

ICN
CREACTIVE
BUSINESS
SCHOOL

I

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B

A

INTERNATIONAL
BACHELOR
OF **BUSINESS**
ADMINISTRATION

2024

A BRIEF INTRODUCTION FROM THE DIRECTOR



Signing up for the International BBA at ICN Business School means you are signing up for international excellence. By joining our I-BBA, you will be joining a highly rated, triple-accredited, multi-campus school with a 120-year history. You will be part of an ambitious 4-year international programme, with a wealth of experience, which is based on the UK/US model and will lead you naturally to an international career. The well-rounded training offered is combined with demanding professional development on numerous international campuses, including our campuses in Paris La Défense and Berlin.

The course is divided into two main phases: the first focuses on acquiring the fundamentals that are essential for any professional pursuing a career in a multicultural context. The second is devoted to building your international employability through experiences that you choose and that correspond to your ambitions: double degree, academic stay abroad, work placement in France or abroad, apprenticeship, etc.

All these options will enable you to build up your training at the pace you want, in France or abroad, while specialising in one of the courses on offer. The choices you make will determine the direction of your degree. Once you've completed your degree, you'll be able to go straight into the world of work and take on a variety of managerial roles in start-ups, SMEs, humanitarian organisations and big, corporate organisations. You can also choose to continue your academic studies with one of our MSc degrees.

Alice DUFOUR

Programme director

"Become an actor in your future by joining our I-BBA; an ambitious training course built for you, with you and for the international community."

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OUR STRENGTHS

After your Baccalaureat/ A-levels, live your international dream with ICN Business School!



36th

Join a Grande École of Management ranked **36th** in the FT 2023 ranking.



23 000

Join an international network of over **23,000** graduates.



18 to 30 months

Join a double degree course with the unique opportunity to study abroad for **18 to 30 months** at one of our partner universities around the world.



3 pillars

Join a 'Creative' teaching method called #ATM based on 3 pillars: **Art Technology Management**.



120 years old

Join a school with 120 years' experience.



Sign up for a professional future with the possibility of an apprenticeship in 4th year and internships for students choosing the standard programme.

JOIN US FOR THE NEXT 4 YEARS!



ACCREDITATIONS

Why should you choose a nationally and internationally recognised school?

Accreditations



International accreditations are essential and compulsory for all higher education institutions. They are a guarantee of excellence, student follow-up, employability of graduates and cutting-edge training provided by PhD teaching faculty.

CEFDG

The CEFDG is responsible for organising quality control procedures for higher education programmes in commerce and management, with a view to establishing a European higher education system. It also examines the development of higher education in management in line with the existing higher education system as a whole.

CGE

ICN is a member of the management schools' chapter of the Conférence des Grandes Écoles.

Bienvenue en France

The quality of the welcome given to international students is of fundamental importance to the internationalisation and attractiveness of French higher education. The 'Bienvenue en France' (Welcome to France) label is a guarantee of the quality of the welcome offered by ICN to foreign students. It is delivered for a period of 4 years by Campus France.

Université de Lorraine

Affiliated with the University of Lorraine, ICN is actively involved in the creation of joint projects and double degrees with the University of Lorraine itself, as well as with ISAM/IAE and Mines Nancy.

EESPIG

ICN has obtained the designation of Établissement d'Enseignement Supérieur Privée d'Intérêt Général (EESPIG) defined in article L.732-1 of the Code de l'éducation from 1 January 2024 until 31 December 2028.

Qualiopi

ICN obtained Qualiopi certification in 2024. This label, awarded by the French Accreditation Committee (COFRAC) in partnership with the Ministry of Employment, confers on ICN the status of training provider and attests to the quality of our courses.

SD&RS

The Label SD&SR (sustainable development and social responsibility) label for higher education was created in 2015. It is the result of the collective work of a dozen universities and Grandes Ecoles, the Conférence des Grandes Écoles (CGE), the Conférence des Présidents d'Université (CPU), the Ministry for Sustainable Development, the Ministry for Higher Education and the Student Network for an Ecological and United Society (RESES). ICN has been awarded the SD&RS label for a period of 2 years following a detailed review and an audit which took place in 2023.

WHO ARE WE?

Since 1905, ICN Business School has distinguished itself through its unique teaching methods, shaped around three key words: Art, Technology and Management. These three pillars, symbols of our unique approach, steer our students towards excellence, enabling them to develop not only cutting-edge academic skills, but also an exceptional level of creative sensitivity and open-mindedness.

