



**BE PART OF THE NEW  
INTERNATIONAL  
BUSINESS CULTURE**

> Providing necessary skills to tomorrow's international leaders.

**BACHELOR IN INTERNATIONAL BUSINESS**



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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## **BECOME A PIONEER OF CHANGE**

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and social values, develop socially responsible organizations that redefine the international context.

Choosing IÉSEG means taking on challenges, defying conventions, and playing a role in changing the world!

**Get ready to join the new culture of international management.**

# REASONS TO CHOOSE IÉSEG

## 1

### APPLYING KNOWLEDGE

- > Academic programs address the **major challenges facing society**: artificial intelligence, data, ethics, sustainable development, geopolitics, etc.
- > Programs include **solid theoretical knowledge and activities to teach management disciplines** and foster personal development, general knowledge and openness to the world
- > A specially designed academic curriculum supplemented with **professional experience**

## 2

### LOOKING BEYOND BORDERS

- > An immersion in an **intercultural environment**, with an international faculty
- > A **dynamic international community** of students and graduates

## 3

### A GLOBAL AND DISTINCTIVE APPROACH

- > **Innovative teaching methods** that provide a unique, challenging and interdisciplinary learning experience
- > A **personal development program with customized support** for students' professional projects
- > Shared values for all stakeholders: **Accomplishment, Responsibility, Integrity, Solidarity and Engagement**

### ACCREDITATIONS AND LABELS

IÉSEG and its programs are recognized by several French and international accreditation bodies, which guarantees the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the highly selective group of top global business schools. In 2023, IÉSEG was also awarded the French DD&RS Label in recognition of the social and environmental commitment that it is making.



IÉSEG has also obtained the "Welcome to France" certification label from Campus France, which distinguishes French higher education institutions that have met various criteria for welcoming international students.



The Bachelor in International Business, *Diplôme d'Études Supérieures en Affaires Internationales*, is certified by the French Ministry of Higher Education and Research as a grade of Licence. Through this label, the Ministry recognizes the rigor and the requirements of this program, its professors and researchers as well as the content of the curriculum.





## KEY FIGURES



### RANKINGS

**Ranked 2<sup>nd</sup> best Bachelor's degree** in France (*Le Figaro Étudiant*, 2024)

**Ranked 23<sup>rd</sup>** in the 2024 global ranking of **the best Masters in Management** (*Financial Times*)



### STUDENTS AND ALUMNI

**8,450 students and 1,200 executives/managers trained**

**17,000+ graduates**



### THE FACULTY

**208 permanent professors** from 54 different countries

100% of permanent faculty holds a **PhD/Doctorate**



### PARTNERS

**335 universities** in 74 countries

**2,500 companies**



*“Making the decision to study at IÉSEG means choosing to join an international community of changemakers with strong shared values.”*

**Caroline ROUSSEL**  
Dean,  
IÉSEG School of Management

# VISION, MISSION AND VALUES

*Empowering changemakers for a better society*

## ■ VISION

The IÉSEG vision, which emerged from a collective effort involving all the School's stakeholders is that **IÉSEG is a unique international hub empowering changemakers for a better society.**

## ■ MISSION

- > **To educate managers to be inspiring**, intercultural and ethical pioneers of change
- > **To create knowledge** that nurtures innovative leaders
- > **To promote creative solutions** for and with responsible organizations

## ■ VALUES



### — ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', **forging their own path and achieving meaningful goals in life.**



### — RESPONSIBILITY

We take into account **the impact of all our decisions and activities on people, the planet and business.**



### — INTEGRITY

We, students and staff, **act ethically in a consistent way** in all of our personal and professional activities.



### — SOLIDARITY

We pay particular care and attention to everyone by **fostering inclusiveness in all our activities.**



### — ENGAGEMENT

We are, actively and collectively, committed **to making a positive impact.**

# IÉSEG'S TEACHING AND LEARNING STRATEGY

A unique, demanding and meaningful learning experience



## PRINCIPLE 1: ACTIVE LEARNING

### OBJECTIVE

To foster students' engagement and involvement in their own learning through:

- > individual and group activities,
- > flipped classrooms (prior theoretical reading, in-class applications),
- > student involvement in co-construction of courses.



## PRINCIPLE 2: PERSONALIZED DEGREE

### OBJECTIVE

To deliver personalized academic paths to students to enable them to gradually build their learning journey in line with their career plans and objectives. This includes:

- > individualized career coaching sessions,
- > career workshops,
- > meetings with companies.



## PRINCIPLE 3: INTERDISCIPLINARY LEARNING

### OBJECTIVE

To enable students to connect and give meaning to knowledge acquired during courses through:

- > internships,
- > non-profit projects (for example with associations or clubs),
- > interdisciplinary projects,
- > real company projects.



## PRINCIPLE 4: FOCUS ON SKILLS ACQUISITION

### OBJECTIVE

To continually strengthen the link between theoretical teaching and the complex issues that students will encounter in the business world.

- > Programs are reviewed regularly by a panel of professionals working in the relevant fields.
- > Content is reviewed for pertinence with respect to companies' evolving expectations.
- > Role playing and real business situations are used regularly.

# CAREER PROGRAM

**Personalized support from the start of the academic journey through to entering the job market**

**The IÉSEG Career Program inspires, transforms and connects students to their future dream job, enabling them to achieve their ambitions and unleash their potential.**

## ■ WHAT IS THE CAREER PROGRAM?

IÉSEG's Career Program is designed to help students develop a professional project aligned with their passions, skills and market realities. By focusing on personal and professional development, this program prepares students effectively for the job market.

