

BBA

program

SPECIALIZED PROGRAM
DIPLOMA BAC +4
LEVEL 6 RNCP TITLE

**A SPRINGBOARD FOR
YOUR INTERNATIONAL CAREER**





ÉDITO

Jean-Christophe HAUGUEL
CEO, ISC PARIS GROUP

ISC Paris Global Programs offers a BBA degree to students looking for a program taught in English with an international focus. Because we believe in every student's success, we are committed to helping you reach your potential through our Action Learning teaching methods. All of our programs combine theory and practice. Our BBA program is accredited by both AACSB and BGA -- the highest standards for undergraduate programs. We're equally proud of our international focus, student enterprises, and our career placement track record. Our programs open the door to a fulfilling career trajectory. Come study with us, and develop your skill set through hands-on work !

be our change

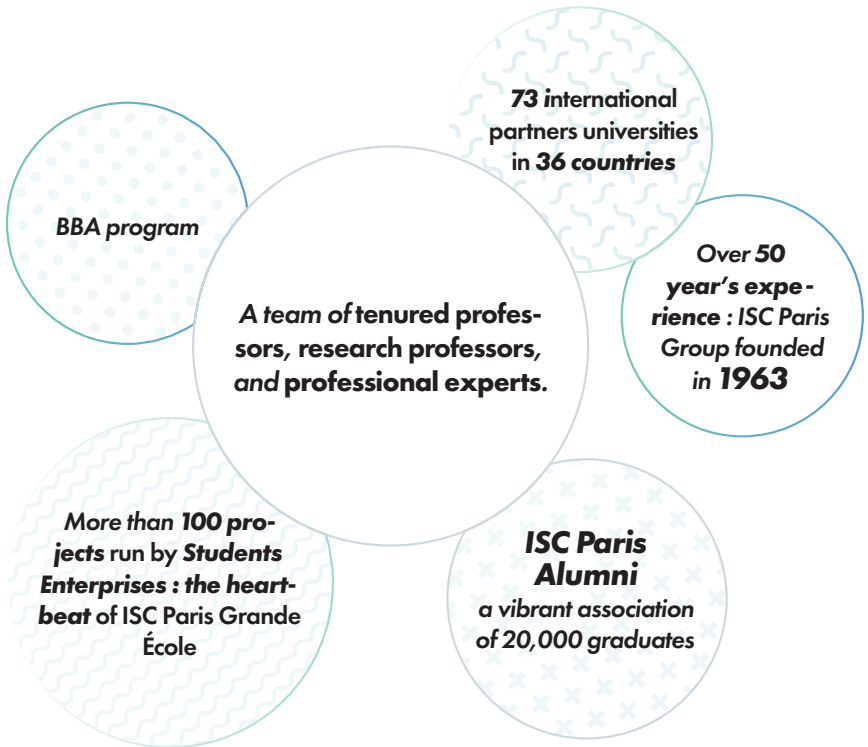
TABLE OF CONTENTS

| | |
|--|--------------------|
| Our mission and the BBA program | PAGES 2-3 |
| Academics | PAGES 4-5 |
| Fourth-year specializations | PAGES 6-7 |
| Career prospects and our international focus | PAGES 8-9 |
| Students enterprises | PAGES 10-11 |
| Student life in Paris | PAGES 12-13 |
| ISC Paris Alumni | PAGE 14 |
| Admission process | PAGE 15 |

Jamie SMITH
Director of Undergraduate programs



The ISC Paris Group offers a 4-year BBA, an international degree that exposes students to a two-year foundation in business courses, a year abroad, and two fourth-year specializations. Students can be admitted to the first year of the program. Online operations and sustainability management are the key components of this program. Students learn by doing, working on real-world projects and developing the skills that employers need. This program holds a dual accreditation and is recognized by the French government. Launch your international career with us !



OUR MISSION

The ISC Paris Group believes that we all hold the keys to our own success.

We can all contribute to a better world. To unlock our strengths, we must learn to express our best selves, to learn from others, to test our knowledge in the real world, and then pass on what we know.

At the ISC Paris Group, our mission is to support our students as they discover their own talents, and use them to benefit society and their employers, in a sustainable and internationally-focused way.