To welcome you, we offer three playgrounds in three dynamic cities: historic Nancy, aesthetic Paris and technological Berlin. Our campuses are also designed to respond to the #ATM Pedagogy and enable you to achieve your full potential.

Academic excellence is good. Creative daring is even better.

At ICN, we firmly believe that success is not just about numbers and theories. Our students are modern explorers, trained to question, innovate and think differently. They study not just in classrooms, but in 'idea laboratories,' where collaboration and an interdisciplinary approach are at the heart of every project.

They are surrounded by passionate teachers, leading professionals and, dare we say it, a community that never loses its zest.

A school where the future is being written with daring.

At ICN, we train free spirits, ready to face a constantly changing world. Our graduates don't just follow trends, they create them. So whether you dream of conquering the financial markets, redefining digital marketing or reinventing business management, one thing is certain: ICN Business School will give you the keys to get there, with a style all of your own.

Join ICN and turn your career into a work of art.

Our values

OPENNESS

Exchanges between students and teachers with our partner universities abroad give us an international outlook. The school is also open to other disciplines through our links with a wealth of multidisciplinary schools in France and abroad. Finally, through our Berlin campus, we are able to welcome the wider world with a unique mosaic of cultures.

COMMITMENT

The school supports each student in his or her quest to move from 'wanting to do, to being able to do'. Personal development is important to us because it allows potential to emerge. Our commitment to the local community is reflected in our contribution to the socio-economic development and attractiveness of the region. Finally, we are committed to a number of social and environmental initiatives.

TEAM SPIRIT

ICN is a family. Sharing, networking and developing skills are all part of a group dynamic. Cohesiveness, fostered by our to back-to-school seminars, is vital for the school, the teaching staff and the administration. We encourage synergies and give a collective flavour to skills.



WHY CHOOSE THE I-BBA AT ICN?

"The ambition of the International BBA at ICN Business School is to train tomorrow's professionals, able to progress in managerial positions with an international scope, with a high degree of adaptability essential to a globalised professional world.

Thanks to the #ATM teaching method - Art, Technology, Management - you will have a cross-disciplinary experience at the heart of a diverse cultural environment. The transformation of the environment, from a societal, geopolitical, technological and environmental point of view, is central to our teaching and training. Our school's 'creative' teaching approach is the best answer to these challenges.

During your 4 years at ICN and in our partner universities, you will be exposed to cultural diversity and teaching excellence in different contexts, to open up a world of possibilities and open your mind, so that you can become solution-orientated professionals in an international business environment."

The programme is deliberately bilingual, with a predominantly English-speaking focus, to prepare you to go to our partner universities and, more generally, to work in positions all over the world.

THE PROGRAMME

+ SPECIALISATIONS



YEAR 1

The first year enables you **to acquire the fundamentals of management** and **build your career plan**. During this year, you will start your studies either in Paris - La Défense or on the Berlin campus. In Paris, the programme will be taught in French, while in Berlin you will be immersed in an English-language programme. The aim of this first year is to prepare you to go abroad, while at the same time giving you the academic skills you need.

SEMESTER 1

- Mathematics
- Statistics & Quantitative Methods
- Introduction to Marketing
- Employment Law
- HR Management
- Humanities and World History
- Learning to learn

SEMESTER 2

- Geopolitics
- International Business
- International Economics
- Project management in an international context
- Introduction to Information Systems
- Intercultural management
- Accounting

At ICN, we believe strongly in hybrid teaching methods that combine theory, practice and a cross-disciplinary approach. The #ATM pedagogy represents the identity of the school. It sits at the heart of all the training, and is applied to a number of cross-disciplinary projects.

EXPERIENTIAL PROJECT

Business Game • TOSA Excel certification • Voltaire Project • Community involvement • ATM seminar • Public speaking • Hackathon • Series of lectures • MFL1 TOEIC • MFL2 (optional)



YEAR 2

The second year allows you **to consolidate your knowledge** and **complete a work placement of at least 3 months in an international environment**. During this second year, the programme is taught entirely in English in Berlin. In Paris, the curriculum is bilingual (French-English) to improve your language skills and prepare you for the 3rd year.