### > GET TO KNOW YOURSELF

Students discover their motivations, learn to present themselves with confidence and build an action plan to achieve their professional goals.



### > IDENTIFYING WHAT MAKES YOU UNIQUE

Competency building through personality tests, mock interviews and group assessments, giving students the confidence to excel.

### > WORK ON YOUR PERSONAL BRAND

Students develop their professional identity, build networks and interact strategically with the socio-economic world.

## ■ FOCUS ON THE CAREER CENTERS

The Career Center team welcomes students to a place dedicated to building their professional project. Here, they can meet their career and internship advisors, and benefit from one-to-one interviews with career consultants who are experts in their field.

## ■ CAREER PROGRAM IN 2023/2024:



**5,000 hours** of group lessons



**2,600 hours** of one-to-one meetings



**85 certified coaches** with business expertise related to the specializations of the students they support



**160 events:** career conferences, dedicated recruitment sessions, forums and networking lunches, etc.



**1 Bootcamp,** 2-day event dedicated to the successful transition to the professional world

# THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

## ■ CORPORATE RELATIONS AT IÉSEG

Preparing for the corporate world, being immersed in it, and meeting today's stakeholders to become tomorrow's managers are all key components of an IÉSEG student's time at the School.

- > **CORPORATE TALKS:** IÉSEG organizes meetings throughout the year with professionals from all business sectors to help students build their career path.
- > **CAREER FAIRS:** Every year, more than 300 companies meet and recruit students and young alumni on campus or during virtual forums.
- > **NETWORKING MEETINGS:** Informal discussions between students and a company on the Paris and Lille campuses or on the premises of the partner company.
- > **RECRUITMENT PREPARATIONS:** On Thursday afternoons, students can take part in mock interviews with recruitment professionals.
- > **NETWORKING LUNCHESES:** These lunches are a great opportunity for students to exchange in an informal setting with professionals on each campus. Every lunch gathers a small group of students (around 15) to network with a company.
- > **SPECIFIC RECRUITMENT:** Partner companies come to our campuses in Paris and Lille to meet and recruit their future employees.

## ■ IÉSEG NETWORK

Founded in 1971, IÉSEG Network - the IÉSEG alumni association - has a clear mission: to **help IÉSEG graduates define their career plans and make the most of their professional lives**. Graduates can also count on the association to enable them to **maintain links with all the community members, develop their network, and keep in touch with the School**. Today, the network counts more than 17,000 graduates.

### IÉSEG Network's three strategic pillars

#### NETWORKING & CONVIVIALITY

To help graduates maintain their existing bonds while developing a sense of solidarity.

To create professional exchanges and connections within their network.

#### LIFELONG DEVELOPMENT

To support graduates throughout their careers with relevant, original, and comprehensive services.

From recent graduates to those approaching retirement, learning is a constant.

#### COMMITMENT & GIVING BACK

To establish and maintain the relationship between the School and the network by offering alumni the opportunity to get involved and give back by sharing their expertise and good tips with the network.

As soon as they join IÉSEG, students become part of the network and benefit from certain services the association offers, such as the mentoring program, the grant program, or social events.

For more information: [ieseg-network.com](http://ieseg-network.com)

## ■ NOTABLE ALUMNI

Alumni play a key role in developing the reputation and image of the School internationally and embody IÉSEG's values including solidarity and engagement. They are actively involved in the School, participate in courses and conferences, and offer internship and employment opportunities.

Here are a few examples of Notable Alumni from the School:

- > Lisbeth CACERES: Financial Director / L'ORÉAL
- > Christophe CATOIR: Global President / THE ADECCO GROUP
- > Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- > Nicolas MESSIO: Director Sales & Marketing France and MICE / DISNEYLAND PARIS
- > Kalyani MUDLIAR: Treasury Portfolio Manager / BARCLAYS INVESTMENT BANKING
- > Agathe MONPAYS: CEO / LEROY MERLIN FRANCE
- > Sudhindra SHARMA: Marketing Manager for Investors and Lessors / AIRBUS

