



*Serving businesses and territory since 1962*

# BACHELOR IN INTERNATIONAL MANAGEMENT

**Management education is an area of excellence in the French post secondary system. For the past years, annual rankings of the world's best business schools have recognized the quality of France's "Grandes Ecoles de Commerce".**

**Join one of these top higher education institutions and one of the best undergraduate full English taught programs in France.**

**Our Bachelor in International Management is a 3 year program, recruiting students holding a baccalaureate (A' level or equivalent).**



**Join our Bachelor in International Management (BIM)**, accredited by the French Ministry of Higher Education and Research. You will obtain a solid foundation in international business and general management education, while gaining substantial knowledge of the trends that will be shaping innovation in the near future.

**Successful learning** is not simply the transmission of abstract and decontextualized knowledge, but a subtle relationship between economic realities and the surrounding world. Our aim is to train creative yet responsible entrepreneurs who are ready to take on the challenges of a career at the international level.

**New teaching methods** combined with state-of-the-art facilities will give you the means to find, evaluate, utilize, share and create content using information technologies and the Internet.

We build on the **diversity of backgrounds and cultures** of our students and faculty to help you broaden your horizons and enjoy a truly cosmopolitan experience.

**40% of courses are taught by highly qualified lecturers and tutors** from international partner institutions, and one in three students in our classes is international. As the program is taught entirely in English, no prior knowledge of French is required.

**A free French language course for foreigners is included in the curriculum.** Additional French courses, as well as private lessons, are available at our partner language school CIEL BRETAGNE ([www.ciel.fr](http://www.ciel.fr)), at a fee.

## FACULTY

Our faculty members have varied multicultural backgrounds: professors with international academic qualifications, business executives from multinational companies and practicing consultants and entrepreneurs who are well-known as experts in their fields.

## BREST

A maritime City on the Atlantic coast, located on the western tip of Brittany, Brest, also called *La Cité du Ponant*, has a population of 350 000, including 25 000 students, and enjoys an exceptional setting and a mild marine climate. The international airport helps to link the town with the largest European capital cities. With its two competitive clusters focusing on the maritime sea activities and image & networks, Brest is home to many sizeable organizations and research centers. The campus is situated 5 minutes away from the town center, close to the university campuses and its services.

## PROGRAMME STRENGTHS

- Double degree available, during the third year, at one of our partner institutions
- Education based on active and situated learning
- Introduction to Chinese culture and language for all
- Development of the professional command of digital literature
- Mentoring from the first year to help build your CV and professional project
- Small groups and close personal attention

# THE LATEST TECHNOLOGICAL ADVANCES AND NEW WAYS OF LEARNING

## YEAR 1 (60 ECTS)

### LEARN THE BASICS

- **DISCOVER THE CORPORATE WORLD:** entrepreneurship, general accountancy, statistics, marketing strategy.
- **IMPROVE LANGUAGE SKILLS:** English, other foreign languages, introduction to Chinese.
- **DEVELOP KNOW-HOW:** digital literacy communication, business negotiation, job search techniques.
- **3-MONTH INTERNSHIP** in France or abroad (compulsory).
- ① Introduction to solidarity economy, citizenship, group management and understanding of ecosystem issues through social responsibility project development.

## YEAR 2 (60 ECTS)

### CONSOLIDATE UNDERSTANDING, FOCUS ON A FIELD

- **APTITUDE DEVELOPMENT:** management & planning, performance analysis, statistics, business analytics.
- **FURTHER INTERNATIONAL DEVELOPMENT:** Chinese, business English, other foreign language.
- **CHOICE OF FIELDS:** international business, strategic marketing, financial accounting analysis, international economics, human resources management, management of the organization.
- **4-MONTH INTERNSHIP** in France or abroad (compulsory).
- ① Entrepreneurial experiences: business development, learning the process of turning an idea into reality, elaborating a business plan with the supervision of business leaders.

## YEAR 3 (60 ECTS)

### COMPLETE YOUR PROJECT

- **CORE MODULES:** Legal & economic environment, intercultural management, market research, finance, international trade.
- **CHOICE OF SPECIALIZATION:** New products development, project financing, website development, strategy and international development.
- **DOUBLE DEGREE AT A PARTNER UNIVERSITY** with a choice of more than 10 destinations.
- **3-MONTH INTERNSHIP** in France or abroad (compulsory).
- ① Practical knowledge. International exchange or internship abroad, creating a professional network, preparing your entry into professional life.

Gap year possible between year 1 and year 2.

### HAVE A QUESTION?

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## TESTIMONIAL

"I chose Brest Business School for two reasons – the high teaching standards and the opportunities the school offers. I enjoyed my studies a lot. I got along well with my classmates, who were from all over the world.

During my academic studies, I found the tutors very helpful. There were numerous resources available such as international and career advice.

The school's library has vast access to thousands of online journals, articles, monographs, and free books to support learning."

Yassine (Morocco)



## PRACTICAL INFORMATION

### • ENTRY REQUIREMENTS

Open to candidates with: Baccalauréat, A' level or equivalent. Students who have successfully completed 1 or 2 years in Higher Education (60 or 120 ECTS, same field) can enter the 2<sup>nd</sup> or 3<sup>rd</sup> year of the program.

### • ADMISSION PROCEDURE

A very good level of English is required.

1. Apply online at: <http://talentdays.brest-bs.com/>
2. If you are eligible, have an interview with the program coordinator
3. In the case of a favorable decision, confirm your application online to get your offer letter

## INTERNATIONAL STUDENT ASSOCIATION (ISA)

The International Student Association welcomes students upon their arrival in France. It assists them on various aspects such as accommodation and administrative formalities.

The ISA helps international students integrate into campus and city life, organizes tourist trips and cultural events.

ISA is one of several student organizations active on campus.

✉ [isa@brest-bs.com](mailto:isa@brest-bs.com)