SEMESTER 3

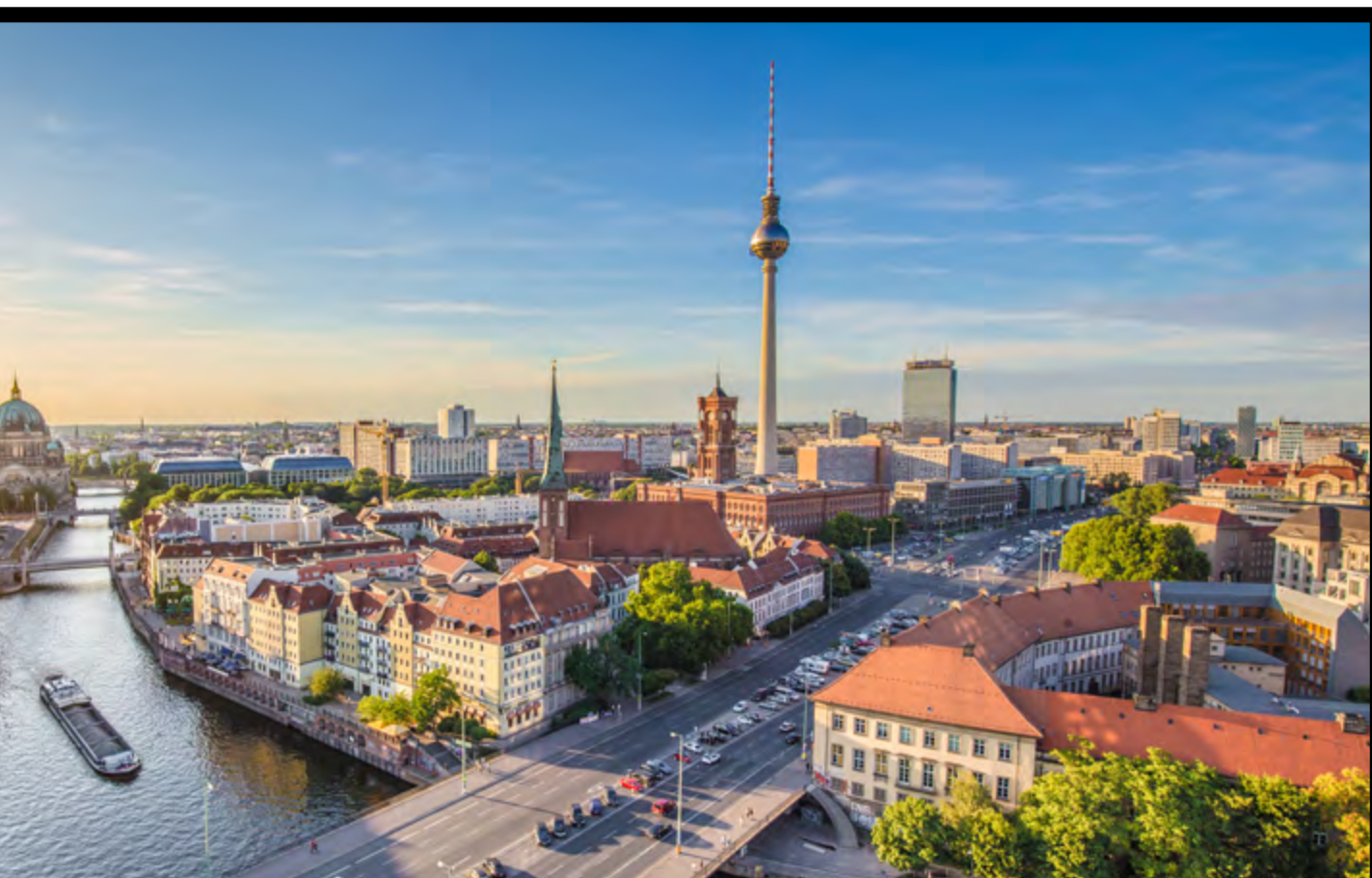
- Corporate Finance
- Management Control
- International Business Law
- AI & Data Analysis
- Digital Marketing
- Legal Environment and International Institutions
- Ecological and Social Transition
- Intercultural Communication

SEMESTER 4

At least 3 months' work experience abroad.