HIGH-LEVEL ACADEMIC RECOGNITION

- A **four-year degree**, accredited by the French RNCP
- An **AACSB-accredited** program**, aligned with international standards.
- A **BGA-accredited** school, making a positive impact on students and stakeholders.
- Member of the French Conférence des Grandes Écoles (CGE), and the Union des Grandes Écoles Indépendantes (UGEI).
- The ISC Paris Group has received the **BSIS designation**, as a recognition of our **positive impact on our local environment**.
- Our teaching staff are project-oriented, and involved in building each student's **knowledge and skills**.



AACSB ACCREDITED



CONFÉRENCE DES GRANDES ÉCOLES



THE POWER OF THE ISC PARIS GROUP

- **130** high-level partner universities **around the world**.
- More than **20,000** alumni on five continents.
- Two campuses: **Paris and Orléans**, both **hubs** the French business world.

ISC D is a commercial company that operates a number of programs on the Paris campus, including MSC, BBA, MBA and DBA under the Global Programs brand.

*Accreditation information on page 6 and 7

** The international accreditation entity AACSB (Association to Advance Collegiate Schools of Business and it recognizes business schools for the quality of their management training programs.

BBA

program

BACHELOR IN BUSINESS ADMINISTRATION

About the BBA : The ISC Paris Bachelor in Business Administration program is taught exclusively in English, with an international focus. Students may be admitted to the first or (with a previous undergraduate degree) the fourth year.

The BBA develops students' business and management skills. Students finish the program with a management outlook and entrepreneurship skills.

Businesses are always looking for employees who have solid business and operations management skills. Once students finish the BBA program, they can be employed in operational management positions in teams that handle operations monitoring and strategy deployment, then moving up to middle management positions. The BBA program is run by ISC Paris Global Programs.

The ISC Paris BBA program specifically prepares students for two sectors :



Digital operations management, to grow within a web or technology startup



Innovating and developing sustainable projects



TWO OPTIONS — POST-BBA

CONTINUING YOUR STUDIES

BBA graduates also have numerous options for further study. They might go directly into an MSc program, or pursue an MBA after three or four years of work experience.