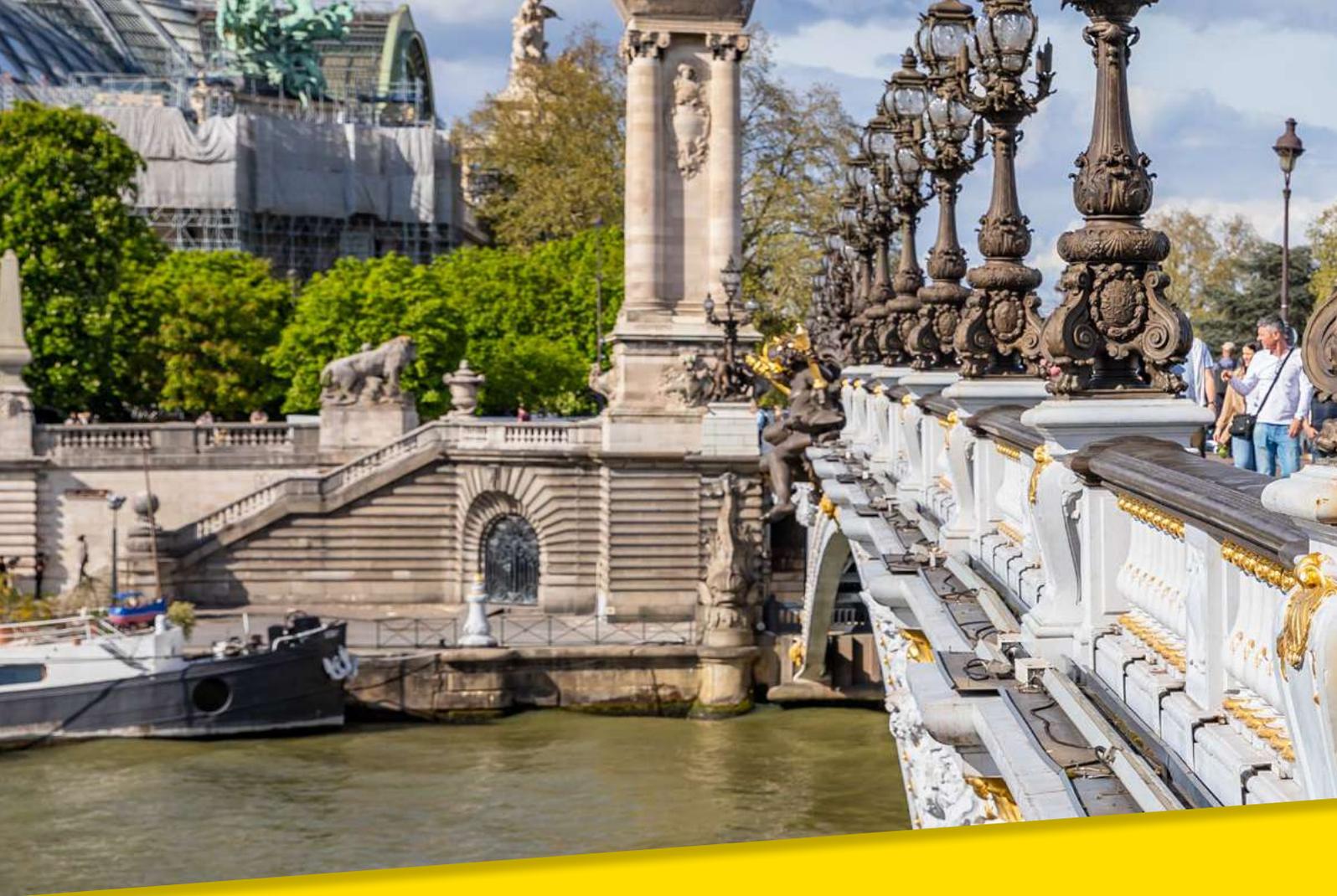
More examples of career paths of IÉSEG Alumni: [www.ieseg.fr/notable-alumni](http://www.ieseg.fr/notable-alumni)



 **IÉSEG**  
NETWORK  
ASSOCIATION  
ALUMNI

**One of IÉSEG's guiding principles is that its students need exposure to today's primary stakeholders in order to become tomorrow's managers. Our partner companies reflect this desire to transmit an expertise that derives directly from the working world. They guide and direct our future changemakers:**

AB INBEV, ABSYS CYBORG, ACCENTURE, ADEO, ADSEARCH, ADVOLIS, AIR LIQUIDE, AKZONOBEL, ALLIANZ TRADE, ALTAREA, AMAZON, ANAIK, ANTEA GROUP, AON, ARCELORMITTAL, ARKEMA, ARMÉE DE TERRE, ARVAL, ATOS, AUCHAN, AXA, BACCARAT, BACK MARKET, BAKER TILLY, BANQUE DE FRANCE, BANQUES ALIMENTAIRES, BANQUE POPULAIRE, BAT, BDO, BEARINGPOINT, BLOOMBERG, BNP PARIBAS, BONDUELLE, BOULANGER, BPCE, BPI FRANCE FINANCEMENT, CAISSE D'ÉPARGNE, CALZEDONIA, CANON, CAPGEMINI, CARAMBAR, CARREFOUR, CASTORAMA, CATALINA, CBRE, CELIO, CELLNEX, CERBA, CHANEL, CHRISTIAN DIOR COUTURE, CIC, CISCO, CLINITEX, COCA-COLA EUROPEAN, COFIDIS, COHABS, COLOMBUS CONSULTING, CONSTANTIN GROUP, CORA, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DENTSY, DISNEY, DLPK, DOCTOLIB, DXC TECHNOLOGY, ECOVADIS, ECOVER, ELIS, ENERGIZER, ESTÉE LAUDER, ETAM, EURASANTE, EUROPCAR, EUROPEAN CENTRAL BANK, EURATECHNOLOGIES, EY, FAST RETAILING, FEDRIGONI, FNAC DARTY, FREELANCE, GALERIES LAFAYETTE, GANT, GIVENCHY, GOOGLE, GRANT THORNTON, GRAS SAVOYE/WTW, GROUPAMA, GROUPE BERTRAND, GROUPE FED, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GUCCI, GUERLAIN, HERCULES, HERMES, HEXAGON, HOZELOCK-EXEL, HP FRANCE, HSBC, HUGO BOSS, IBM, ICOM, IDKIDS, IHG HOTEL, IQVIA, IMPULSO ONG, INTERMARCHÉ, IVC EVIDENSIA, JACADI, JCDECAUX, JULES, KENZO, KEYRUS, KIABI, KILOUTOU, KINGFISHER, KPMG, KRONENBOURG, L'OCCITANE, L'OREAL, LA REDOUTE, LANGHAM HALL, LCL, LE BON MARCHÉ, LEROY MERLIN, LIDL, LIMAGRAIN, LINEUP7, LONGCHAMP, LOUIS VUITTON, LOUVRE HOTEL, LUCCA, LVMH FRAGRANCE BRANDS, LYRECO, MAISONS DU MONDE, MAJOREL, MALAKOFF HUMANIS, MANPOWER, FORVIS MAZARS, MC2I, MCCAIN, MICROSOFT, MOBIVIA, MOET HENNESSY, MONDELEZ, MONDIAL RELAY, MONOPRIX, MOODYS, NATIXIS, NATURALIA, NESTLE, NEWREST, NIKE, NORAUTO, NOTIFY, NOVETUDE, NUXE, OKAIDI, ONEY, OPTÉAMIS, ORACLE, ORANGE, OFI ASSET MANAGEMENT, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPSICO, PERICLES, PLAINE IMAGE, PLAYPLAY, PRINTEMPS, PROCTER & GAMBLE, PROJEXION, PROMOD, PWC, RABOT DUTILLEUL, RAKUTEN, RALPH LAUREN, RCBT/ BOUYGUES TELECOM, RH PERFORMANCE, RITUALS, ROQUETTE, ROUGE GORGE, ROXANE NORD, RSM, SAEGUS, SAINT GOBAIN, SAIPEM, SALESFORCE, SANEF, SAP, SAS, SEFICO NEXIA, SEPHORA, SFDC, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLLERS CONSULTING, STELLANTIS, STHIL, SUCRES ET DENREES, SUNDAY APP, SWISSLIFE, TAPE A L'ŒIL, TARKETT, TELEVISA, TISSAGE DELANNOY, THE ADECCO GROUP, TOYOTA, UNICREDIT, UNILEVER, UNIVERS RETAIL, VERTBAUDET, VERSPIEREN, VIATYS / GROUPE SQUARE, VILOGIA, VISA EUROPE, WAVESTONE, WHIRLPOOL, WORLDLINE



