

KEDGE INTERNATIONAL BBA PROGRAMME



KEDGE
BUSINESS SCHOOL




Bachelor's degree program accredited by the French government



Your Gateway to Global Success

"The International BBA prepares students to lead teams and projects for global businesses. In a fast changing world, harnessing concepts like globalisation, market uncertainty, and competitiveness has reached a new level of complexity. The future field managers will acquire a broad understanding of economic shifts but also social, environmental, and technological changes, and many more. The graduated students are sought after by companies for their multicultural background in addition to their professional expertise."

Jens BLUMRODT, Dr. phil., Head of International BBA


Best 3-4 Year Business School Programme
Challenges 2022
4th

Best State-Accredited Bachelor Programme
Le Figaro Etudiant
6th

ACCESS: 1st YEAR OR 3rd YEARS, VAPP (validation of personal and professional experience)

DURATION: 2-4 YEARS | **FORMAT:** FULL-TIME | **LANGUAGE:** ENGLISH OR FRENCH

CAMPUS: MARSEILLE / PARIS (entry in year 1 only) | **INTAKE:** SEPTEMBER

HIGHLIGHTS

GLOBAL REACH

Embark on a journey of international discovery with KEDGE's International BBA programme. With an extensive network of 133 esteemed partner universities worldwide and the option to pursue 11 dual degree programmes, we open the doors to a diverse range of academic environments. Over 60% of these partnerships are with accredited institutions, delivering high-quality education wherever you go. Our programme structure allows to spend as much as 2.5 years abroad, providing a deep cultural and academic experience. The opportunity to experience life in up to four different countries, including France, will add an enriching global dimension to your education.

MULTICULTURAL LANDSCAPE

KEDGE's International BBA programme thrives in the cultural melting pot of our campuses in Marseille and Paris. The Marseille campus is nestled in the idyllic setting of Les Calanques, while our Paris campus is centrally located in the bustling 12th arrondissement. Additionally, with a third of our students coming from various international backgrounds and our international faculty members from all continents, our classrooms are enriched with diverse experiences, and perspectives. This unique multicultural setting is the perfect platform to prepare for a global career, enhancing the understanding of and the ability to take action in diverse cultures and working environments.

PRACTICAL EXPERIENCE

At KEDGE, we believe in a well-rounded education that combines rigorous academic theory with practical, real-world experience. To this end, our curriculum includes mandatory internships and Be-U Pro-Act projects designed to complement your theoretical learning. These hands-on experiences are invaluable in providing you with the professional skills needed to navigate and succeed in the complex and dynamic global business environment. Our approach ensures that by the time you graduate, you'll be well-equipped to tackle any challenge that comes your way.

ABOUT KEDGE BUSINESS SCHOOL

LET'S
BE
THE
CHANGE

15,000 students



80,000 graduates

7th best French Business School
Financial Times 2022



2nd French School or Research in Business Administration
Shanghai Ranking 2022

8 research centres



207 full-time professors

KEDGE Business School is a private higher education institution.

PARTNER UNIVERSITIES BY COUNTRIES

ARGENTINA

- Universidad Catolica de Cardoba

AUSTRALIA

- The University of Adelaide
- University of Newcastle - Sydney

AUSTRIA

- Wirtschafts Universitats - Vienna
- FH Joanneum Univrsity of Applied Sciences - Graz
- Universitat Wien - Vienna
- University of Applied Sciences Upper Austria

BELGIUM

- KU Leuven Hubrussel
- Hasselt University - Diepenbeek

BRAZIL

- INSPER - Sao Paulo
- Pontifical Catholic University of Rio de Janeiro

CANADA

- HEC Montreal
- Universite du Quebec a Montreal (UQAM) - Montreal
- Universite de Laval - Quebec
- Wilfrid Laurier University - Waterloo
- University of British Columbia - Vancouver
- McMaster University - Hamilton
- Queen's University - Kingston
- Simon Fraser University - Burnaby
- University of Victoria

