



BBA INSEEC – ECE BORDEAUX CAMPUS

26 RUE RAZE - 33000 BORDEAUX
 (ERASMUS CODE: F BORDEAU 45)

ENGLISH TAUGHT PROGRAMS

INTERNATIONAL MARKETING AND COMMUNICATION PROGRAM / Fall Semester

International Business Competencies and Methods	International Management and Personal Skills	Optional
Luxury Marketing & Packaging 5 ECTS Consumer Behaviour 3 ECTS Marketing Studies 3 ECTS Brand Management 3 ECTS Corporate Communication 3 ECTS Corporate Finance - Global Asset Management 3 ECTS	Introduction to Corporate Strategy 3 ECTS Supply Chain Management 3 ECTS Business Game Firstrat 4 ECTS	French for Foreigners 3 ECTS Cultural Communication & Understanding 5 ECTS

INTERNATIONAL BUSINESS MANAGEMENT / Spring Semester

International Business Competencies and Methods	International Management and Personal Skills	Optional
Strategic Marketing 3 ECTS International Marketing 3 ECTS Negotiation 3 ECTS Wine Business 3 ECTS Guest Lecture 3 ECTS	Human Resources Management 3 ECTS International Finance* 2 ECTS International Business Ethics 3 ECTS Sociological Approach of International Affairs 3 ECTS Business Game Worldstrat 4 ECTS	French for Foreigners 3 ECTS BELCO Alliance Course 5 ECTS <i>*The academic offer is tentative and subject to minor changes.</i>

Academic Calendar

Language :

French and/ or English

Fall Semester :

4 sept – 18 Dec 2017

Spring Semester:

12 Feb – 26 May 2018

BBA INSEEC - ECE is an international postsecondary INSEEC school with locations in Bordeaux and Lyon offering a 4-year degree fully accredited by the French Ministry of Education.

International Office Contact

General Inquiries:

international@inseec.com

Study Mobility Coordinator:

ANDERSON Elodie

Head IRO

DEDIEU Aleksandra



Located in the Chartrons district, students have the benefit of a city centre campus at the heart of a historic quarter with stunning university buildings, close to the Garonne, tramlines and lively café terraces. The whole life of the school is enhanced by these exclusive surroundings.

FRENCH - ENGLISH TAUGHT PROGRAMS

BBA 3 PROGRAM / Fall & Spring Semester

International Business Competencies and Methods	International Management and Personal Skills	International Business Culture and Liberal Arts
Approach to Foreign Markets 1 ECTS International Marketing 2 ECTS Internet Marketing 1 ECTS Strategic Marketing 2 ECTS Diagnostic Financier (FR) 2 ECTS Marchés et Financements Internationaux (FR) 2 ECTS Controle de Gestion (FR) 1 ECTS Politique et Choix d'investissement (FR) 2 ECTS	Human Resources Management 2 ECTS Corporate Strategy I 2 ECTS Management de l'Innovation (FR) 1 ECTS Management (FR) 1 ECTS Systemes d'information & Gestion de Projets (FR) 1 ECTS	Intelligence Economique (FR) 2 ECTS Optional Business English 2 ECTS Spanish 2 ECTS Start-up 1 ECTS MCD 3 ECTS Business Game 4 ECTS

