC Business School executive programmes. Their expertise is frequently cited in French and international publications.

Some permanent faculty professors teaching in the EDHEC International BBA:

GIANFRANCO GIANFRATE, PhD

Finance
PhD in Business Administration and Management
Master in Public Administration
Bocconi, Italy & Harvard University, USA

MICHAEL ANTIOCO, PhD

Marketing management, luxury branding
Head of Faculty
PhD in Marketing & Innovation Studies
Eindhoven, Netherlands

MARIA FIGUEROA, PhD

Entrepreneurship
Director of MSc in Entrepreneurship
PhD in Entrepreneurship
Columbia, USA

BJÖRN FASTERLING, PhD

Business Ethics and Law
Head of Faculty
PhD in Law
Osnabrück, Germany

BASTIAAN VAN DER LINDEN, PhD

Corporate Social Responsibility
Director of MSc in Global & Sustainable Business
PhD in Business Administration
Nijmegen, Netherlands

KONSTANTINOS LIOUKAS, PhD

Strategy
PhD in Management
INSEAD, France

CAMILLE PRADIES, PhD

Leadership and Management
PhD in Management and Organisations
Boston, USA

GIACOMO VALLETTA, PhD

Economics
PhD in Mathematical Economics
Naples, Italy

MARIO HERNANDEZ TINOCO, PhD

Corporate Finance
PhD in Finance
Leeds, United Kingdom

GOHAR G. STEPANYAN, PhD

Corporate Finance
PhD in Management (Finance)
West Lafayette, USA

MILOS VULANOVIC, PhD

Corporate Finance
PhD in Financial Economics
New York, USA

86%

OF EDHEC GROUP PROFESSORS HAVE AN INTERNATIONAL BACKGROUND



“THE DIVERSITY OF OUR STUDENTS, THE DIGITAL REVOLUTION AND THE CHANGING WORKPLACE HAVE LED US TO FOSTER GROUNDBREAKING TEACHING METHODS IN OUR CURRICULA.

We use blended learning, business games and flipped classrooms at all levels of the programme. Consolidating our academic rigour whilst simultaneously offering students highly specific technical and empirical skills has enabled us to increase our professional impact.”

Pascale TADDEI,

Deputy Head of Accounting, Control & Legal Affairs

LEARNING BY DOING

Specific to the EDHEC International BBA is its use of the Learning by Doing approach, by which students apply what they have learnt in the classroom in a more concrete setting. Companies working alongside EDHEC may submit specific issues for students to resolve within the scope of situational exercises such as hackathons.

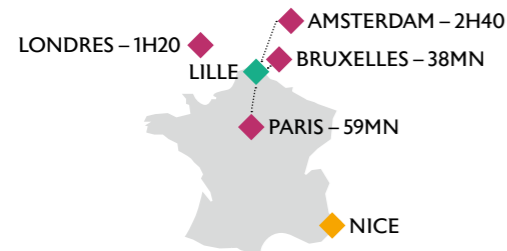
2 REMARKABLE CAMPUSES



LILLE

◆ LILLE, THE HEART OF EUROPE

Lille enjoys an exceptional location in the heart of Europe, **close to four major capital cities**:



The city is brimming with places to visit such as the Old Stock Exchange, the Lille Bell Tower, the renowned Grand-Place and the Palais des Beaux-Arts, which is the second most popular museum in France after the Louvre.

Less than one hour from Paris and Brussels

◆ AN IMPRESSIVE CAMPUS

Surrounded by wooded parkland, the EDHEC Lille campus offers students excellent teaching in an outstandingly friendly and cutting-edge environment.

- **43,000 m² of teaching facilities** (21 auditoriums, an e-learning space, a language laboratory, etc.)
- **750-seat multi-use performance auditorium**
- **a business incubator**
- **3,200 m² of sports facilities** (swimming pool, sports hall, dance studios, squash courts, gym)
- **an on-campus student residence**
- **3 restaurants**

8.5 hectares of wooded parkland



WORLDWIDE FOR THE ATTRACTIVENESS OF ITS CAMPUSES AND INFRASTRUCTURES (Financial Times 2020)



NICE

◆ A MEDITERRANEAN CROSSROADS

Nested as it is between the mountains and the sea, Nice offers numerous sports and tourist attractions, a rich cultural life with more than 500 events each year, and a diverse international community. Nice combines the strengths of a world-class technology park (Sophia Antipolis) with the legendary charm of the French Riviera and the proximity of Italy.

Over 100 flights per day from Nice airport

◆ AN URBAN CAMPUS WITH A SEAFRONT SETTING

EDHEC's campus in Nice, which was renovated and extended in 2013, is located on the Promenade des Anglais and offers an academic environment that is unique in the world.

- **4 areas dedicated to sports, arts and student clubs**
- **20 lecture halls** including a main 350-seat amphitheatre
- **5 IT rooms, a language laboratory, a trading room, an e-learning space, etc.**
- **a 100m² business incubator**
- **3 restaurants**

Three 1,500m² sun decks with a sea view

BUSINESS MANAGEMENT TRACK

 IN ENGLISH
Lille campus

 IN FRENCH
Lille or Nice campus

The Business Management Track is taught on both Lille and Nice campuses and is aimed at students seeking a balance between academic specialisation, sector specialisation, international and professional experience.

The flexibility of this course, with its vast array of specialisations, means you can customise your track every year in accordance with your personal and professional goals. International immersion is an absolute prerequisite to obtaining your degree, through an academic exchange with one of our 162 partner universities or an internship abroad. You can choose to study 100% in English or French, or begin Year 1 and 2 in French then finish Year 3 and 4 in English. (other options are also available.)



PROGRAMME HIGHLIGHTS

- ALMOST 400 HOURS OF SPECIALISATION
- UP TO 18 MONTHS PROFESSIONAL EXPERIENCE
- TAUGHT IN FRENCH OR IN ENGLISH

Main courses:

Years 1 & 2

BUSINESS FUNDAMENTALS*

- Accounting for Managers
- Business Economics
- Entrepreneurship
- Principles of Finance
- Financial Statement Analysis & Investment Decision
- Business Law
- Geopolitics
- Organisational Behaviour & Team Management
- Business Communication & Society
- Principles of Marketing
- Business games, Team Projects
- Language courses

MORE THAN 80 ELECTIVES

- Entrepreneurship & Sustainability
- Market Structure & Strategic Firm Behavior
- Decisions under Risk & Uncertainty
- Popular Culture in English-speaking Countries
- Doing Business in Latin America
- Values & Decision Making
- New Consumption Trends in a Sustainable, Global & Digital Era
- Introduction to Behavioral Economics
- Digital Economics
- Etc...