# LIVING IN FRANCE: AN EXCITING STUDENT EXPERIENCE

**France is a captivating destination for international students, offering a wealth of cultural activities, excellent gastronomy, breathtaking architecture, and a vibrant student life.**

## ■ CULTURAL HERITAGE

**France is famous for its rich cultural dimension including many museums, historic monuments such as castles and gardens, as well as its impressive architecture that brings you back in time.**

Whether students come to live **in Lille or in Paris**, they will have many opportunities to discover different sites of interest and architectural styles:

- > **In Lille:** in the heart of the old city, we can find the city hall belfry, which is **part of the UNESCO World Heritage**. It symbolizes freedom for the Northern towns and embodies recognizable Flemish architecture. Lille is one of the largest cities in France and was designated the World Design Capital in 2020.
- > **In Paris:** the iconic Eiffel Tower, Arc de Triomphe, and Haussmann-style buildings make it **one of the most beautiful cities in the world**, not to mention the stunning Palace of Versailles.



### ■ **GASTRONOMY: A CULINARY PARADISE**

Apart from cultural activities, France is also famous all over the world for its gastronomy and wine. Here, you can find over 300 different types of cheese, and a variety of unique dishes specific to each region. Students will have many opportunities to taste different kinds of food and develop their knowledge of wine pairing.

### ■ **EXCITING LIVE EVENTS**

Lille and Paris are cultural havens, with a myriad of theaters and concert halls that host ballets, dance performances, and musical shows. Notable institutions include the Lille National Orchestra and the *Philharmonie de Paris*, renowned for their exceptional performances throughout the year. Whether you have a taste for classical theater, contemporary dance, jazz, or emerging musical genres, Lille and Paris offer many live entertainment options.

### ■ **ACCESSIBILITY TO EUROPE**

France ranks among the most attractive European countries (2023 EY Barometer) and is the second-largest European market (Eurostat 2022). Furthermore, both Lille and Paris are strategic crossroads to access the rest of Europe. High-speed trains (TGVs) and affordable air travel options seamlessly connect these cities to prominent European destinations like Brussels, London, and Amsterdam.



# PARIS-LA DÉFENSE AND LILLE CAMPUSES



## PARIS-LA DÉFENSE CAMPUS

### La Défense – Europe’s largest purpose-built business district.

IESEG’s Paris campus location in La Défense is a strategic asset. Established primarily to strengthen IESEG’s connections with French and international companies, it has enhanced the institution’s international reputation and visibility.

As IESEG’s reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 and 2023 has enabled the School to welcome almost twice as many students as before. Composed of three buildings with a total of 21,000 m<sup>2</sup>, the campus offers students several lecture theatres, classrooms equipped with immersive hybrid teaching solutions, computer rooms – trading rooms and a cafeteria.



## LILLE CAMPUS

### IESEG’s Lille campus features three buildings (with a total of 29,000 m<sup>2</sup>) located in central Lille.

Students studying on this campus enjoy a wide variety of modern and functional facilities, including immersive hybrid classrooms, meeting rooms, computer rooms, trading rooms, etc. As part of the *Université Catholique de Lille*, in a neighborhood hosting 40,000 students, IESEG students have access to IESEG’s own library, but also to other university and online libraries.

In addition, the Lille campus has recently completed a renovation and extension project. The objective of this project, inspired by the input and work of the School’s community (staff and students), is to create a campus of international standing, offering students a unique intercultural learning experience.

## OUR CAMPUSES IN FRANCE, EUROPE



# CLUBS AND ASSOCIATIONS

Our **65 student associations** have nearly **1,000 active members** who enliven school life by organizing hundreds of events throughout the year. These associations cover a wide range of activities and enable every student to fulfill his or her potential:

- > Entertainment
- > Sports
- > Media - Communication
- > Cultural - Social Issues
- > Entrepreneurship - Corporate Relations
- > Societal and Environmental Responsibility
- > Cuisine

For more information: [www.ieseg.fr/en/life-at-ieseg/associative-life/](http://www.ieseg.fr/en/life-at-ieseg/associative-life/)



## STUDENT SERVICES

Living abroad can be both fun and challenging. IÉSEG has developed a comprehensive program of activities and support services to help students' adapt to their new surroundings, including the IÉSEG campus and its facilities, but also the city around it and French culture in general.