BBA 4 PROGRAM / Fall Semester

International Business Competencies and Methods 4 Minors	International Management and Personal Skills	International Business Culture and Liberal Arts
<p>Minor International Finance 15 ECTS (FR/EN) Banques et marchés financiers (FR) Business Control (FR) ; Consolidation (EN) ; Corporate Finance - Global Asset Management (EN) ; Fiscalité (FR) ; Gestion patrimoine juridique de l'entreprise (FR) ; Audit interne (FR) ; Stratégies et évaluations financières (FR) ; US GAAP- International Accounting (EN) ; Excel VBA</p> <p>Minor Digital Marketing & Web Strategy 15 ECTS (FR/EN) Stratégie et achat médias (FR) ; Economie numérique et droit des activités numériques (FR) ; E-consommateur et mobile marketing (FR) ; Projet Digital Marketing (FR) ; Marketing Content & E-reputation (EN) ; Outils technologies web (FR) ; Réseaux Sociaux (FR) ; Search Engine Optimization (EN) ; Inbound Marketing (FR) ; Photoshop</p>	<p>Minor Innovation Intraprenariat 15 ECTS (FR/EN) Lean Start Up (FR) ; Business Plan (FR) ; Projet de création ou reprise d'entreprise (FR) ; Economie numérique (FR) ; Environnement juridique de la création d'entreprise (FR) ; Etudes de marché, de tendances et de faisabilité (FR) ; Management de l'innovation et Business Model (FR) ; Management des projets technologiques (FR) ; Stratégie Financière (FR) ; Photoshop</p> <p>Minor International Marketing & Communication 15 ECTS (EN) Brand Management (EN) ; Consumer Behavior (EN) ; Corporate communication (EN) ; Digital Marketing (EN) ; International Distribution Agreements (EN) ; Luxury Marketing (EN) ; Panels & Dash Board (EN) ; Packaging (EN) ; Sustainable Marketing (EN) ; Photoshop</p>	Design Thinking (EN) 1 Corporate Strategy (EN) 2 International Management Issues (FR) 1 Management (FR) 2 Méthodologie de résolution des cas stratégiques (FR) 1 Méthodologie du mémoire de recherche appliquée (FR) 1 Negociation 360 (FR) 2 Ingénierie d'affaires (FR) 1 Pilotage de la trésorerie (FR) 1 International Business Culture and Liberal Arts Business English TOEIC 3 ECTS Spanish 2 ECTS Optional French <i>*The Academic offer is not contractual and may be subject of minor changes.</i>

For each program all the courses must be taken, they cannot be dissociated.

Campus Facilities:

- Wi-Fi
- Intranet and online time table
- Computer lab
- Career Center
- Eating lounge area
- Outdoor patio
- Access to the Student Restaurant CROUS...





BBA INSEEC – ECE LYON CAMPUS

25 RUE DE L'UNIVERSITE – 69007 LYON
 (ERASMUS CODE: F LYON 71)

ENGLISH TAUGHT PROGRAMS

ATLANTIS PROGRAM / Fall Semester

French Path of the Triple Degree Program

Globalization: Organizational Behavior & Research Methodology 6 ECTS
 Finance in a Flat World 6 ECTS
 Marketing in a Flat World 6 ECTS
 Information Systems Management 6 ECTS
 Business Game "In a Flat World" 6 ECTS
 French for International Students 6 ECTS

INTERNATIONAL BUSINESS MANAGEMENT / Fall & Spring Semester

IBM I / Fall

Cross Cultural Communication / Cross Cultural Management 5 ECTS
 Press Review 2 ECTS
 Research Methodology 3 ECTS
 US GAP 3 ECTS
 International Business and Negotiation 4 ECTS
 Brand Strategy 3 ECTS
 Theoretical Framework of Business Strategies (Prepa PGE) 2 ECTS
 Business Game 6 ECTS
 French for Foreigners 3 ECTS

IBM II / Spring

International Economy 4 ECTS
 Geopolitics & World Issues 4 ECTS
 French for Foreigners 3 ECTS
 Supply Chain 2 ECTS
 Financial Analysis 2 ECTS
 Financial Diagnosis 2 ECTS
 Project Management 3 ECTS
 International Marketing 3 ECTS
 Business Cases & Business Strategy (Prepa PGE) 2 ECTS
 Research Thesis 8 ECTS
 Visiting session (European Week) 2 ECTS

Academic Calendar

Language :
 French and/ or English

Fall Semester :
 4 sept – 22 Dec 2017

Spring Semester:
 12 Feb – 26 May 2018

BBA INSEEC program, redesigned over the years to reflect the changes in the business environment, is based on very simple principles: A high level of academic excellence; Proficiency in foreign languages and abroad knowledge of foreign cultures; Extensive internships in international business; and Development of a professional project.