CZECH REPUBLIC

- University of Economics - Prague
- Unicorn University - Prague

CHILE

- Universidad Finis Terrae - Providencia
- Universidad de Los Andes - Santiago

CHINA

- University of Nottingham Ningbo China
- Guangdong University of Foreign Studies - Guanzhou
- Tsinghua University - Beijing
- Hong Kong University of Science & Technology (HKUST)
- National Taiwan University - Taipei, Taiwan
- Tongji University - Shanghai
- National Sun Yat-sen University (Taiwan)
- Renmin University of China - Beijing
- National Chengchi University - Taipei, Taiwan
- Lingnan University - Hong Kong
- National Chung Hsing University - Taiwan
- Fu Jen Catholic University - Taipei, Taiwan

DENMARK

- Copenhagen Business School
- Aarhus University - Herning
- University of Southern Denmark - Odense

FINLAND

- University of Vaasa
- Aalto University - Mikkeli
- University of TURKU - Turku

GERMANY

- Hochschule Bremen - University of Applied Sciences
- Wissenschaftliche Hochschule fur Unternehmensführung - Dusseldorf
- Hochschule fur Wirtschaft und Recht Berlin
- Frankfurt School of Finance and Management
- University of Cologne
- Universitat Mannheim

IRELAND

- Trinity College Dublin
- University College Dublin
- University of Galway - Galway
- Limerick University

ISLAND

- Reykjavik University

ITALY

- Universita Commerciale Luigi Bocconi - Milan
- Universita degli Studi di Trieste
- Universita degli Studi di Torino - Torino
- Universita degli Studi di Trieste Studi di Parma

JAPAN

- Nagoya University of Commerce and Business - Nagoya
- Ritsumeikan APU - Beppu

NETHERLANDS

- Amsterdam University of Applied Sciences
- Radboud University Nijmegen
- Tilburg University

NORWAY

- BI Norwegian Business School

POLAND

- Warsaw School of Economics
- Cracow University of Economics - Cracow
- University of Warsaw

PARTNER UNIVERSITIES BY COUNTRIES

PORTUGAL

- Universidade de Lisboa - Lisbonne
- Universidade Nova de Lisboa
- Universidade Catolica Portuguesa

SINGAPORE

- Nanyang Technological University

SOUTH KOREA

- Hanyang University- Seoul
- Hankuk University of Foreign Studies
- Konkuk University

SPAIN

- Universidad Carlos III De Madrid - Madrid
- Universidad de Valencia - Valencia
- Universidad Ramon Lull La Salle - Barcelona
- Universidad Pontifica Comillas (ICADE) - Madrid
- ESIC Business & Marketing School - Barcelona
- Universidad de Salamanca - Salamanca

SWEDEN

- Stockholm School of Economics
- University of Gothenburg
- Malardalen University - Vasteras
- Karlstad University - Karlstad
- Lund University - Lund
- Uppsala University
- Stockholm University - Stockholm
- Linkoping University

SWISS

- Zurich University of Applied Sciences - Winterthur

UNITED KINGDOM

- Newcastle University Business School (NUBS)
- Durham University
- University of Birmingham
- University of Exeter
- Cardiff University - Cardiff
- University of Coventry
- Nottingham Trent University
- University of West England - Bristol
- University of Hertfordshire

UNITED STATES OF AMERICA

- University of North Carolina (UNCW) - Wilmington NC
- University of North Florida (UNF) - Jacksonville FL
- Hofstra University - Hempstead NY
- University of Nevada - Reno
- Butler University - Indianapolis
- Weber State University - Ogden, UT
- University of South Carolina (USC) - Columbia SC
- Clarkson University - Postdam
- Western Washington University (WWU) - Bellingham WA

PARTNER UNIVERSITIES BY RANKING

TOP 500 QS WORLD UNIVERSITY RANKINGS (2024)

- #25 Tsinghua University - China
- #26 Nanyang Technological University - South Korea
- #34 University of British Columbia - Canada
- #60 Hong Kong University of Science & Technology (HKUST) - China
- #69 National Taiwan University - China
- #78 Durham University - United Kingdom
- #81 Trinity College Dublin - Ireland
- #84 University of Birmingham - United Kingdom
- #85 Lund University - Sweden
- #89 The University of Adelaide - Australia
- #105 Uppsala University - Sweden
- #109 Aalto University - Finland
- #118 Stockholm University - Sweden
- #143 Aarhus University - Denmark
- #153 University of Exeter - United Kingdom
- #154 Cardiff University - United Kingdom
- #164 Hanyang University- South Korea