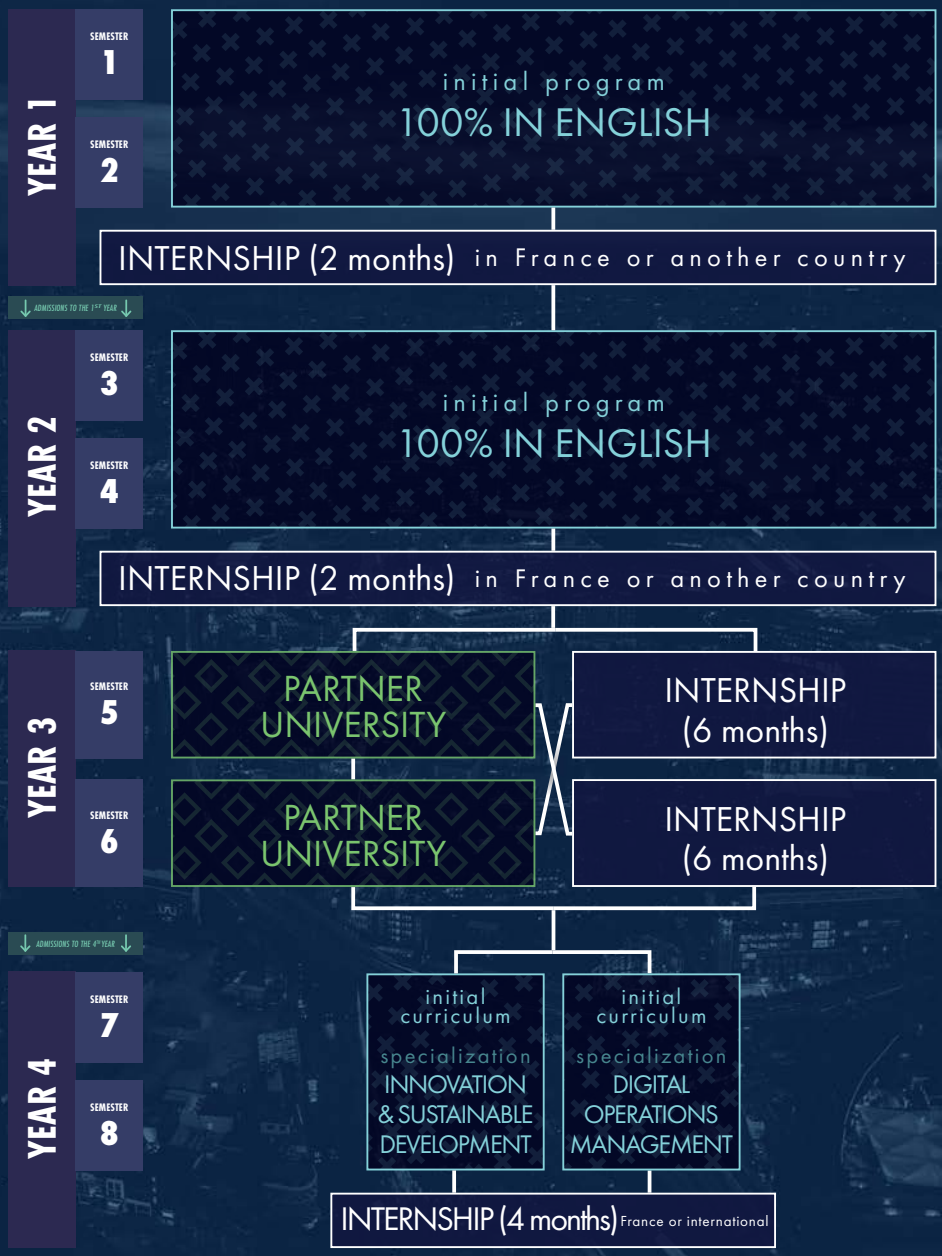
ENTERING THE WORKING WORLD

Graduates of the BBA program may want to work in marketing, sales, or operations, or even in a strategic role supporting upper management. These initial jobs allow graduates to learn about market trends and to manage budgets, and to formulate and make strategic decisions. BBA graduates can build their skills in line with market needs, and focus on trends in the business world. In the international business world, BBA graduates often rise quickly in corporate roles, using their market knowledge and relevant experience.



ACADEMICS

Defining your career path, semester by semester



FOCUS ON THE FIRST THREE YEARS

● The Fundamentals of Management
 ○ Social Responsibility and Digital
 ○ Personal Development

| YEAR 1 | SEMESTER 1 | SEMESTER 2 |
|--------|--|---|
| | Introduction to Marketing Business Economics Business Communications Introduction to Management Accounting Principles 1 Business Ethics and Corporate Social Responsibility Preparation of Study Tour Communication and Self-awareness Skills Office Skills 1 Languages | Business Statistics Financial Management Project Management Oral & Visual Communication Digital Marketing Study Tour + Ecological Transition/ Fresque de climat/solutions Professional Development: CV and Interviews Internship Report Languages |

| YEAR 2 | SEMESTER 3 | SEMESTER 4 |
|--------|--|--|
| | Marketing Management Accounting Principles 2 Logistics for E-Commerce Human Resource Management Disruptive Technologies and Innovation Ethics in Digital World Digital Project/ Fresque Digital Personal Development : Self awareness Office Skills 2 Languages | Creativity and Design Thinking Quantitative and Qualitative Analysis Principles of Business Law Geopolitics Cross Cultural Communication Social Impact Project Circular Economy Languages Internship 8 weeks Personal Development |

YEAR 3 SEMESTERS 5 & 6 : STUDY ABROAD

At least one semester is spent on an exchange with one of our partner universities in the world (73 partners in 36 countries). International internships are also available

At ISC Paris, you will also have access to professional and personal growth modules to develop your knowledge and skills. More and more companies are on the lookout for employees with excellent interpersonal, or "soft" skills.

HARD SKILLS

SOFT SKILLS



Office Skills

Word, Excel, PowerPoint
YEAR 1



Business Games

& Effective Presentations
YEAR 2



Self-awareness & Communication styles

YEAR 1



CV, Cover Letter

LinkedIn, Interviewing, MyJob Glasses
YEAR 2



Adobe Photoshop

YEAR 3



Hackathon

YEAR 4



Team development

Group work roles & dynamics
YEAR 3



Social Impact Project

YEAR 4

SPECIALIZATIONS

Year 4



specialization

INNOVATION & SUSTAINABLE DEVELOPMENT



career skills

- > Leading innovation within a company
- > Leading change and bringing stakeholders together
- > Keeping an eye on emerging trends in innovation and CSR
- > Project leadership



typical career paths

Innovation manager/coordinator

CSR manager/coordinator

Specialized roles in innovation and design thinking, applied to the challenges of sustainable development and corporate social responsibility.