International Office Contact

General Inquiries:
international@inseec.com

Study Mobility Coordinator:
 LELEU Eugenie
 WEGOROWSKA Wioleta

Head IRO
 DEDIEU Aleksandra



FRENCH - ENGLISH TAUGHT PROGRAMS

BBA 3 PROGRAM / Fall & Spring Semester

International Business Competencies & Methods 15 ECTS	International Management and Personal Skills 9 ECTS	International Business Culture and Liberal Arts 6 ECTS
<p>Marchés et Financements Internationaux (FR)</p> <p>Gestion Budgétaire (FR)</p> <p>Politique et Choix d'investissement (FR)</p> <p>Diagnostic Financier (FR)</p> <p>Approche des marchés extérieurs - Asie, Afrique et Amérique latine (FR)</p> <p>Marketing strategy International Marketing and Communication</p> <p>E-Marketing /Internet Marketing</p> <p>Systèmes d'information (FR)</p> <p>Story Telling</p>	<p>Human Resources Management</p> <p>Corporate Strategy</p> <p>Management de l'Innovation (FR)</p> <p>Techniques de Management/Sales Team Management (FR/EN)</p> <p>Defi Start-Up (FR)</p> <p>Mission de Conseil (FR)</p>	<p>Intelligence Economique (FR)</p> <p>English</p> <p>Spanish</p> <p>Optional</p>

BBA 4 PROGRAM / Fall Semester

International Business Competencies and Methods 4 Minors*	International Management and Personal Skills	International Business Culture and Liberal Arts
<p>Minor International Finance 15 ECTS (FR/EN)</p> <p>Contrôle de gestion stratégique - Business Control (FR) ; Comptabilité financière approfondie (FR) ; Audit interne - Révisions comptables (FR) ; Stratégies et évaluations financières (FR) ; Gestion patrimoine juridique de l'entreprise (FR) ; Excel VBA (FR) ; US GAAP- IFRS (EN) ; Corporate Finance - Global Assets Management (EN) ; Fusion et acquisition (FR) ; Marchés boursiers (FR) 2</p> <p>Minor Digital Marketing & Web Strategy 15 ECTS (FR/EN)</p> <p>Economie numérique et droit des activités numériques (FR) ; In Bounds Marketing & CRM (EN) ; Marque et Réseaux Sociaux (FR) ; Projet Digital Marketing (FR) ; E-consumer Behavior (EN) ; Digital Communication SEO & SEA (FR) ; Nouvelles tendances digitales (FR) ; Photoshop (FR) ; Panorama des technologies web (FR)</p>	<p>Minor Innovation Intraprenariat 15 ECTS (FR/EN)</p> <p>Projet digital et économie numérique (FR) ; Environnement juridique de la création d'entreprise (FR) ; Management des projets technologiques (FR) ; Business Plan – Projet de création ou reprise d'entreprise (FR) ; Financement de projets (FR) ; Comptes prévisionnels & Business Plan (FR) ; Photoshop (FR) ; LEAN START UP (EN) ; Etudes de marché, de tendances et de faisabilité (FR) ; Management de l'innovation et Business Model (FR)</p> <p>Minor International Marketing & Communication 15 ECTS (EN)</p> <p>Panels & Dash Board ; Brand Management ; Analyse des données marketing SPSS (FR) ; Consumer Behavior ; Digital Marketing - outils et analyse de données (FR) ; Luxury Marketing ; Packaging (FR) ; Sustainable Marketing ; Photoshop (FR) ; Corporate communication (FR)</p>	<p>Ingénierie d'affaires et Key Account Manager (FR) 3</p> <p>Stratégie d'entreprise (FR) 2</p> <p>Stratégie et gouvernance d'entreprise (FR) 1</p> <p>Change Management and Organizational Behavior (EN) 2</p> <p>Design Thinking (EN) 1</p> <p>Méthodologie du mémoire de recherche appliquée (FR) 2</p> <p>Pilotage de la trésorerie (FR) 1</p> <p>Business English TOEIC 3 ECTS</p> <p>Spanish 2 ECTS</p> <p>Optional French</p>

**The Minor courses cannot be dissociated. Only one Minor can be taken.
The Academic offer is not contractual and may be subject of minor changes.*

For each program all the courses must be taken, they cannot be dissociated.