EXPERIENTIAL PROJECT

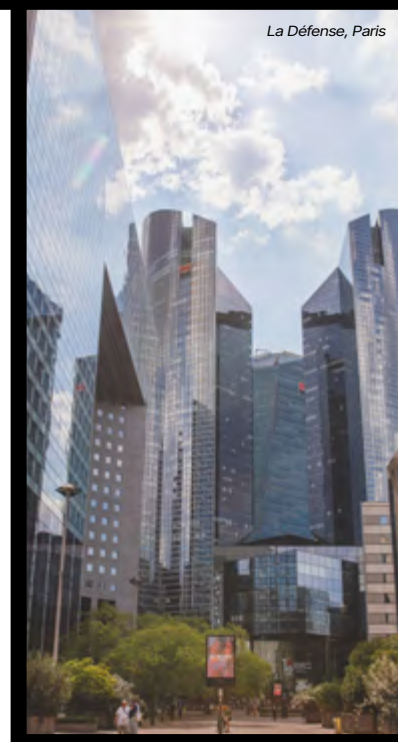
**Creactive Week • DATA Certification •
Series of lectures • Community involvement •
MFL1 TOEIC • MFL2 (option)**



YEAR 3

In the third year, you embark on an adventure at a partner university. This is an exchange year to open your eyes to the world, discover a new culture and improve your language skills. Even though the programme is in English, there's nothing to stop you learning another language with our partner universities in Spain, for example. It's also an opportunity to travel and develop a career plan in your host country.

You have the option of spending a full year at a partner university (double degree course) or spending two 6-month periods at two different partner universities (standard course).



Standard course

OR

Double degree course

SEMESTER 5

5 courses to choose from
at a partner university.

SEMESTER 6

5 courses to choose from
at a partner university.

(academic stay of 2 x 6 months).

In this case, you will spend the entire 3rd year at two partner universities. The 4th year, on the other hand, will be an apprenticeship, giving you significant professional experience. In addition to the apprenticeship, you choose your specialisation during the final semester.

SEMESTERS 5 & 6

5 courses to choose from
at a partner university.

(academic stay of 12 months).

In this case, you will spend the whole of the 3rd year at a partner university and will therefore obtain a double degree from the host university. The 4th year will also be an apprenticeship, with a choice of specialisation in the final semester.

YEAR 4

After an enriching year abroad, we have a final year dedicated to employability, with a compulsory sandwich course (work placement or apprenticeship), so that you can complete your course with the specialisation of your choice and become a professional, ready to take on the job market!

In addition to your academic studies, you will be required to undertake 6 to 12 months of work experience to gain a significant amount of valuable professional experience.

SEMESTER 7

- **International Supply Chain Management**
- **Management and Leadership**
- **Corporate Strategy**
- **Business Transformation and New Business Model**
- **Business Ethics**
- **Contemporary World Challenges**
- **Thesis Methodology**

SEMESTER 8

In the fourth year, choose from 4 specialisations to help you develop your professional skills:

SPECIALISATIONS

→ **International Luxury Management**

Key issues in luxury, luxury marketing, consumer behaviour and the luxury customer experience, digital luxury & web marketing, building a distribution strategy, managing a luxury boutique (with an emphasis on team management), Bachelor's thesis, work experience report, TOEIC certification

→ **Business & Data management**

Machine learning, data structure management, information systems management, database management, data analysis & BI, IT project management, Bachelor's thesis, work experience report, TOEIC certification

→ **International Corporate Finance**

Excel for finance, IFRS and corporate taxation, performance management, investment and financing decisions, financial risk management, financial engineering, Bachelor's thesis, work experience report, TOEIC certification

→ **International Business Development**

Corporate culture and management, global business environment, international sourcing and logistics, international business strategy, business development, negotiation, Bachelor's thesis, work experience report, TOEIC certification

EXPERIENTIAL PROJECTS

B-CORP certification • the Art of the Pitch • Series of lectures • Consultancy project in each year 4 specialisation • Building your career • International ATM experience



INTERVIEWS

Elizabeth ASCHERL is head of the of the Intercultural Communication Hub at ICN Business School. She manages language courses for all **3,500 students at the school's** three campuses in Paris, Nancy and Berlin.

Elizabeth manages and is supported by a team of **65 teachers** specialising in several languages: German, English, Chinese, Spanish, French, Italian and Russian.

British by birth, Elizabeth studied French and German literature before moving into a career in teaching. As a result, she has a deep understanding of the importance of foreign languages in the professional world and is always keen to explore creative teaching methods.