- #171 University College Dublin - Ireland
- #173 University of Newcastle Sydney - Australia
- #189 McMaster University - Canada
- #209 Queen's University - Canada
- #216 Tongji University - China
- #262 University of Warsaw - Poland
- #268 University of Cologne - Germany
- #268 Linkoping University - Sweden
- #289 University of Galway - Ireland
- #315 University of TURKU - Finland
- #318 Simon Fraser University - Canada
- #322 University of Victoria - Canada
- #326 University of Southern Denmark - Denmark
- #371 Tilburg University - Netherlands
- #400 Universidade Nova de Lisboa - Portugal
- #426 Limerick University - Ireland
- #454 Universitat Mannheim - Germany



CURRICULUM

ADMISSION IN YEAR 1

SEMESTERS 1 & 2

→ CORE MANAGEMENT MODULES

SEMESTER 3

→ SPECIALISATION OPTIONS

- Finance
- Marketing
- Supply Chain Management
- Doing Business in Emerging Markets

SEMESTER 4

→ 6-MONTH INTERNSHIP EITHER DOMESTICALLY OR INTERNATIONALLY

SEMESTERS 5,6 & 7

→ STUDY ABROAD/DOUBLE DEGREE PROGRAMMES OR
→ SEMESTERS AT KEDGE

SEMESTER 8

→ 6-MONTH INTERNSHIP EITHER DOMESTICALLY OR INTERNATIONALLY

ADDITIONAL LEARNING UNITS

→ BUSINESS GAMES → IELTS PREPARATION
→ SimONU → TOSA EXCEL CERTIFICATION

ADMISSION IN YEAR 3

SEMESTERS 1 & 2

→ MANAGEMENT MODULES

SEMESTER 3

→ SEMESTER ABROAD

SEMESTER 4

→ 6-MONTH INTERNSHIP

CAREER OPPORTUNITIES

PROSPECTS

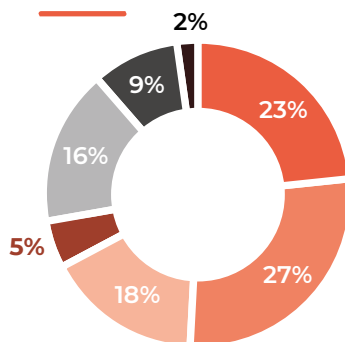
Upon programme completion:

- Some opt to kick-start their careers
- Others choose to further their studies, typically by undertaking:
 - A Master in Management programme
 - MSc programmes
 - A Master's year at another institution or at a partner university outside of France

NETWORK & PARTNERS

Airbus, Amazon, LVMH, Microsoft, Danone, ENGIE, BNP Paribas, L'Oréal, Veepee, Thales, Ubisoft, Veolia, Capgemini, Air Liquide, Nestlé, etc.

SECTORS OF ACTIVITY



- Business Development / Sales
- Marketing / Communications / Events
- Consulting / Auditing / Project Management / Quality
- Purchasing / Logistics
- Finance / Accounting / Management Control
- Human Resources / Information Systems / Data Management
- Executive Management



95% employed within 6 months post-graduation



4 500
IBBA alumni



k€ 39-43
Initial salary range

ADMISSION & ACCESS

APPLICATION PROCESS

Visit our website at www.eduexperts.com.my/kedge-business-school



TUITION FEES

€10,750 per year*

*These fees are provided for informational purposes only and are applicable at the time of printing. They may be subject to change.

CONTACT



+6012 882 2385 (Joey)
+6012 397 7135 (Jacelyn)
+603 7955 0389 (Office)



Edu Experts Malaysia
D-55-3, Block D, Jaya One, No. 72A,
Jalan Prof. Diraja Ungku Aziz, 46200
Petaling Jaya, Selangor