Campus Facilities:

Wi-Fi
Intranet and online time table
Computer lab
Working Hubs
Eating lounge area
Access to Student Restaurant CROUS
Career Center

BBA INSEEC Lyon is ideally situated in the UNESCO classified Citroen building in the hearty of the university area.
Lyon is the capital of the Rhône-Alpes region and the 3rd largest city in France.
It is located in the south of France, half way between the seaside and the mountains, and near a large range of popular vacation destinations.

INSEEC BACHELOR – MBA INSTITUTE PARIS CAMPUS

63 RUE EXELMANS – 75016 PARIS
(ERASMUS CODE : F PARIS 455)

ENGLISH TAUGHT PROGRAMS

INSEEC Bachelor Business Program 3 / Fall & Spring Semester

Minor concentrations	Core Courses	
FINANCE – 18 ECTS* Portfolio management & Capital Markets 6 ECTS Management Control accounting under IFRS 6 ECTS Financial analysis and valuation 6 ECTS MARKETING – 18 ECTS Strategic Brand Marketing and International marketing 6 ECTS Advertising / Retailing and merchandising 6 ECTS Marketing digital & brand content/ big data 6 ECTS	Business Law & Ethics – 6 ECTS International Business Law International Business Ethics Strategic Management and Human Resources 6 ECTS Cross cultural communication Human Resources Management	Developing Communication skills 6 ECTS: International Press Review Advanced Public Speaking French Culture & Civilization 6 ECTS French as a Foreign Language 6 ECTS
	<i>For each module, you must take all the courses, you cannot dissociate them.</i>	<i>*The Finance Minor is only available during Fall term. Minor Courses cannot be dissociated. Minor courses cannot be mixed between each other.</i>
		<i>6 ECTS Credits = 3 US Credits</i> <i>Exchange Students must choose a minimum of 24 ECTS credits (12 US credits)</i>

American BBA Business Program 2 / Fall & Spring Semester

Fall term courses	Spring term courses
Global Environment and Humanities 6 Ethics in Business 3 Macroeconomics II 3 Business Fundamentals 12 Business Negotiation 3 Accounting II 3 Principles of Marketing II 3 Principles of Management 3 Languages and Communication 3 (6) Spanish 3 / TOEFL 3	Seminars and Workshops 3 Personal Development 3 Optional Humanitarian team project 4 ELEA - Student Associations (by choice) 4 SPORT 3 Company Internship - Report 8
	Global Environment and Humanities 3 Business Law II 3 Business Fundamentals 6 ECTS Managerial Accounting 3 Corporate Finance 3 Languages and Communication 3 (6) Public Speaking II 3 Spanish 3 / TOEFL 3
	Seminars and Workshops 3 CREA©TIVITY Workshop3 Optional Humanitarian team project 4 ELEA - Student Associations (by choice) 4 SPORT 3 Company Internship - Report 8

Academic Calendar

Language :
French and/ or English

Fall Semester :
4 sept – Mid Jan 2018
Spring Semester:
Beg. Feb – Mid June 2018

MBA Institute is INSEEC Franco-American School providing international students with English taught undergraduate programs.

International Office Contact

General Inquiries:
international@insec.com

Study Mobility Coordinator:
BRADFORD Robert /DOSSOE Gaelle
Head IRO
DEDIEU Aleksandra





INSEEC BACHELOR – CHAMBERY CAMPUS

TECHNOLAC

(ERASMUS CODE : F LE BOURG 01)

ENGLISH TAUGHT PROGRAMS

BA International Trade Program 3 / Fall semester

Corporate Culture 4 ECTS	Management and Personal Development 8 ECTS	Languages 6 (2+2+2)	Management 4 ECTS	Marketing 10 ECTS
International Markets, an overview Geopolitics	Human Resources Management International Press Review Intercultural Communication Fit for the job	English /TOIEC Italian or Spanish or German Or French Reinforced French or Other language	Risk Management Business plan	Strategic Marketing Social Media Marketing Digital Marketing International Marketing Communication Plan

For each module, you must take all the courses, you cannot dissociate them.