"At ICN, we have built a language learning strategy on three pillars: professional English courses to acquire business vocabulary, cross-disciplinary courses to put what we have learned into practice in a variety of real-life contexts, and the use of the GlobalExam platform to prepare for TOEIC or TOEFL certification independently and calmly."

This strategy put in place by Elizabeth allows students to gain confidence, even if they come to the school with a lower level of English than is necessary to work in an international environment.

"Teaching in English prepares students to work in international companies where English is the main language of communication, giving them a definite advantage in the job market."

Confidence in yourself and your ability to speak English is often the key. For Elizabeth, it's even the main challenge facing students:

"Making mistakes is never serious as long as you have the desire to communicate. You need to increase the number of opportunities to practise the language to gain confidence and learn from your mistakes. At ICN, there are frequent exchanges with international students and it's a good way of practising in an informal setting."

And in the workplace? There's no need to be afraid, as English quickly becomes natural with regular practice, focusing on vocabulary that is both precise and restricted to the professional environment. What's more, support at ICN already includes courses on business vocabulary to help students in this area.

IS THE I-BBA A REAL OPPORTUNITY?

In this respect, the International BBA is an excellent opportunity for students to gain international experience, broaden their horizons and increase their employability by studying in international and multicultural environments. With a strong desire to immerse our students in an international context from the second year onwards, and even from the first year for those who will be going to Berlin, ICN aims to create the linguistic fluency needed to pursue a career both in France and abroad.

In a programme where three out of four years are spent in English, our aim is to enable our students, even beginners, to overcome any barriers and come away with the major advantage of mastering professional English through work experience and everyday English interaction with other students and in international immersion.

Elizabeth says:

"Teaching in English prepares students to work in companies where English has become the main language of communication, giving them a definite advantage in the job market."

As the French have a reputation for lagging behind in language learning, this programme is the perfect answer and a springboard for students who want to live and thrive in an international context.

The linguistic and intercultural skills acquired during the International BBA will enable students to adapt quickly to multicultural environments, increasing their chances of securing positions of international responsibility.

Elizabeth ASCHERL

HEAD OF THE OF THE INTERCULTURAL
COMMUNICATION HUB AT ICN BUSINESS
SCHOOL



Kushal SHARMA, Professor and Associate Dean of Quality and Accreditations at ICN Business School, exemplifies an international career at its finest. After obtaining his degrees in **Nepal**, his country of origin, and in France, he decided to exercise his talents in **South Korea** before coming back to **France** to join our school. The strength of his career, according to him, is the cultural openness that enables him to continually improve as a professional and as a person.

Kushal says: **'The International BBA is an exceptional opportunity for a global educational experience. Students will gain invaluable international exposure and have the opportunity to network globally and stand out in an increasingly competitive job market'.** Kushal agrees with Elizabeth on the importance of languages: 'Learning English will enable our graduates to succeed in a globalised job market, as it is the language of business and communication'.

"Multilingual skills reflect the adaptability and cultural competence needed to thrive in diverse and varied environments, while also conveying a sense of respect"

Specialising in human resources, and more specifically in talent management in international organisations, Kushal understands the importance of mastering

languages. They are what enable individuals to engage with society at large. It's the starting point of a relationship, it builds trust and fosters collaboration: **'With your colleagues or with clients, if you're looking for efficiency in your business, it's easier to have talent with a command of languages and, beyond that, a cultural mastery of the host country'.**

For him, language is no longer even the most important factor. Open-mindedness is a much more sought-after soft skill, symbolising adaptability and respect. Soft skills such as emotional intelligence and cultural sensitivity are the keys to the success of the international manager of the future.

'I believe that the International BBA programme is designed to equip our students with these skills and a mindset to succeed in a global environment. In addition, at ICN, we offer an additional sensitivity to art and technology to our students through our #ATM pedagogy, further strengthening professional openness.'

In our expert's opinion, the International BBA is a programme designed for international success. However, if planning an international career can also be a source of stress, rest assured that the International BBA programme allows you to explore and test several destinations in different environments and companies, thanks in particular to internships and stays in partner universities. It's the perfect opportunity to discover what you truly want, embrace it, and grow to flourish in an international career.



Kushal SHARMA
ASSOCIATE DEAN OF QUALITY
AND ACCREDITATIONS AT ICN
BUSINESS SCHOOL

PARTNER UNIVERSITIES

The whole world is open to you, from the 3rd year of the I-BBA,
with our partner universities all over the world.