Years 3 & 4

ACADEMIC SPECIALISATIONS

- In French:**
- Audit/Finance control (double degree with the CCA Master)
 - Human Resources
 - Marketing
 - Finance
- In English:**
- Marketing
 - Finance
 - International Business Track (International Finance, Marketing, Entrepreneurship)

DOUBLE DEGREE WITH ECOLE W



In French:
Our students will have the opportunity to register for one year at W, the School in Journalism, Documentary, Fiction or Marketing and Digital Communication. These two semesters will replace their third year at EDHEC, where they will then complete the last year of their BBA.

“This double degree aims to train a new generation of entrepreneurs in these sectors, generators of meaning and innovation.”

Julie Joly, Director of Ecole W and CFJ

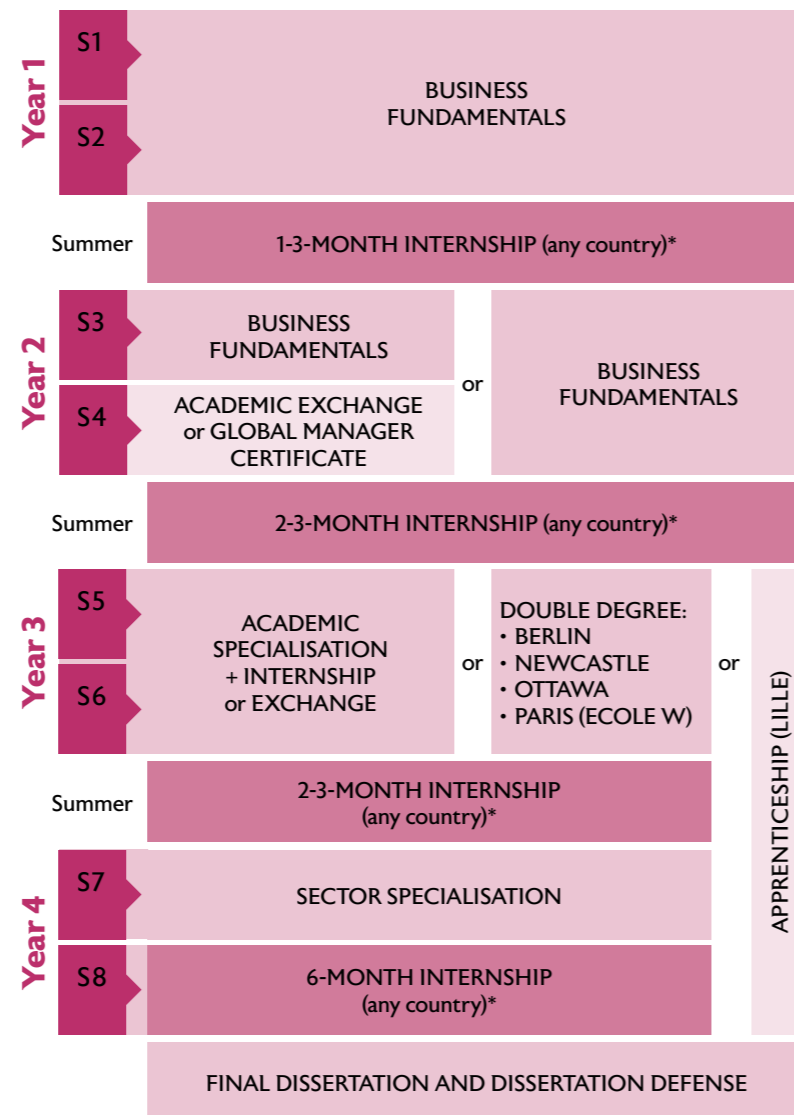
SECTOR SPECIALISATIONS**

- In French:**
- Audit & Financial Management
 - Banking/Insurance & Wealth management
 - Entrepreneurship & Business Development
 - Asset management & Investment banking
 - Retail Management
 - Human Resources Management & Leadership
 - Marketing, Communications & Media
 - Luxury industry
- In English:**
- E-commerce/E-business
 - International Business Track
 - Tourism & Hospitality Management
 - Marketing Intelligence & Innovation
 - Finance
 - Purchasing & Supply Chain Management

APPRENTICESHIP TRACK IN LILLE

In French:
Our students who have a clear idea of their professional project can opt for our learning path and thus achieve all of their second cycle (years 3 and 4 of the programme) alternating a week of courses and 3 weeks in a company each month. Two courses to choose from: Retail Management or Regular track.

Programme



*visa requirements of countries may apply

* Courses taught in French or English depending on the choice of track
** Possibility to switch campuses depending on specialisation choice. Courses list and specialisations may be subject to change.



Jean-Christophe Meyfredi PhD,
Director of the Business Management Track, Lille campus



Bernard Curzi
Director of the Business Management Track, Nice campus

EXCHANGES & DOUBLE DEGREES

International experience is a clear advantage on any CV and a mandatory feature of the EDHEC International BBA degree, with students spending a minimum of one semester abroad, either at a university or in an internship. **Two types of academic exchanges are available: the traditional exchange in Year 2 and 3 or the Global Manager Certificate (GMC) in Year 2.**

162 partners in +40 countries in years 2 or 3, including:



EDHEC / EDHEC INTERNATIONAL BBA

3 double degrees in year 3:

BERLIN SCHOOL OF ECONOMICS AND LAW
BERLIN, GERMANY



NEWCASTLE BUSINESS SCHOOL
NEWCASTLE UPON TYNE, UK



TELFER SCHOOL OF MANAGEMENT UNIVERSITY OF OTTAWA
OTTAWA, CANADA



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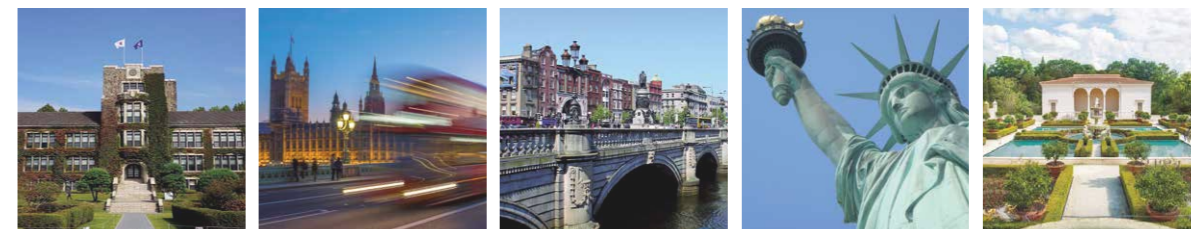
"I chose to do my academic exchange in Italy for the international reputation of Bocconi. Before my departure, the Study Abroad Office (SAO) of EDHEC helped me with my application, my ERASMUS scholarship request, and my choice of courses. Also, during the Beyond Borders fair, I received advice from EDHEC students who did an exchange in Italy in the past. At Bocconi, I studied with other exchange students from prestigious international schools and I could truly identify as a Bocconi student thanks to the events and activities happening on campus."

Henry-Guilhem Debreuilly,
EDHEC International BBA, 2021

GLOBAL MANAGER CERTIFICATE

One semester is spent at one of our prestigious partner institutions in **New York, Dublin, Seoul, London or Tauranga**, where students follow the demanding International Business Management curriculum in English. This leads to the **Global Manager Certificate**, which is awarded in addition to your EDHEC International BBA degree, and allow you to study abroad sooner, from Year 2 semester 2. This programme is unique on the market. It has been built in cooperation with our partner universities.

5 destinations, in year 2:



YONSEI UNIVERSITY SCHOOL OF BUSINESS
SEOUL, KOREA



LONDON METROPOLITAN UNIVERSITY OF BUSINESS
LONDON, UK



DUBLIN BUSINESS SCHOOL
DUBLIN, IRELAND



PACE UNIVERSITY LUBIN SCHOOL OF BUSINESS
NEW YORK, USA



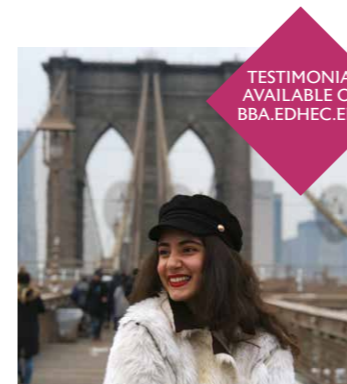
THE UNIVERSITY OF WAIKATO
TAURANGA, NEW-ZEALAND



Language Resource Center

Beyond the mandatory language courses from the first year, our students can learn optional languages in e-learning. The Language Resource Center also offers to register in the TANDEM-LEARNING programme with a native student.

12 OPTIONAL LANGUAGES:



TESTIMONIAL AVAILABLE ON BBA.EDHEC.EDU

"I studied in New York City at Pace University (GMC) for one semester. I was able to choose a "fashion marketing" elective class, which became my favourite class. Our professor invited many VIP guest speakers in class to share their knowledge and experience with us. It was a true source of inspiration and motivation to pursue my career in this marketing field. I also enjoyed our "Entrepreneurship" course. We had the chance and the honour to learn from Professor Bruce Bachenheimer. We learned a lot about taking opportunities, how to see the value in tiny things, and how to take the plunge to build a business."

Oumaima Habach,
EDHEC International BBA, 2021

SPECIALISATION – years 3 & 4

Students choose their specialisations in Year 3 and 4. Whether through **academic specialisations** (Marketing, Finance, Audit, HR), **business specialisations** (E-commerce, Investment banking, Luxury goods, Entrepreneurship, Retail) or even an **International Business Track**, this is when students firm up their career plans and, in many cases, go on to complete a Master of Science in their chosen field.



“Working for the environment has fascinated me. These 6 months have been rich in project development but also in event organization. Moreover, one of my missions focused on communicating information related to the environment and the protection of resources on different platforms. I also collected and analysed data concerning energy and waste. Finally, the aspect of the internship that interested me the most was the creation of a circular economy with one of the private actors of the island. My desire to work in the sustainable development sector was confirmed after this first experience.”

Camille took the “hospitality and Event Management” specialization in Year 3. She put her international career plan into action by finding an end-of-study internship at the InterContinental Bora Bora Resort.

Camille Quartana,
EDHEC International BBA 2019
Master in Green Management, Energy & CSR, Bocconi University, Milan, 2020



“I chose EDHEC for its prestige, the mandatory work placements and international experience. It has been a successful gamble because while I was doing my Bank, Insurance, and Wealth Management concentration studies, I successfully found work placements in renowned companies in finance. I never could have had such amazing work experiences without studying at EDHEC.”

The MSc. in Finance at Imperial College London is ranked #9 worldwide (Financial Times 2019)

Milan Stojiljkovic,
EDHEC International BBA, 2019
MSc in Finance, Imperial College London, 2020



“At 12 years old, I was already having fun selling things on eBay. It was obvious to me to choose the e-commerce specialization for my last year of studies. The EDHEC International BBA programme is very thorough, going from implementing digital strategies to a strong gain of hard skills and the possibility to take part in Hackathons with the biggest leaders on the market (Meetic, IBM, Orange...).”

To conclude my BBA, I had the opportunity to work for Google as an Account Manager in Paris. My mission was to help companies launch their Adwords campaigns and planning relevant and profitable strategies. I took part in an internal contest and got elected “Best HiPo Google France Sales Pitcher Q217” at only 21 years old. Then, I got into the MSc. in Data Analytics & Artificial Intelligence at EDHEC. It felt essential to me to pursue my studies in data analysis because the future is Artificial Intelligence.”

Tom Rozière,
EDHEC International BBA, 2017
EDHEC MSc in Data Analytics & Artificial Intelligence, 2018
Paid Social Media Manager, Xbox, Microsoft




“One of the characteristics of the English-taught e-commerce specialisation is that certain classes are given by professors from different disciplines, such as strategy or marketing, allowing for a dual perspective and a more contextualised approach to a given topic. Students are encouraged to obtain certification, from Google for example, to increase their employability. Some 30% of e-commerce students go abroad for their final six-month placement, to Canada, the US, Australia, Asia, and so on.”