### ■ ORIENTATION DAYS

Every year, IÉSEG organizes an orientation week for international students just before the start of the academic year. During this week, students are introduced to the campus' facilities, their academic program, the staff in charge of their teaching, their class schedule, as well as the School's IT procedures. A broader orientation is also offered, covering topics such as how to navigate the public transportation system and how to handle various administrative procedures, including accessing a government housing subsidy, opening a bank account, and understanding the essentials of student life in France. In short, international students are provided with tips and guidelines on how to successfully integrate into the School, the city and the country.

### ■ ACCOMMODATION

A variety of on- and off-campus housing options are available, including student residence halls and private residences, as well as private housing and apartment sharing. Approximate cost of housing, depending on the type of housing and the duration of stay:

► **Lille: between €450 and €800/month (average €600)\***

► **Paris: between €500 and €1,200/month (average €850)**

Most international students in France have access to a housing subsidy provided by the French government, which reimburses part of the rent paid each month. The amount varies from €30 up to €200 depending on several factors, such as the address, the cost of rent, etc. (Plan your budget without including this subsidy).

\*As IÉSEG is a member of the *Université Catholique de Lille*, students can have access to the student residences offered by ALL ([www.all-lacatho.fr/en](http://www.all-lacatho.fr/en))



## ■ BUDDY SYSTEM

IÉSEG also offers a Buddy System that pairs new international students with current students who can provide a friendly face and a helping hand. This system helps new international students adapt to life at IÉSEG every year.

Typical “buddy” activities include:

- > **showing new students around the campus**
- > **identifying local banks and grocery stores**
- > **helping newcomers to communicate in French**
- > **providing invaluable information about French and local customs**

## ■ INTERNATIONAL CLUB

Another resource is the IÉSEG International Club, an association of IÉSEG students who offer support to new international students throughout the year. The International Club is present on both campuses.

Every year, when international students, representing more than 100 nationalities, arrive at IÉSEG, club members welcome them and help them to adapt to their new surroundings.

The International Club also organizes events and trips throughout the year to ensure sure that international students make the most of their experience in France. These enable international students to discover French culture, and to meet other students (both French and international). In addition, the International Club organizes integration week activities and galas.

This Club is composed of two teams: one on each campus. Their members are available to answer questions and assist students with administrative and personal issues throughout their stay.

## ■ PROGRAM COORDINATORS

Program Coordinators are the primary contacts for academic inquiries. Each program has its dedicated Coordinator to assist students with questions about their courses, schedules, exams, etc.

## ■ EQUALITY / INCLUSION

As IÉSEG is inclusive and values diversity in all its forms, it is committed to providing assistance to all students and opposing all types of discrimination including sexist, LGBTQIA+phobic, or racist behaviors, as well as any incitement to hatred or discrimination.

IÉSEG wants each student to feel safe, respected and supported. The School has a zero-tolerance policy against any acts of violence, hazing or harassment (including via digital devices) within or outside the School premises. Should any student find themselves in such a situation during their studies, they can get help by contacting the support unit.

## ENTER THE WORLD OF INTERNATIONAL BUSINESS WITH A HEAD START

The Bachelor in International Business (BIB) is designed for students who are not afraid to stand up to the challenges posed by today's global business landscape, who have the ambition to make a serious impact in shaping our society, and strive to become real changemakers in their future careers.



### ABOUT THE PROGRAM

- 3 years - 180 ECTS\*
- Taught in English on our Lille or Paris-La Défense campus
- Accredited by the French Ministry of Higher Education (VISA BAC+3) and certified with the *Grade de Licence*
- Opportunities for International exchange, double and triple degree programs
- Mandatory academic or professional experience abroad (minimum 3 months)
- 3 internships (8 to 10 months)

\* The number of credits is higher when pursuing one of the 4-year degree program options (see page 25)

*“The Bachelor in International Business is a comprehensive program that provides a combination of management theory and practice while developing competencies needed to flourish in today’s competitive global market.”*

**Dr. Hassan EL ASRAOUI  
& Dr. Kristine TAMAYO-VERLEENE**  
Academic Directors  
Bachelor in International Business

For more information: [www.ieseg.com/bachelor-international-business](http://www.ieseg.com/bachelor-international-business)







## ADVANTAGES

- > A comprehensive education based on four key pillars: **in-depth learning of management fundamentals, innovative and market-driven specializations, personal development and a comprehensive Career Program** dedicated to professional development.
- > **Renowned international faculty** with high-level academic achievements, and a recognized professional expertise, who conduct cutting-edge research.
- > **A minimum of 3 internships (a total of 8 to 10 months or more)** enabling students to put their learning into practice, gain experience in the professional world and build their professional network.
- > **A minimum of 3 months of international experience** (university exchange, gap year, internship abroad or any other international academic or professional engagement).
- > Possibility to participate in a **university exchange program** for one semester; to access several **Double Degrees** with several prestigious partners; or to follow **our exclusive European Business Bachelor** (see page 25).
- > Opportunity to join **an apprenticeship program** in the 3<sup>rd</sup> year for more practical experience and rapid integration into the professional world.
- > **Capstone Project** in line with the student's field of specialization and professional aspirations.



## OBJECTIVES

Through theoretical and applied courses, the **Bachelor in International Business provides students with a solid understanding of the international business environment**. The acquisition of an excellent foundation in the disciplines of management and the development of professional knowledge are assets for entering the professional sphere with confidence.