Europe

- **Spain** : Universidad Carlos III Madrid, AACSB / EQUIS / AMBA
- **Ireland** : University College Dublin, AACSB / EQUIS / AMBA
- **Portugal** : Instituto Superior de Ciencias do Trabalho e da Empresa Lisbonne

Africa

- **Coming soon**

Asia

- **China** : University of International Business and Economics Pekin, AACSB / EQUIS / AMBA
- **Japan** : Nagoya University of Business and Commerce, AACSB / EQUIS / AMBA
- **India** : S.P Jain Institute of Management & Research Mumbai, AACSB / AMBA

South America

- **Brazil** : Pontificia Univesidade Catolica do Parana à Curitiba, AACSB
- **Peru** : Centrum PUCP in Lima, AACSB / EQUIS / AMBA

North America

- **USA** : UCLA in Los Angeles
- **USA** : California State University in Northridge, AACSB
- **Canada** : Carleton University in Ottawa, AACSB

USA



Japan



Spain



THE ICN CAMPUSES OF THE I-BBA

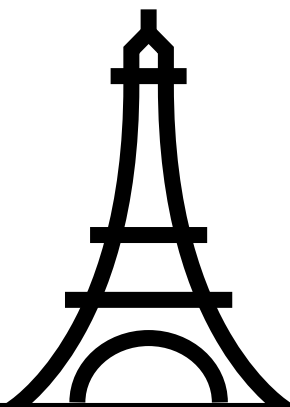
PARIS

By joining the international BBA, you have the opportunity to study in the heart of two of Europe's greatest capitals, Paris and Berlin.

The City of Light, and a city of superlatives, Paris offers an ideal environment in which to study and launch your career. As France's largest job market, your career starts here! Paris has an outstanding cultural offering, with events all year round, concerts, shows and much more. Wouldn't being a student and living in Paris be an unforgettable experience? Take advantage of the cultural opportunities, the many bars and restaurants and French cultural heritage! So, are you ready to experience life in Paris?

"Studying in Paris means you're just a stone's throw from La Défense Arena, site of the Paris 2024 Olympics and the scene of Léon Marchand's greatest exploits. Like him, take your career to the top with ICN!"

Located in La Défense, at the heart of Europe's largest business district, our Paris campus is strategically placed. As well as providing a stimulating environment for our students, it has some of the biggest CAC 40 companies as neighbours. This 8,000 m2 hub of innovation and connection showcases ICN's academic excellence to our partner companies. It also has several multipurpose rooms, numerous collaborative spaces and even a rooftop terrace! In addition, our campus is a hub of cultural and international diversity, by welcoming our international students. It's a true meeting place for the entire ICN community, present on every continent.



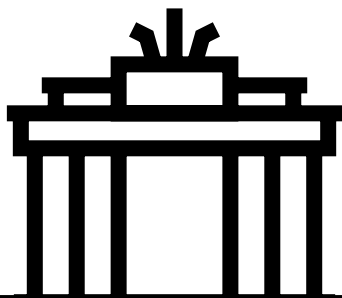
Our ICN Paris Campus

BERLIN

The German capital is undergoing a revolution! A hotbed of festivities, entrepreneurship and art... Wait a minute! Aren't we describing ICN Business School here? If you're still wondering why we opened a campus here, you've got the answer. Berlin is a city that closely mirrors our philosophy and, above all, our #ATM pedagogy. In this city where the start-up spirit meets art, our students will always feel at home. A city of history par excellence, with 170 museums, the 'Grey City' blends the past with a resolutely forward-looking perspective. Unlike Paris, Berlin offers more affordable accommodation without having to venture out of the city. Bear in mind, however, that the city is 8 times bigger!



The ICN campus in Berlin is located in the heart of the German capital in the Mitte district. With an international focus, the campus has not forgotten its French roots. It is located above Galeries Lafayette on Französische Straße. What's more, the building was designed by French architect Jean NOUVEL. The glass roof is a modern echo of the department stores on Boulevard Haussmann in Paris. In this 500 m2 space, the school also offers teaching based on the #ATM pedagogy, with artists' studios, start-ups and other schools in the neighbourhood. When you come to study in Berlin, you'll be living in a European capital with its own history and nightlife, and in a business-friendly environment that is conducive to entrepreneurship. What are you waiting for?