Loick Menvielle, PhD.
Professor of Marketing, Innovation Management, E-commerce, E-health for BBA, Master and MBA students



GLOBAL BUSINESS TRACK

 100% IN ENGLISH
Nice campus

An innovative track combining academic excellence and an enriching, life-changing experience.

Taught entirely in English, the Global Business Track is designed for students seeking a highly international academic training that enables to gain an understanding of the challenges of globalisation and to prepare for an international career.

Periods of classroom-based learning in a multi-cultural environment are combined with extended internships. Year 1 is spent at EDHEC in Nice, and subsequently students attend UCLA Extension in Year 2 and Nanyang Technological University in Years 3 and 4.

In addition to their EDHEC International BBA degree, students gain genuine intercultural exposure on three world-class campuses and obtain certificates from the host institutions.



Angelo P. Bisignano, PhD
Director of the
Global Business Track

50%
international students

Programme

Year 1	S1	BUSINESS FUNDAMENTALS Business Economics, Marketing, Finance, Business Law, Business Communication, Geopolitics, etc.
	S2	
Summer	1-3-MONTH INTERNSHIP (any country)*	
Year 2	S3	LOS ANGELES International Trade and Commerce Certificate
	S4	
Year 3	S5	4-5-MONTH INTERNSHIP (any country)*
	S6	SINGAPORE International Management Certificate
Year 4	S7	
	S8	6-MONTH INTERNSHIP (any country)*
FINAL DISSERTATION AND DISSERTATION DEFENSE		



PROGRAMME HIGHLIGHTS

- 100% IN ENGLISH
- FULL IMMERSION ON 3 CONTINENTS
- PRESTIGIOUS INSTITUTIONS IN THE WORLD TOP 15



Year 1 – EDHEC BUSINESS SCHOOL

Students study Business Management fundamentals, Economics, Accounting, Law and Marketing in English, whilst at the same time exploring the *Learning by Doing* approach through business games and projects and similar challenges.

CORE MODULES:

BUSINESS FUNDAMENTALS

- Accounting for Managers
- Business Economics
- Principles of Finance
- Financial Statement Analysis & Investment Decision
- Business Law
- Consumers & Markets
- Organisational Behaviour & Team Management
- Business Communication & Society
- Negotiation & Sales Techniques
- Principles of Marketing
- Business Games, Team Projects
- Language courses

Courses list may be subject to change.



GLOBAL BUSINESS TRACK

Year 2 – UCLA EXTENSION



At UCLA Extension, students can take courses from the "International Trade and Commerce" concentration with other international students. They also have access to a large choice of elective courses while enjoying the UCLA Campus infrastructures, in Los Angeles. At the end of this academic year, they will receive an International Trade and Commerce certificate and will become part of the UCLA Alumni Association.

WORKSHOPS AND ACTIVITIES:

- **Orientation week on UCLA campus**
- **Los Angeles Cleantech Incubator visit:** The LACI is an incubator where start-ups aim to fight climate change and develop the local green economy
- **Pitch sessions** in partnership with a start-up accelerator in Los Angeles
- **Business tours:** company tours like Google in Los Angeles area
- **Coding club:** develop an app, learn to use Python, Flutter, SQL, to boost your ideas
- **Sports:** EDHEC students take part in UCLA's sports clubs and activities (tennis, fencing, climbing, rowing, athletics, etc.)
- **Student clubs:** UNICEF at UCLA, American Red Cross, The Surfrider Foundation, Bruin Hope, Model United Nations, and much more



Patricia Vinant,
Country manager
for EDHEC, California

ABOUT UCLA Extension

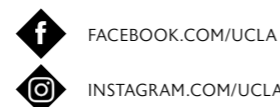
UCLA Extension is the continuing education division of UCLA. It offers 40 academic certificates to more than 3,500 international students. The UCLA campus is ideally located between the renowned Beverly Hills, Bel Air and Westwood village. Founded in 1917, UCLA Extension awarded a lot of alumni included celebrities like James Franco, Marilyn Monroe, or Arnold Schwarzenegger.



"For 100 years, UCLA Extension has been educating students to be successful. We are very proud of our innovative collaboration with EDHEC Business School. Each year, we welcome very bright and enthusiastic students to our campus. We are all excited for the EDHEC International BBA students to join the UCLA family and be able to provide them with the tools and access to move closer to accomplishing their goals. The next year of their lives will be filled with competency-based learning paired with projects, teamwork and invention. The other students in their classes and instructors will gain just as much from the experience and develop lasting networks that go beyond borders.

I have no doubt that when the students graduate from our International Trade and Commerce program and become members of the UCLA Alumni Association, they will complete the remainder of their EDHEC degree with vigor and go out into the world ready for the challenges of the new economy. These graduates will be highly differentiated from their peers with a well-rounded, unique, academic experience from two great brands."

Denis Couturier,
Director, Custom Programs & Corporate Education, UCLA Extension

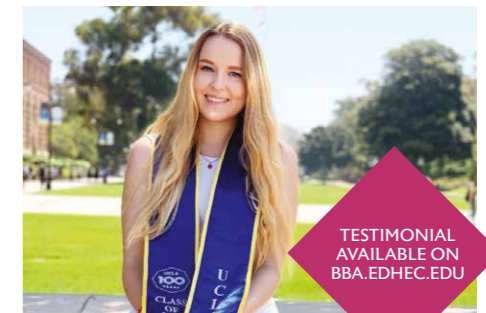


TO WATCH ON THE EDHEC CHANNEL



"It gives students the analytical frameworks and tools to help them tackle the global social and environmental challenges we face. We have many international students from Brazil, Taiwan, Japan, Germany, Belgium and all over the world. It's an amazing opportunity to engage in a rich dialogue on critical topics."

Nurit Katz,
UCLA's first Chief Sustainability Officer.
"Principles of Sustainability I,"
one of the "10 Best Classes in L.A."
by L.A. Weekly magazine.



TESTIMONIAL AVAILABLE ON BBA.EDHEC.EDU

"As a Norwegian student coming to study in the US, I really wanted to meet American students and live the real American University life. I decided to join a sorority: Alpha Phi which is typical American organization. We had a lot of different social events in collaboration with other student run organizations but also a philanthropy and different networking opportunities."