## ONE PROGRAM – DIFFERENT PATHS

- > **Students can complete the program within 3 years to enter the job market right after or continue their academic career towards our Grande École Master in Management Program or one of our specialized Master programs: Fashion Management; International Business Negotiation; Finance; International Accounting, Audit and Control, etc.**
- > **Completing the program in 4 years** allows students to take a gap year, gain additional professional experience, complete a Double Degree (see page 24), or choose the European Business Bachelor (see page 25).

# PROGRAM STRUCTURE

The Bachelor in International Business is a six-semester program, each one offering courses in the fundamental disciplines of management and personal development, as well as courses focused on current issues, such as social responsibility, ethics, environment, entrepreneurship, etc.

## YEAR 1 – THE FOUNDATIONS

Becoming familiar with the business world

### SEMESTER 1

- > Business Exploration
- > Business Law for International Managers
- > Enhancing English Skills
- > Ethics & CSR
- > Language
- > Mathematics for Business
- > Personal & Professional Development (IÉSEG's approach ; Toolbox for Academic and Professional Success)
- > The Art and Science of Marketing

### SEMESTER 2

- > Applied Economics
- > Introduction to Financial Institutions, Markets & Risk
- > Language
- > Management Accounting
- > Personal & Professional Development (Interpersonal Skills Discovery ; Business Game 1 ; English for Managers)
- > Statistics for Business
- > Understanding Cross Cultural Management

LABOR OR SOCIAL IMPACT INTERNSHIP (1 MONTH)

## YEAR 2 – ADVANCED TOPICS & SPECIALIZATIONS

Putting personal and professional competences into practice

### SEMESTER 3

- > Data Analytics & Visualization for Finance
- > Financial Accounting & Decision Making
- > International Economics
- > Language
- > Management of Information Systems
- > Operations Management
- > People Management
- > Selling & Sales Management

### SEMESTER 4

- > Core Electives & Specializations (Accounting, FinTech & Sustainable Finance, Marketing, CRM & Digital Transformation, Innovation, Entrepreneurship & Start-up Management, Leadership & People Management, Logistics & Supply Chain Management)
- > Digital Business
- > Language
- > Personal & Professional Development (Personal development electives; Business Game 2 & Career Program)

JUNIOR ASSISTANT INTERNSHIP (3 MONTHS)

## YEAR 3 – FINAL PREPARATION FOR MARKET ENTRY\*

Preparing for professional roles & job market entry

### SEMESTER 5

- > Business Transformation Toolkit
- > Capstone Preparation
- > CSR Project
- > Essential HR Tools for Future Managers
- > Language
- > Optimization Methods
- > Personal & Professional Development (Career Program; Business Game 3; Study Tour)
- > Strategy in Modern Organizations

### SEMESTER 6

Final Capstone Report & Jury Defense

JUNIOR MANAGER INTERNSHIP (6 MONTHS)

\*Students who choose the apprenticeship path in their 3<sup>rd</sup> year will benefit from specially-adapted semesters 5 and 6 in order to facilitate the combined learning from courses at IÉSEG and their professional activity in the company.

Please note that the course titles were established in September 2024 and are subject to change.

# THE COMPANY AT THE HEART OF THE PROGRAM

**Preparing for the corporate world, engaging deeply with it, meeting today's players to become tomorrow's managers are all components of a IÉSEG student's career.**



## **BUSINESS GAME**

**The Business Game is a course based on business simulation games and implemented each year in the Bachelor in International Business program. The objective is to enable students to put into practice the courses and knowledge acquired during the year.**

These simulation games provide students with practical experience in managing various aspects of business in an evolving economic environment. In teams, students oversee the strategic, operational, and financial performance of a business in a competitive market with variable economic conditions. The Business Game is also an opportunity to present students with a holistic view of business operations including financial decisions, investments, marketing, sales, human resource allocations, capacity management, and other relevant endeavors characterizing real-life markets.

Students appreciate the understanding and command of business fundamentals, market-driven decision-making practices in different environments, and the ability to develop appropriate strategies. For future managers, it is important to be able to use analytical decision-making tools and to assess the market and financial implications and performance of their business decisions.



## **CSR PROJECT**

### **THE CORPORATE SOCIAL RESPONSIBILITY PROJECT**

During their 3<sup>rd</sup> year, BIB students take part in a Corporate Social Responsibility (CSR) project. Divided into groups, they work on actual CSR issues that have been identified by partner companies. With the support of coaches and professors from the School, students analyze the given challenge and come up with concrete recommendations and a detailed action plan that they ultimately present to the company.



## **APPRENTICESHIP**

### **BETWEEN THEORETICAL EDUCATION AND PROFESSIONAL EXPERIENCE**

After a common path for the first two years, BIB students can choose to attend an apprenticeship program in the 3<sup>rd</sup> year. This option allows students to alternate between theoretical training at IÉSEG and real-life professional experience in a company, at an average rate of three weeks in the company and one week at IÉSEG (from the beginning of September to the end of August). Another advantage of this option is that students can complete their work-study program in their field of specialization or in a sector of activity of their choice.

The apprenticeship program is a very effective way to enter the professional world quickly and with confidence. This option is currently offered on the Lille campus only. Students from the Paris-La Défense campus will have to move to Lille in the 3<sup>rd</sup> year.

It is compulsory for students to undertake the entire apprenticeship period at a company located in France. The apprenticeship students receive remuneration, and their tuition costs during their third year are entirely financed by the employer. This system requires students to sign an employment contract, where the conditions are different depending on whether the student is European or non-European:

- > For French citizens and members of the European Union: the student does not need to request a work permit from the French State to be enrolled in the apprenticeship program (in accordance with the 'free movement' principle of people within the EU).
- > For citizens from outside the European Union: the student must have studied a minimum of one year in France prior to enrolling in an apprenticeship path. A valid residence permit and a work permit are required, and must be requested from the French State.