YEAR 4: SPECIALIZATION AREA

| |
|---|
| Budgeting & Controlling S1 |
| Entrepreneurship S1 |
| Team Management S1 |
| Negotiation and Networking S1 |
| Advanced Project Management S1 |
| Research Methodology & Report Writing S1 |
| Personal and Professional Develop S1 |
| Ethical Decision Making S1 |
| International Sustainable Development S2 |
| Innovation and Sustainable Markets S2 |
| CSR & HRM S2 |
| Design, Technology and Planning for Sustainability S2 |
| Community sustainability project S1 & S2 consulting project |
| Applied Research Project |

>>>> TESTIMONY

Increased awareness of societal and environmental challenges is transforming the business world. Companies have to adapt. They have to create new business models aligned with these changes. This means working differently with their customers and suppliers, and innovating their organizations and management structure.

They have to integrate these new concepts into every

Dr Karen DELCHET-COCHET

Research professor in CSR and sustainability at the ISC Paris Group,
Instructional Innovation Lab coordinator



specialization
DIGITAL OPERATIONS MANAGEMENT



career skills

- > Helping organizations grow online
- > Optimizing e-commerce performance
- > Contributing to corporate strategic projects (multi-channel marketing, marketplaces, supply chain, etc.)



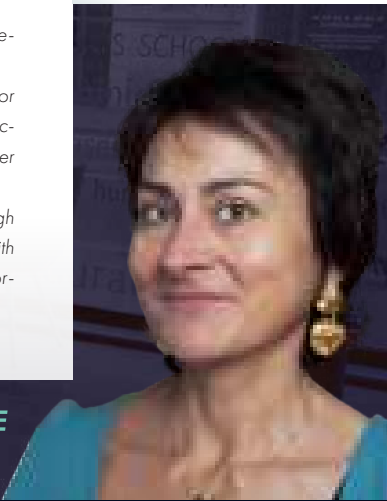
typical career paths

- Operations manager
- Digitalization specialist
- E-commerce specialist
- Online operations manager

| YEAR 4 : SPECIALIZATIONS AREAS |
|--|
| Budgeting & Controlling S1 |
| Entrepreneurship S1 |
| Team Management S1 |
| Negotiation and Networking S1 |
| Advanced Project Management S1 |
| Research Methodology & Report Writing S1 |
| Personal and Professional Develop S1 |
| Ethical Decision Making S1 |
| Web Conceptualization |
| Business Models for Digital Transformation |
| The Digital Supply Chain |
| Online Consumer Behavior |
| Local community digital project |
| Applied Research Project |

>>> TESTIMONY

In today's competitive environment, where knowledge has to come before innovation, the online world holds unprecedented opportunities. Corporations and startups can build their knowledge of, with, and for consumers. Online forums, social networks, web communities, and practice communities are all places to talk to consumers and engage them over the long term. The online world is also a great place to launch a startup. Companies can grow their brand reputation, outsource logistics through drop shipping, or pivot their business model. Corporate interactions with partners and other stakeholders are changing in so many ways; it's important to keep up.



Dr Catherine LEJEALLE

Research professor, Digital Marketing and Data Management at the ISC Paris Group, coordinator of the Materials Creation and Case Studies research branch.

A FOCUS ON CAREERS

Students are required to do an internship each year in order to earn a degree. These internships allow students to apply the knowledge and skills that they have developed during the year, and to firm up their career plans. Internships can be done in France or in other countries, to create an appealing, career-focused profile.



The Career Center is available to help students look for internships and work/study placements, and to promote job offers from our trusted corporate partners.