Tina Biehler,
EDHEC International BBA, 2021

GLOBAL BUSINESS TRACK

Years 3 & 4 – NANYANG TECHNOLOGICAL UNIVERSITY (NTU)



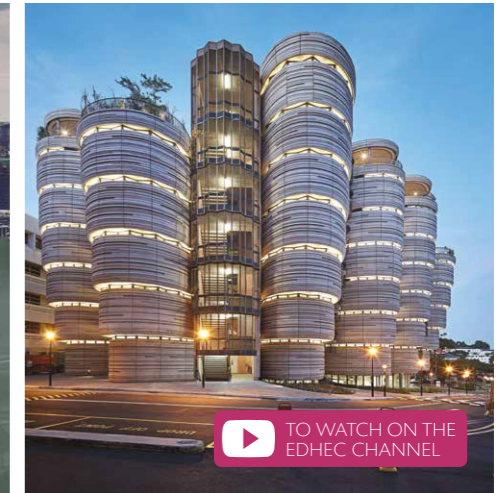
At Nanyang Technological University (NTU), EDHEC students will take classes taught by MBA and Executive education-affiliated professors. They will enjoy NTU's infrastructures on campus: sports centers, students clubs, food courts... At the end of this academic year, they will receive a certificate in International Management and join the NTU alumni network.

WORKSHOPS AND ACTIVITIES:

- **Orientation week and Graduation Days** at NTU and EDHEC Singapore campus
- **Career Week:** meet companies for final internships and job hires
- **Pitching sessions** in collaboration with EDHEC Career Centre
- **Career coaching:** CV revisions and interview updates for the Asian market
- **Advice on Singapore visas** like Work Holiday Pass (WHP) for internships
- **Company Treks:** tours to Schneider Electric, LinkedIn, Bollore Hub, Louis Vuitton, etc.
- **Alumni activities:** networking events and career mentorship advices



Joyce Cuff,
Country manager
for EDHEC, Singapore



▶ TO WATCH ON THE EDHEC CHANNEL

ABOUT



Nanyang Technological University (NTU) is one of Asia's most prominent and vibrant universities, hosting over 8,000 international students who wish to become familiar with the Asian business world. NTU's campus is frequently listed among the Top 15 most beautiful university campuses in the world.



“At Nanyang Business School, EDHEC students will interact with world class faculty on a daily basis. Faculty members teaching on the program have won many awards for the quality of their teaching. They also have extensive research and consulting experience in a variety of industries. This makes them well suited to help EDHEC students with the next stage of their career. In Singapore, students will also get exposure to one of the most dynamic global cities in the world, at the heart of East-West culture and business. We look forward to welcoming EDHEC students on the beautiful campus of NTU in Singapore.”

Julien Cayla,
Programme Director – International Management Certificate,
Nanyang Technological University (NTU)

FACEBOOK.COM/NTUSG
INSTAGRAM.COM/NTU_SG

NTU RANKINGS:

2nd university in Asia
QS World University 2019 ranking

13th university in the World
QS World University 2019 ranking

CORE MODULES:

- Strategic Human Resources Management
- Market Intelligence
- Digital Marketing
- International Finance
- Future Technologies

3 ELECTIVES INCLUDING:

- Service Operations Management
- Economics of Emerging Markets
- Business Analytics
- Strategic Management
- Corporate Finance
- Channel Value Creation
- Wealth Management
- Asian Branding



“If you sit in my classroom for three hours and I don't stretch you or give you a slightly different perspective, then I failed as a teacher. My teaching style is all discussion-oriented, I teach only through case studies mainly, the students have to go out and research industries and they do presentations in the class. EDHEC students have been absolutely wonderful in that particular part.”

Vijay Sethi, PhD.
Professor of Digital marketing at NTU,
“World's best business professor”
by *The Economist* in 2013



TESTIMONIAL AVAILABLE ON BBA.EDHEC.EDU

“Coming from Hong Kong, I knew from the start that I wanted to travel during my studies. In Singapore, our professors have an incredible background, and it is an honour to learn from their expertise. Our digital marketing professor, Prof. Vijay Sethi, has been elected best professor in the world in 2013 (The Economist). His pedagogy is outstanding and he really knows how to captivate the entire class. My International Finance professor, Dr Siriwan Chutikamoltham, has a lot of professional experience in Finance, she holds a PhD from Harvard, USA. She is always ok to take extra time to help if we have questions. At the end of this year, I hope to gain extensive knowledge about the specificities of the Asian market.”

Nanthida Kaewradee,
EDHEC International BBA, 2020
Nanyang Business School (NTU), Singapore

A DEDICATED CAREER CENTRE

Professional commitment is one of the cornerstones of the EDHEC International BBA, which offers attractive career opportunities in France and abroad. The Career Centre is dedicated to the BBA to support and guide you in your choices every step of the way.

THE CAREER CENTRE – A CAREER BOOSTER

Early career

Throughout your four-year degree, the Career Centre helps you define your professional goals and prepare your entry to the job market.

Nearly 80,000 online offers

Each year the Career Centre publishes job and internship offers and helps you prepare for interviews.

Convincing a potential employer

You can meet with Career Centre advisors on a one-to-one basis to get help with fine-tuning your CV, drafting application letters or honing your social network profiles.

Career Centre Services

The Career Centre provides four key services to guide you through the recruitment process and help you develop your network of potential employers:

- Bespoke career assistance and guidance
- Professional training sessions and workshops
- Resources and opportunities
- EDHEC International BBA Internship Fair
- “Get Ready for you career” seminars (France, abroad) including Assessment Center simulation

YEARS 1 & 2

BUILDING YOUR CAREER PLAN

The Career Centre can help you build your career plan by providing information about corporate roles and graduate career paths, as well as helping you develop your recruitment tools.

YEARS 3 & 4

CONSOLIDATING YOUR CV AND BUILDING YOUR CAREER

The Career Centre helps you fine-tune your recruitment tools, including your CV and cover letter, and choose your long-term internship and specialisation. Workshops are an essential part of this.