## **INTERNSHIPS**

**IÉSEG promotes the professional integration of its students by alternating pedagogical knowledge with business know-how. At the end of each academic year, students complete an internship that allows them to gradually discover the business world.**

### **1 1<sup>ST</sup> YEAR - LABOR OR SOCIAL IMPACT INTERNSHIP (1 MONTH)**

For their first internship, students spend one month in a company, in a position that does not entail too much responsibility, to give students the opportunity to observe carefully, while gaining useful insights into the day-to-day operations of the organization. The missions and functions that students carry out at this stage typically include the following tasks: production line worker, stacking and labelling, contributing to inventory management, cashier, preparing orders, hotel staff, or humanitarian missions, etc.

Example of internship completed: Salesperson – NIKE

### **2 2<sup>ND</sup> YEAR - JUNIOR ASSISTANT INTERNSHIP (3 MONTHS)**

By the time of their second internship, students will be equipped to leverage what they have learnt throughout their courses, their personal and professional coaching sessions, community-driven activities and specializations to undertake more complex and serious engagements in companies with a higher level of responsibility. Missions on the junior assistant level can take place in a variety of fields (e.g. sales, finance, management, marketing, HR, etc.), depending on the student's professional project and future aspirations.

Example of internship completed: Assistant Manager, Engineering Consulting – HSBC

### **3 3<sup>RD</sup> YEAR - JUNIOR MANAGER INTERNSHIP (4-6 MONTHS)**

For their final internship, students are required to integrate into a company in order to lead missions with a growing sense of responsibility, facing tasks that require autonomy and initiative. Such extensive and complex engagement provides students with an excellent opportunity to not only become familiar with a company, but also to showcase their ability to analyze problems, to be part of a team of decision makers, and to propose viable solutions. In order to ensure an optimal student-employee fit and an enriching student experience, this internship must be in line with the specialization chosen by the student and his or her professional project.

Example of internship completed: Marketing Project Manager - SIGMA CONNECTIVITY

#### **CAPSTONE PROJECT**

At the end of the program, students complete a Capstone Project where they have the opportunity to apply the theoretical concepts they have learned throughout their curriculum to the context of their 3<sup>rd</sup> year internship. The objective of this exercise is to develop skills in analysis, research, organization and presentation applied to real-life situations. Students present and defend their Capstone Project in front of a jury.

#### **THE GAP YEAR**

Students have the option to take a gap year, to pursue additional internships, to conduct a project, or to develop a business plan. These engagements enable students to further advance their personal and/or professional project or entrepreneurial endeavors.

# AN INTERNATIONAL EXPERIENCE

**BIB students have a truly international experience on many levels, with more than 100 different nationalities represented among students on campus, as well as during exchanges at a partner university, or by completing a Double or Triple Degree abroad.**

## OBJECTIVES

- > Develop a **greater understanding of both one's own and other cultures.**
- > **Gain a truly international education** by living and studying abroad, becoming familiar with other educational methods and management approaches.
- > **Gain self-confidence and independence.**
- > **Improve foreign languages and multicultural competences** through immersion.
- > Meet new people and form lifelong friendships around the world, as well as a **professional network.**

## EXCHANGE PROGRAM AND DOUBLE DEGREE

Several partner universities are available for an academic exchange as part of the program, during the 1<sup>st</sup> semester of their 3<sup>rd</sup> year. Canada, Colombia, Denmark, Finland, Germany, Italy, Japan, Kazakhstan, Mexico, Norway, Portugal, South Korea, Spain, the United States... are some examples of countries where students have exchange opportunities.

Students can also opt for a Double Degree with the following partner universities:

- > HAAGA-HELIA University of Applied Sciences – Helsinki (Finland)
- > Università Carlo Cattaneo LIUC – Castellanza (Italy)
- > Kozminski University – Warsaw (Poland)
- > University of Hertfordshire – Hatfield (UK)



Aina Najihah,  
Malaysia

*After high school, I spent two years in a demanding French prep program before choosing IÉSEG for its diverse, international faculty and globally tailored courses. The supportive professors and quality program structure also influenced my decision.*

*My favorite course was the Consulting Project, where I provided consulting services to French businesses, gaining*

*a better understanding of the corporate world. Working with international students enhanced my teamwork and leadership skills, and I became more confident collaborating with people from different backgrounds.*

*The career support at IÉSEG continued post-graduation, helping me find a job that matches my passion and skills. I now work in Data Compliance with French clients, improving my French skills!*

# EUROPEAN BUSINESS BACHELOR

**Obtain a unique triple degree from three AACSB-accredited business schools: IÉSEG School of Management in Paris-La Défense (France), IQS School of Management in Barcelona (Spain) and Sheffield Business School (UK).**

This unique and innovative 4-year program exposes students to three exciting and vibrant European destinations where they live, learn, interact with the local community and businesses, and are directly exposed to cultural and professional experiences that are truly diverse and life-changing. This competitive program\* targets applicants who not only have an international mindset but also envision pursuing a professional career trajectory across cultural boundaries. Upon successful completion of the program, students will master skills and competences that will help them navigate their global aspirations with ease and proficiency.

The aim of this unique new collaboration between IÉSEG School of Management and two other leading business schools in Europe is to give students an insight into doing business globally, as well as to provide an opportunity to live and learn in three very different cultural and business environments.

During the four years of the European Business Bachelor Program, students undertake internships and conduct consulting projects with companies, spending at least one year in each country over the course of the program.