BA International Trade Program 3 / Spring semester

Corporate Culture 4 ECTS	Management and Personal Development 4 ECTS	Languages 6 (2+2+2)	Management 4 ECTS	Marketing 4 ECTS
Import-Export Fundamentals International commercial Law	Ethical Issues in Contemporary Business Management Business writing	English : training and TOEIC Test French	Sales, Negotiation and Management Advanced Management Skills	International Trade Techniques Doing Business in America Optional Thesis 10 ECTS

For each module, you must take all the courses, you cannot dissociate them.

Academic Calendar

Language :

French and/ or English

Fall Semester :

11 sept – 22 2017

Spring Semester:

Mid-Jan – Beg. May 2018

The post-baccalaureate INSEEC Bachelor program lasts three years and offers a possibility of five choices: a business track, an international business track, an English track a program combining ski and studies, or an e-learning program compatible with a high level sport activity.

International Office Contact

General Inquiries:

international@inseec.com

Study Mobility Coordinator:

BRESCIA Carole

Head IRO:

DEDIEU Aleksandra



For the nature lovers, the Chambéry campus is for you. The city of Chambéry is located in the southern part of the French Rhône-Alpes in the region of Alps-Savoie, between lakes and mountains on Savoie Technolac enterprise zone (10 minutes from Chambéry and Aix les Bains, 1km from Bourget Lake). Savoie is the 2nd strongest economic region in France, 6th in the European Union and brings together 15 business clusters, 3 of which have a global presence. It has the strongest national concentration of industrial leaders as well as innovative small and medium sized business in the industrial, sport and leisure sectors with an area of excellence in mountaineering and winter sports.

Sport and Tourism Events Management Program / Fall semester

Minor Sport and Tourism Events courses		Core Core courses
Revenue Management in Sports and Tourism 5 ECTS Events Management and Risks Management Yield Management and Revenue Management Hospitality Business Game	Communication & Sponsoring 5 ECTS Lobbying for Events Sponsoring and Patronage Media Policy and Press Relations	Management 5 ECTS Gestion des Compétences Conduite du Changement Research Methodology Strategy 5 ECTS Strategic Management Stratégie 360 ° Nuit de la crise Optional French for foreigners
Events Management 5 ECTS Urban Tourism Culinary Marketing Logistics of Events and Project Management	Digital management and Events 5 ECTS Digital Brand Management Community and Traffic Management Masterclass in Sports Media	

Number of places is limited.

FRENCH - ENGLISH TAUGHT PROGRAMS

BA International Trade Program 2 / Fall semester

Corporate Culture 2 ECTS	Management and Personal Development 8 ECTS	Languages 4	Management 8 ECTS	Marketing 8 ECTS
Droit du travail (Labour Law) (FR)	Elective : Culture Générale (Cultural Knowledge) (FR) Or (Rédaction professionnelle) Professional Writing (FR) Or Reinforcement English Management Seminar (FR)	English : The Company Italian or Spanish or German / Product Promotion (EN) Business English Advanced English Toefl	Introduction to Financial Management (FR) Management of an Association (EN)	Basics of Operational Marketing (EN)

For each module, you must take all the courses, you cannot dissociate them.

BA International Trade Program 2 / Spring semester

Corporate Culture 2 ECTS	Management and Personal Development 8 ECTS	Languages 4	Management 8 ECTS	Marketing 8 ECTS
Droit des sociétés (Corporate Law) (FR) Crisis Management (FR)	Elective : Culture Générale (Cultural Knowledge) (FR) or (rédaction professionnelle) Professional Writing (FR) or Reinforcement English (EN) Workshops	English : Business Travel Italian or Spanish or German / Labor Market (EN) Business English	Introduction to Management Control (FR) Management of an Association (EN)	Applied Operational Marketing (EN) Sales Strategy 5EN)

For each module, you must take all the courses, you cannot dissociate them.

Campus Facilities:

Wi-Fi
 Intranet and online time table
 Computer and Language labs
 Student Restaurant on-site
 Eating lounge area
 Outdoor patios
 Access to a Student Residence