BOOSTING YOUR CAREER THROUGH INTERNSHIPS

As part of the EDHEC International BBA you will carry out several internships in France or abroad with a view to exploring the various business sectors and their rules and codes of conduct before going on to define your own career plan. Such placements allow you to put your learning into practice and enhance your degree. Numerous companies recruit EDHEC International BBA students for internships in France and abroad each year.



STUDY ABROAD OFFICE

The Study Abroad Office (SAO) is the dedicated academic exchange service to help you plan your time abroad, before, during, and after your stay. An academic exchange is a semester-long immersion at one of our partner universities or business schools and is a unique opportunity to grow your international profile in a multicultural environment, get to grips with complex international economic issues and learn to face cultural differences. Studying abroad is the opportunity to develop your skills with a view to building your future career or continuing your education post-BBA.

The Study Abroad Office organises a number of events throughout the year:

INTERNATIONAL FORUM

EDHEC students who have already completed their academic exchanges, as well as international students, present their universities.

PRE-DEPARTURE BRIEFINGS

Small group sessions that provide students with practical, cultural and academic information about their forthcoming exchange.

BEYOND BORDERS

An activity day to address academic, practical and cultural concerns students may have about their stay.

WELCOME BACK COFFEE

An opportunity for students to discuss their international experience during a “Welcome back!” event.



“An academic exchange abroad is a unique, unforgettable, life-changing experience that is very much appreciated by future employers!”

Andrea Butterweck,
International Relations Manager,
EDHEC Business School



AFTER EDHEC INTERNATIONAL BBA

65% of EDHEC International BBA graduates continue their studies with a Master's degree at EDHEC or in the top institutions in France and abroad. EDHEC International BBA students will get a tuition fee discount for their MSc at EDHEC Business School.

EDHEC MASTER OF SCIENCE

Specialised one-year programmes in English to acquire new skills or increase your knowledge in a specific domain.

- MSc in Data Analytics & Artificial Intelligence
- MSc in Corporate Finance & Banking
- MSc in Creative Business & Social Innovation
- MSc in Entrepreneurship & Innovation
- MSc in Finance
- MSc in Financial Markets*
- MSc in International Accounting & Finance
- MSc in Global & Sustainable Business
- MSc in Management Studies
- MSc in Marketing Management
- MSc in Risk & Finance*
- MSc in Strategy, Consulting & Digital Transformation
- LL.M. in Law & Tax management

Top 5

MSc. in Financial Markets worldwide, 2018



Top 10

MSc in Marketing Management worldwide, 2018



Top 12

MSc in Strategy, Consulting & Digital Transformation worldwide, 2019



Top 15

MSc in Global Sustainable Business worldwide, 2018



"After four years, I had the honor to receive the title of 'Head the Class 2018'. Thanks to my academic record, I had the opportunity to continue my studies at EDHEC in the MSc. In Corporate Finance and Banking, from which I graduated in the top 5%. This Master's degree was coherent with my professional ambition to work in an investment fund, helping companies with a high social and environmental impact."

Gem Kua,

EDHEC International BBA, 2018
EDHEC MSc in Corporate Finance & Banking, 2019
Venture analyst, ROCKSTART (Netherlands)



"Born bicultural, I lived in China for 9 years where I obtained my high school diploma in Shanghai. EDHEC also helped to complete my international profile and specialise in luxury marketing and strategy consulting. The overall package that EDHEC offers both from business fundamentals and majors, as well as its MSc programmes, gives you the necessary tools to build an outstanding resume."

Sébastien Lapp,

EDHEC International BBA, 2019
EDHEC MSc in Strategy, Consulting & Digital Transformation, 2020
International Project Manager Assistant, L'ORÉAL (Germany)

*accessible to BBA graduates only after one year of Master in Management and with a minimum GMAT score required by the relevant program

MASTER IN THE TOP UNIVERSITIES

London Business School

EDHEC signed an agreement with the prestigious London Business School (LBS) for (a limited number of) BBA students who will benefit from a preferential admission system: no application fees, fast admission results, and up to 30% discount on tuition fees. Students can choose from one of these programmes: Master in Management or Master in Analytics and Management.

#1

Business school in Europe for 5 consecutive years, 2018



#3

worldwide and #1 in the United Kingdom for its Master in Management



"EDHEC Business School allowed me to gain the necessary theoretical and practical understandings and skills for a career in the sustainable financial sector. It also represented a real stepping stone for my academic journey to the so reknown Imperial College (#9 worldwide) where I just graduated from. Through tracing a path towards the sustainable finance sector at the international level, with a particular attraction for clean energy and technology, I intend to help change investment attitudes in order to make an impact at my own level."

Camelia Essid,

EDHEC International BBA, 2019
MSc in Climate Change, Management & Finance, 2020 at Imperial College London,
Junior Investment manager, Power & Renewables, SIEMENS (United Kingdom)

MAIN RECRUITERS: THE EDHEC BUSINESS CLUB

AB INBEV / ACCENTURE / ADECCO / AILANCY / AIR LIQUIDE / ALLIANZ / AMADEUS / AMAZON / ARMATIS / ATLANTIC GROUP / AUCHAN RETAIL / AXEAL CONSULTANT / BNP PARIBAS / BOLLORE TRANSPORT & LOGISTICS / BONDUELLE / BOULANGER / BOUYGUES CONSTRUCTION / BOUYGUES TELECOM / BPCE / BUTAGAZ / CAMAIEU / CAPGEMINI / CARREFOUR GROUP / CASINO / CGI BUSINESS CONSULTING / CIC GROUP / CITIBANK / CITY ONE / COTY / CREDIT AGRICOLE GROUP / CREDIT AGRICOLE NORD DE FRANCE / CREDIT MUTUEL / CRIT GROUP / DANONE / DELOITTE & ASSOCIATES / DIEBOLD NIXDORF / EDMOND DE ROTHSHILD GROUP / ETAM / EY / FINCLEY CONSULTING / FNAC DARTY GROUP / GALERIES LAFAYETTE / HENKEL / HILTI / HP / HSBC / INGENICO / KPMG / KRONENBOURG / LA POSTE GROUP / LA REDOUTE / LACTALIS / LAZARD FRERES BANQUE / LEROY MERLIN / LIDL / LISI / L'OREAL / LVMH / LYRECO / MARIONNAUD / MARS / MAZARS / MEOTEC / MICHELIN / NATIXIS / NESTLE / NOVARTIS / NUMEN / ODDO & CIE / ONEY / ORESYS / OUI CARE GROUP / PERNOD RICARD GROUP / PMP CONSEIL / PROMAN / PUBLICIS GROUP / PWC / RENAULT / RICHEMONT / ROCHER GROUP / ROTHSHILD & CO / SAINT-GOBAIN / SANEF / SANOFI / SCHNEIDER ELECTRIC / SEB GROUP / SECURITAS / SIA PARTNERS / SNCF / SOCIETE GENERALE / SODEXO / SOLOCAL / SOMFY / SOPRA STERIA / TBWA / TF1 / THEODO / UBISOFT / UNIFRAIS / UNILEVER / VEEPEE / VINCI GROUP / WAVESTONE / XEROX

