

ICN CREACTIVE BUSINESS SCHOOL

P A R I S • N A N C Y • B E R L I N



BACHELOR IN MANAGEMENT



* Best Bachelor in France. L'Étudiant - Ranking 2021

Why join ICN Bachelor in Management?

- **The best Bachelor in France:** ranked 1st in France (ranking 1 – *L'Étudiant*) with more than 25 years of existence.
- **Recognized by the French Ministry of Higher Education** (3-year bachelor)
- **Create your own path:** Complete and professional adjustable programme

- **Benefit from a range of student services:** career and internship support, company forums, pastoral care
- **International experience:** internships or academic stays (partner universities in 42 countries and 4 international double degrees)
- **Multi site school** (Paris, Nancy)

Take an active role in designing your study path!

YEAR 1

→ ACQUIRING THE FUNDAMENTALS OF MANAGEMENT

SEMESTER 1

- ▶ Tools and methods 1
- ▶ Economic and legal environment
- ▶ How a company operates
- ▶ Marketing - Sales
- ▶ Communication, foreign languages and personal development
- ▶ LV1 English
- ▶ LV2 German, Spanish, Italian

INTERNSHIP

- ▶ Discovering the company internship

SEMESTER 2

- ▶ Tools and methods 2
- ▶ Economic and trading environment
- ▶ Personal development and broadening horizons
- ▶ Communication and foreign languages
- ▶ LV1 English
- ▶ LV2 German, Spanish, Italian

SEMINAR

- ▶ The «Personal development» seminar aims to boost selfawareness and creativity

YEAR 2

→ CONSOLIDATING KNOWLEDGE AND SKILLS

SEMESTER 1

- ▶ Economic and legal environment of the company
- ▶ Tools and methods 3
- ▶ Marketing - Sales
- ▶ Foreign languages and preparation for the TOEIC/TOEFL exams
- ▶ Discovering the company

INTERNSHIP

- ▶ Management internship
- ▶ Practical application of the lessons taught in class and a focus on the different roles within a company

SEMESTER 2

- ▶ Business environment - Logistics
- ▶ Marketing - Distribution
- ▶ Personal development and broadening horizons
- ▶ Sales challenge
- ▶ Foreign languages
- ▶ Student association or professional project

YEAR 3

→ SKILLS ACQUISITION AND/OR BROADENING OF INTERNATIONAL HORIZONS

→ INDIVIDUALLY TAILORED PROGRAM

Study path ①

Skills acquisition
+ internship
or international exchange

Study path ②

International exchange
+ internship

Study path ③

English Track
(Program taught in English at
the Nancy campus)

Study path ④

International
double degree



How To Apply?

International students are admitted upon an application file and an online interview. For the next September intake, the recruitment process begins this November. You will find all application details at <https://international.icn-artem.com/apply-to-icn/>

The following documents will be required:

- Curriculum vitae in French or in English (depending on the language of study)
- Letter of motivation in French or in English (depending on the language of study)
- Letter of academic and/or professional reference
- Academic transcripts from the last 2 years
- Last obtained diploma
- TOEFL / IELTS / TOEIC / Cambridge score (if program in English)
- DELF / DALF (if program in French)
- Copy of passport or identity card
- Passport photo
- Application fee payable online (100€)

And after your Bachelor?

You can take off for a professional experience (100% of ICN students find a job in less than 6 months after their graduation) or further your skills in one of 17 Master's specialisations:



DIGITAL



FINANCE



LUXURY



INTERNATIONAL



CULTURAL MANAGEMENT



INNOVATION

You have more questions ?

Contact us at studyabroad@icn-artem.com - +33 (0)3 54 50 25 25
and check out our website: international.icn-artem.com/