JOINING ICN

ADMISSION PROCEDURES

Would you like to join the International BBA programme? at ICN to enjoy an unforgettable student experience and acquire the skills that companies value? Whether you have a baccalaureate or already have a baccalaureate plus 1 year of higher education under your belt, ICN has a place for you!



ENTRY IN 1ST YEAR

Do you have a baccalaureate? Then you can join the International BBA from the first year.

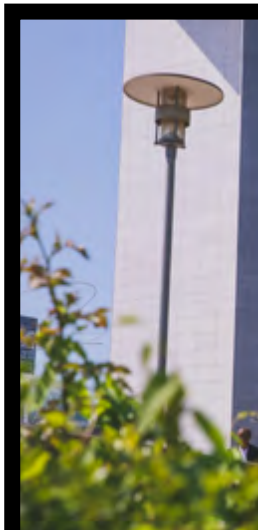
SEPTEMBER START

You can join the programme from September 2025. All you have to do is register on the Parcoursup platform and apply for the International BBA course.

ICN will ask you to put together an application consisting of your 1st year transcript, your first 2 final year transcripts as well as a CV and a covering letter in English.

If your application is accepted, you will be invited for an interview and English oral examination starting in April.

The entrance exam takes place in line with the Parcoursup calendar.



MAXIMISE YOUR CHANCES OF SUCCESS IN THE ENTRANCE EXAM

To help you prepare for the entrance exam, ICN organises preparation days.

- Wednesday 26 February
- Saturday 8 March

In Paris or by distance learning (contact the admissions department for conditions).

DATES OF THE 2025 COMPETITIVE ENTRANCE EXAMS

In Paris:

- Saturday 12 April
- Wednesday 16 April
- Wednesday 23 April
- Saturday 26 April
- Wednesday 30 April

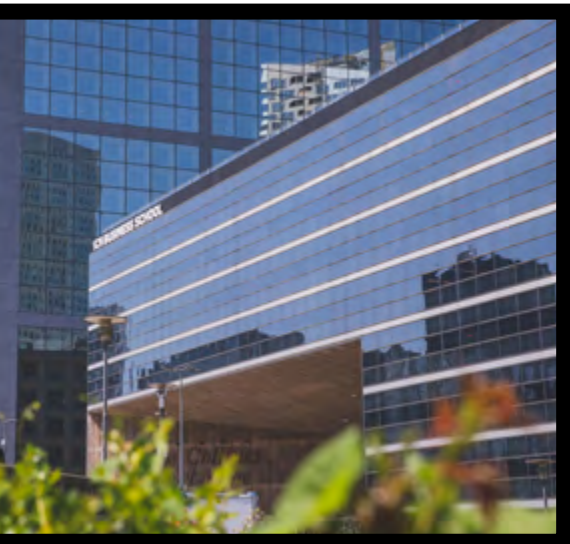
*Subject to change according to the Parcoursup calendar.

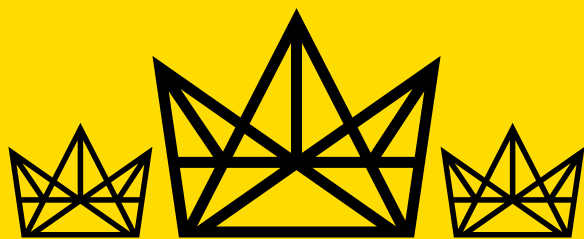


WHAT YOU CAN DO AFTER THE I-BBA

After the International BBA at ICN Business School, you can stay with us! You can continue with one of our 12 MSc programmes by joining the 2nd year of the MSc (Bac+5) directly. What's more, during your BBA, you'll be able to choose from a range of options closely modelled on our MSc programmes, giving you real continuity and the opportunity to develop a solid academic project.

Finally, if you miss the international dimension, ICN also offers you the MIEX, academic programme of excellence in its own right. This 2-year quadruple degree gives you the chance to study in Bologna, Shanghai, Mexico City or Porto Alegre, in addition to Berlin and Nancy! This is an exceptional opportunity to expand your professional network by joining a fully international class and build a CV recognised by international companies looking for exceptional talent!





ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



**Come and see us on the Open Days
to find out more about the I-BBA at ICN:**

- 27/11/24 in Paris
- 30/11/24 in Nancy
- 14/12/24 in Paris
- 01/02/25 in Nancy
- 08/02/25 in Paris



For further information, please contact

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YOU ARE **UN¹QUE**

VOITURIEZ & OBRIGER

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