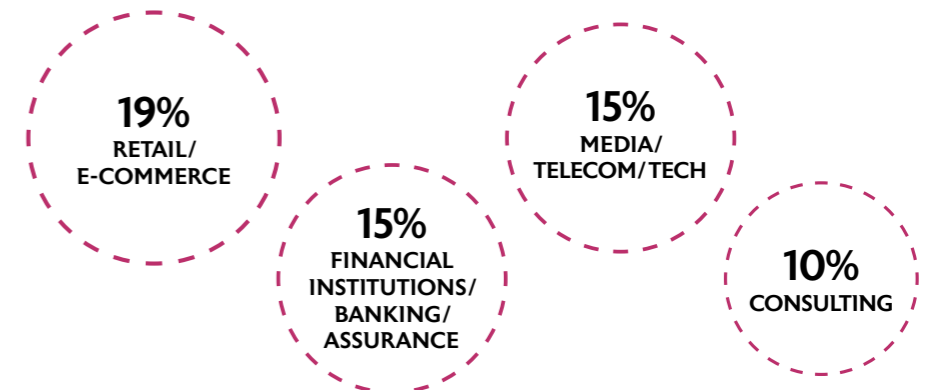
51%

of graduates found their first job before leaving EDHEC

82%

have a job with an international dimension

MAIN SECTORS



A 46,000-STRONG ALUMNI NETWORK RIGHT FROM YEAR 1

- **11 000** EDHEC INTERNATIONAL BBA ALUMNI IN **73** COUNTRIES
- **22** PROFESSIONAL CLUBS
- **80** INTERNATIONAL AND LOCAL CLUBS
- **+500** EVENTS ORGANISED AROUND THE WORLD IN 2019
- FREE LIFELONG MEMBERSHIP

EDHEC International BBA graduates also have **lifelong access to an alumni directory** and to the **Career Centre**, which provides services such as job offers, yearly career advisory meetings and online resources.

For more information: <https://alumni.edhec.edu>

AMONG OUR ALUMNI:

- **Franck Moison**
Vice-Chairman Colgate-Palmolive,
EDHEC 1975
- **Philippe Leopold Metzger**
CEO, Piaget,
EDHEC 1977
- **Michael Burke**
CEO, Louis Vuitton,
EDHEC 1980
- **Christophe Bonduelle**
Chairman, Bonduelle,
EDHEC 1982
- **Pascal Brier**
Executive Vice-President, Altran France,
EDHEC 1985
- **François Xavier Desplancke**,
CEO, Moët Hennessy Diageo France
EDHEC International BBA 1992
- **Hélène Demolière**
Global Consumer and Market Insights Director, Ubisoft,
EDHEC International BBA 1995
- **Jean Guillaume Pollet**
General Manager Luxe, L'OREAL,
EDHEC International BBA 1995
- **Thibault Desmarest**
Vice President, Global Brand Lead, Sanofi,
EDHEC International BBA 1997
- **Capucine Pierard**
Chief Data Officer, Havas Media,
EDHEC International BBA 1997
- **Delphine Arnault**
Director and Executive Vice President, Louis Vuitton,
EDHEC 1998
- **Adrien de Wolkoff**
Head of Paid Media, LinkedIn Asia-Pacific,
EDHEC International BBA 2006



"I spent all my career in the tech/digital industry, working for both big tech names (Google, LinkedIn, Rakuten) but also smaller start-ups (Deliveroo, Rocket Internet). Mostly, I worked in the APAC region: Shanghai, Tokyo, and now Singapore. EDHEC Business School helped me to have a global mindset and vision. My top 1 advice to the next generation of international marketers would be: don't aim for big companies during the first 5 years of your work life. Go for startups, the earlier stage the better, so you'll get to have a strategic and holistic role. This will help you a lot to get strong expertise quickly."

Adrien de Wolkoff,
EDHEC International BBA, 2006
Head of Paid Media, LinkedIn Asia-Pacific,
Singapore

PRACTICAL INFORMATION

◆ STUDENT ASSOCIATIONS

Starting in September, students meet with the various clubs and choose those they are going to sign up to for the next 2 years. Being part of an association is an amazing opportunity to make a lifelong group of friends and boost your CV.

- **80** STUDENT SOCIETIES AT EDHEC



◆ SPORTS AT EDHEC

Team spirit, commitment, social inclusiveness and respect – values in line with EDHEC's business view – make practising a sport a natural part of the educational programme. Sport is also a major driver of cohesion in the EDHEC community, fostering healthy competition and emotions.

- **3,200 M²** OF SPORTS FACILITIES
- **MORE THAN 3,000** STUDENTS ENROLLED IN SPORTS CLUBS
- **OVER 300** STUDENTS TAKING PART AT COMPETITIVE LEVEL

◆ INTERNATIONAL STUDENTS OFFICE (ISO)

The office assists students with all administrative procedures before their arrival and also helps new students adapt to life in France. Staff are ready to help students with questions pertaining to the French medical system, medical insurance, banks, and housing options, and visa procedures. <https://www.edhec.edu/en/iso>



SETTLING IN

We provide a free pick-up service to students from outside the European Union, from the train station or airport to your housing location. Every year, we organise orientation events and multicultural seminars to welcome foreign students to the EDHEC campus.



ACCOMMODATION

As it is not easy for an international student to rent accommodation in France, as most property direct from real estate agencies and landlords require a French guarantor, the International Student Office works in close collaboration with local housing actors so that you do not need a French guarantor in order to secure accommodation. Different options are available in Lille & in Nice, including student residences, studio apartments and flat shares, and our dedicated on-campus residence in Lille.