## ■ ORGANIZATION OF THE 4 YEARS FOR IÉSEG STUDENTS

YEAR 1	YEAR 2	YEAR 3	YEAR 4
SEMESTER 1	SEMESTER 3	SEMESTER 5	SEMESTER 7
IÉSEG courses - 30 ECTS	IÉSEG courses - 30 ECTS	IQS courses - 30 ECTS	SHU-SBS courses - 30 ECTS
SEMESTER 2	SEMESTER 4	SEMESTER 6	SEMESTER 8
IÉSEG courses - 30 ECTS	IÉSEG courses - 30 ECTS	IQS courses - 30 ECTS	SHU-SBS courses - 30 ECTS

## ■ PARTNER BUSINESS SCHOOLS



### SHEFFIELD HALLAM UNIVERSITY – UNITED KINGDOM

Sheffield Hallam University's vision is to become the world's leading applied university, transforming lives and creating opportunities for people from all backgrounds.

The University offers a comprehensive range of courses and is one of the leading providers of health and teacher training. The application of knowledge is at the heart of everything the university does, through the students' learning and experience, business partnerships and innovative research addressing real world challenges.



### IQS SCHOOL OF MANAGEMENT – SPAIN

IQS School of Management stands out for the international dimension of its studies, the predominantly hands-on nature of its teaching methodology, its connection with the business world, and the personalized attention its students receive.

International accreditations such as AACSB and having its degrees recognized by international rankings such as The Financial Times or QS, among others, are guarantee of IQS School of Management's quality and international prestige.

\*All students of the BIB program, regardless of their campus, have the possibility to apply for the European Business Bachelor. They will go through an internal selection procedure during the first semester at IÉSEG. The selected candidates will then have to continue their studies at IÉSEG on the Paris-La Défense campus, starting in the second year of the program.

For more information: [www.ieseg.fr/triple-degree-international-business/](http://www.ieseg.fr/triple-degree-international-business/)

## ADMISSION PROCESS

The program is designed for high school graduates, with mathematics courses taken up to the final year and a good command of English.

Admission is proposed to candidates with an IB, EB, high school diploma or any secondary education diploma other than a French baccalaureate.

Applicants preparing a French baccalaureate must apply via Parcoursup.

### ■ APPLICATION PROCESS

Admission is based on the candidate's online application, submitted via the platform [candidate.ieseg.fr](https://candidate.ieseg.fr). The application and required documents are reviewed by an Admission Committee composed of IÉSEG Academic Directors and Ministry representatives.

### ■ APPLICATION CHECKLIST

- > High School transcripts in English or French (11<sup>th</sup> grade + min. 1<sup>st</sup> term of 12<sup>th</sup> grade)
- > High School Diploma (if available)
- > English proficiency test (IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 115, Cambridge Exam B2) – Native English speakers or candidates who have had two years of courses taught in English are exempt.
- > Motivation video to be recorded on the application platform
- > Letter of recommendation from a professor or a counsellor
- > CV
- > €100 application fee

### ■ APPLICATION DEADLINE

- > 8 application rounds. For more information about the calendar, please check the IÉSEG website.

### ■ TUITION FEES AND SCHOLARSHIPS

- > €11,850 (2025-26) per year for EU and non-EU students
  - > **Early Bird Scholarship:** 10% tuition fee reduction if you apply before February 15, 2025
  - > **Merit-Based Scholarship:** Up to 25% tuition fee reduction, based on the applicant's overall portfolio of academic performance, rigor, motivation, extracurricular activities and/or professional expertise.
- These scholarships can be combined up to 35% for students who meet the various criteria.**

## MEET WITH US!

### ■ OPEN DAYS ON LILLE AND PARIS CAMPUSES

Meet IÉSEG's faculty and students to discuss your plans.

- > Saturday, November 30, 2024
- > Saturday, February 1, 2025
- > Saturday, March 8, 2025

### ■ EDUCATION FAIRS AND OTHER EVENTS

Discover the list of education fairs and other events where IÉSEG will be present in person or virtually: [www.ieseg.fr/en/discover-ieseg/meet-with-us](https://www.ieseg.fr/en/discover-ieseg/meet-with-us)

### ■ AMBASSADORS PLATFORM

Discover our Ambassadors Platform and ask our students and alumni all your questions about our programs, campus life, etc.

More information at: [www.ieseg.fr/en/ambassadors](https://www.ieseg.fr/en/ambassadors)

More information: [www.ieseg.com/bachelor-international-business](https://www.ieseg.com/bachelor-international-business)

# CONTACTS

IESEG  
SCHOOL OF MANAGEMENT

## > Latin America

Santiago GONZALEZ -  
latinamericaoffice@ieseg.fr

## > Africa

Ousmane TOURE -  
africa@ieseg.fr

## > Other countries

Diviya NEDA: bib@ieseg.fr

## > France

Morgane DERONCQ -  
bibfr@ieseg.fr

> Mainland China, Hong Kong, Macau, Taiwan, Singapore, Japan, Mongolia, Korea, Brunei, Thailand and Malaysia  
Eleonore ZHANG & Marc PORTO -  
eastasiaoffice@ieseg.fr

> India, Vietnam, Indonesia, Philippines, Sri Lanka, Nepal, Bangladesh, Bhutan, Pakistan, Myanmar, Cambodia, Laos, Timor-Leste

Brijveen SABHERWAL & Golda MALHOTRA -  
southasiaoffice@ieseg.fr

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@IESEG



**LILLE:**

> 3 rue de la Digue  
F-59000 Lille

**PARIS:**

> Socle de la Grande Arche – 1 Parvis de La Défense  
F-92044 Paris – La Défense cedex

> Switchboard: +33 (0)3 20 54 58 92 / +33 (0)1 55 91 10 10  
> [www.iesege.com](http://www.iesege.com)



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