

# BBA

## INTERNATIONAL

## BACHELOR

## IN BUSINESS

## ADMINISTRATION



TARGETED 4-YEAR DEGREE



30 INTERNATIONAL  
DOUBLE DEGREES



UP TO 30 MONTHS  
ABROAD



57 PARTNER UNIVERSITIES  
ABROAD

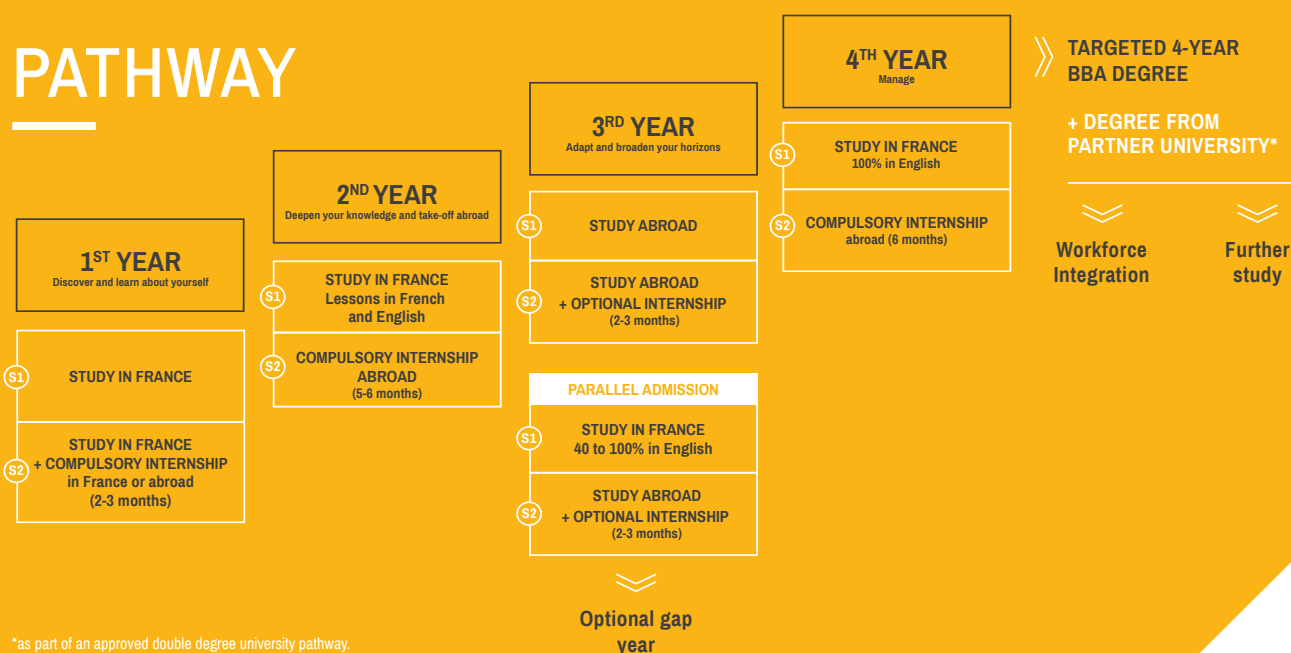


UP TO 4 DIFFERENT COUNTRIES  
IN 4 YEARS

DO YOU WANT TO WORK IN AN INTERNATIONAL OR  
INTERCULTURAL CONTEXT?

*Don't look any further; the BBA from SCBS is made for you! Multidisciplinary and multicultural, this course will give you the necessary tools to join the workforce or continue your studies, all over the world!*

## PATHWAY



\*as part of an approved double degree university pathway.

# READY TO EXPERIENCE THE WORLD?

*To prepare you to join the international world of business, in addition to compulsory internships abroad, the BBA offers a whole range of courses based on study modules, plus business games and personal development workshops. We prepare you to work anywhere in the world!*

## A HIGHLY INTERNATIONAL PROGRAMME

With 46 study modules on the fundamentals of international management, you will rapidly build up solid knowledge such as Approach to International Markets, Strategic Management, Sales Promotion Tools, etc. You will put your knowledge into practice with practical team projects including international business management projects or working in virtual teams with students from different countries.

## PERSONALISED SUPPORT

In addition to the academic curriculum, right from first year the Business Relations and Careers Service offers all students a full range of personal development modules led by human resources experts, alumni and professionals. Through personality tests, workshops, business conferences and special meetings with company directors, you learn how to identify the needs and expectations of the job market, and how to analyse your know-how and soft skills to make the most of your expertise. These include application tools, international interview advice, building up a portfolio of skills, producing a CV video, managing stress and disputes, etc.

## PREPARING FOR A DOUBLE DEGREE

In a global market where the need for managers with a good understanding of foreign cultures is becoming more and more prevalent, 30 foreign academic partners in 14 different countries offers you the opportunity to obtain a double degree, certifying the requirements of the course followed abroad in the third year and boosting your international employability.

One of our key programmes is the 18-month bi-cultural German pathway (two semesters at Frankfurt University of Applied Sciences + one internship semester in Germany), which also benefits from the support of the Franco-German University (UFA).



## 4 COUNTRIES IN 4 YEARS!

Between study semesters abroad and internships, which can all be international, you could experience several cultures and up to four countries in four years!

## FOLLOWING THE BBA, YOU WILL BE ABLE TO:

- Examine international competition strategies;
- Manage situations in an international context;
- Evaluate multicultural practices and their effectiveness;
- Defend your ideas and arguments in at least one foreign language.

## EXAMPLES OF POSITIONS HELD BY OUR GRADUATES

- Key Account Manager at Champagne Laurent Perrier
- European shareholder portfolio manager at Goldman Sachs
- Europe Project Coordinator at Google
- etc.

## A FEW FIGURES

- 70% start working abroad;
- 51% find a job before they complete their studies;
- 97% find a job in less than 4 months.

## TUITION FEES FOR EUROPEAN STUDENTS

1<sup>st</sup> and 2<sup>nd</sup> year: €8,000/year  
3<sup>rd</sup> year: €8,500/year  
4<sup>th</sup> year: €8,750/year

## TUITION FEES FOR NON-EUROPEAN STUDENTS

1<sup>st</sup> and 2<sup>nd</sup> year: €9,000/year  
3<sup>rd</sup> year: €9,500/year  
4<sup>th</sup> year: €9,750/year

## CONTACT

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BUSINESS SCHOOL

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