FRENCH CLASSES

French language courses are offered, free of charge, to facilitate the acculturation of international students.



THE IMPACT OF EDHEC RESEARCH ON YOUR EDUCATION & BUSINESS

Our educational model combines teaching, research and business. Our academic expertise and our understanding of the “real world” generate a virtuous circle of knowledge that benefits not only our academic programmes, but also our business partners and the community as a whole. It make us one of the most referenced business schools in prestigious international media.

APPLIED & PRACTICAL RESEARCH

EDHEC spends more than 20% of its resources on research - the core of its business model. Businesses and value creators benefit directly from research centres' contribution, which guides major institutions in their global business.

ENHANCING EMPLOYABILITY WITH CUTTING-EDGE KNOWLEDGE & TEACHING METHODS

Students are continuously exposed to EDHEC's research, which is folded into effective learning experiences. They can also leverage the global knowledge shared by experts across the vast EDHEC community through the EDHEC Vox magazine and blog. This environment aims to foster the critical thinking, employability and expertise for which EDHEC is renowned. The EDHEC academic community of international level is also recognized in various research fields.

“WE TRULY BELIEVE THAT EMPOWERMENT THROUGH KNOWLEDGE FORGES RESPONSIBLE DECISION-MAKING, FOR ONESELF AND FOR THE WORLD.”

Christophe ROQUILLY, Dean of Faculty & Research, EDHEC Business School

RESEARCH & EXPERTISE AREAS



Augmented Law

Covered by the EDHEC Augmented Law Institute providing cutting-edge research on law and legal professions transformations, alongside with hybrid training programmes, and a proprietary Legal Talent Management platform.



Criminal Risks Management

Covered by the EDHEC Criminal Risks Management chair, conducting immersive research into the impact of criminal organisation activity on businesses.



Diversity & Inclusion

Covered by the Open-Leadership for Diversity and Inclusion chair dedicated to improving diversity and inclusion in organisations.



Family Business

Covered by the EDHEC Family Business research centre offering an holistic approach to family business.



Foresight, Innovation & Transformation

Covered by the EDHEC Chair for Foresight, Innovation and Transformation, focusing on the development of companies' ability to embrace uncertainty.



Infrastructure Investment

Covered by the EDHEC-Infrastructure Investment, generating unique index data and analytics to measure the risk-adjusted performance of unlisted infrastructure investments, and benchmarks for infrastructure investors.



Leadership Development

Covered by the EDHEC Leadership Development chair, offering interactive learning methods to enable managers to develop responsible leadership skills.



New Generations

Covered by the EDHEC New GenTalent Centre, studying generations Y and Z at work and a laboratory for creating ties between recent graduates and companies.



Sustainable Finance

Covered by EDHEC-Risk Institute, a leading global academic think-tank in the field of investment solutions (pension crisis, ESG) and the EDHEC-Scientific Beta “Advanced factor and ESG investing” research chair.



Value Creation

Covered by the EDHEC Value Creation chair focussed on performance assessment for businesses facing the challenges of the 21st century.

The EDHEC Business School Association and its Foundation announce the signature of an agreement for the sale of a 93% interest in Scientific Beta to Singapore Exchange Ltd. The sale vindicates EDHEC's research-funding model and provides a lasting guarantee of the School's financial independence.

EDHEC PROGRAMMES

BACHELOR

INTERNATIONAL BACHELOR in BUSINESS ADMINISTRATION (BBA)

- Business Management
- Global Business in Nice / Los Angeles / Singapore

ONLINE BACHELOR OF SCIENCE MARKETING DIGITAL & INNOVATION

ONLINE BACHELOR OF SCIENCE MANAGEMENT & COMMERCE

MASTER & PhD

MASTER IN MANAGEMENT

- Global Economic Transformation & Technology Track (GETT) in Paris / Séoul / Berkeley
- Financial Economics Track
- Business Management Track

LL.M. in LAW & TAX MANAGEMENT

MSc in CLIMATE CHANGE & SUSTAINABLE FINANCE

MSc in CORPORATE FINANCE & BANKING

MSc in CREATIVE BUSINESS & SOCIAL INNOVATION

MSc in DATA ANALYTICS & ARTIFICIAL INTELLIGENCE

MSc in ENTREPRENEURSHIP & INNOVATION

MSc in FINANCE

MSc in FINANCIAL MARKETS

MSc in GLOBAL & SUSTAINABLE BUSINESS

MSc in INTERNATIONAL ACCOUNTING & FINANCE

MSc in MANAGEMENT STUDIES

MSc in MARKETING MANAGEMENT

MSc in RISK & FINANCE

MSc in STRATEGY, CONSULTING & DIGITAL TRANSFORMATION

MSc & GLOBAL MBA DOUBLE DEGREE

ONLINE MSc in INTERNATIONAL BUSINESS MANAGEMENT

PhD in FINANCE

EXECUTIVE EDUCATION & MBAs

EXECUTIVE MBA

EXECUTIVE MBA IN HEALTHCARE INNOVATION & TECHNOLOGY in partnership with UTC - Paris

GLOBAL MBA

ADVANCED MANAGEMENT PROGRAMME (in French)

MANAGEMENT DEVELOPMENT PROGRAMME (in French)

SHORT PROGRAMMES FOR MANAGERS & EXECUTIVES

CUSTOM PROGRAMMES

ONLINE MANAGEMENT PROGRAMME (in French)

ONLINE EXECUTIVE CERTIFICATES

SUMMER PROGRAMMES

GLOBALISING EUROPE

LEISURE & LIFESTYLE

LILLE NICE PARIS LONDON SINGAPORE ONLINE

DO YOU HAVE QUESTIONS?

Our BBA team is available to answer your questions:

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marine.denis@edhec.edu

NICE CAMPUS

Chloé Boudemaghe

+33 04 93 18 78 07

chloe.boudemaghe@edhec.edu

INTERNATIONAL

international.admissions.bba@edhec.com

CHAT WITH OUR STUDENTS!

BBA students would be happy to chat with you about the student life at EDHEC! Go to bba.edhec.edu and click on the pop-up window to start a conversation with the student of your choice.

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