ENTREPRISES PARTENAIRES

ACCENTURE, AIR LIQUIDE, AUCHAN, BNP PARIBAS, CHANEL, CREDIT MUTUEL, AXZNO NOBEL, EUROVIA, LINEDATA, NAVEST MARKET, AFID TECHNOLOGIES, HR PATH, AGUANTIC CONSULTING, CAPGEMINI, RSM FRANCE, CREDIT AGRICOLE, CERFRANCE, GROUPE LA POSTE, EUROCLEAR, BEYOND TECHNOLOGIES, MCDONALD'S, SOCIETE GENERALE, REED MIDEM, SANOFI, SOTHEBY'S, TOUCH & SELL (THE APP LAB), GROUPAMA, LEROY MERLIN, TESTAPIC, WHIRLPOOL, LOXAM, FAVELEY TRANSPORTS, PROSERVIA MANPOWER GROUP, DXC TECHNOLOGIES, XEROX, ARVAL BNP PARIBAS, CREDIT MUTUEL, L'OREAL, SEPHORA, XEROX

AN INTERNATIONAL OUTLOOK

> **In Year 3**, students must spend at least one semester on an academic exchange at one of our partner universities.



FULL LIST

of all our partner universities :



73
partner universities in
36 countries



54
different nationalities on
campus



300
international students in
the ISC Paris Group

Each year, ISC Paris Grande École welcomes more than 300 international students to our campus. This is a unique opportunity to learn from other cultures and ways of life without leaving France.

Client management, supplier relations, corporate competition. All of these challenges are currently playing out on a global level. In this context, ISC Paris Grande École has made an international outlook a key part of the curriculum. Our programs allow students to build the career and multicultural skills they need to become managers who can work anywhere in the world.

STUDENT ENTERPRISES

THE HEART OF THE ISC PARIS EXPERIENCE

Our Student Enterprises are more than associations--they are the foundations of our Action Learning curriculum.

Our Student Enterprises are entrepreneurship labs.

They allow our students to combine their passion projects with their coursework.

Students learn about themselves, share experiences, and gain confidence.

Even the term "Student Enterprises" is critical.

These are enterprises whose management and staff are exclusively ISC Paris students; they have qualitative and quantitative goals.

Student enterprises are legally associations, but they operate like real businesses.



A TEAM OF EXPERTS TO SUPPORT YOU

including :

- Former Student Enterprise managers who serve as advisors and support the next generation of managers.
- A team of professionals and professors (lawyers, consultants, project directors, etc.)
- Day-to-day support from an entrepreneurship expert.

This support gives Student Enterprises everything they need to bring ambitious, high-quality projects to life.



TARGETED SUPPORT

The goal of the Student Enterprise office is:

- To provide students with a space to reflect and take action, as they learn about the challenges of the corporate world and reach their full potential in terms of situational intelligence.
- To help students develop their soft skills, thus revealing each individual's talent and potential, and to help each student become as employable as possible. This means that students receive real-world, real-time support for marketing, customer, and partnership meetings. They are supported, coached, and evaluated so that they can improve.
- Pushing students outside their comfort zone and into their challenge zone also builds self-confidence, and confidence in one's own ability.



DEDICATED OFFICE SPACE

Student Enterprises have their own offices and meeting space, for the best possible working conditions. Each Enterprise has its own space with all necessary infrastructure and logistical support.



AMBITIOUS RESOURCES FOR AMBITIOUS GOALS

ISC Paris Global Programs provides financial resources for Student Enterprises to start each year in a secure financial position, fund their marketing efforts, and conduct projects. But most of all, this is an opportunity for students to uncover their talents and build resiliency.

STUDENT ENTERPRISES

PARIS

ART, CULTURE & DESIGN

STUDIO

Luxury and fashion event planning

LE JUICE

Student's podcast

BDA

Arts office

SOCIAL

AIDE MONDIALE

International humanitarian action

HUMAN

Helping disadvantaged children

BDE

The BDE (Student Life Office) organizes fun events on the Paris Campus

SPORT & RECREATION

BDS (Sports Office)

Sports and sports events

ISC MOTORS

Driver safety and motor vehicle sports events

COSMOPOL

Welcoming international students

CONSULTING & ENTREPRISES

ISC NETWORK

France's first student employment agency (ISO 9001).

ALUMNI CONNECTION

Organizes networking events with ISC alumni

Every student has the opportunity to found a new Student Enterprise. After the expert support team approves the new Enterprise's business plan, it can open for business, and hopefully last for many years with new members.



A CAMPUS IN PARIS

ISC Paris Global Programs is located in Paris' **17th arrondissement**. This opens up a multitude of opportunities for our students. All of France's 250 largest corporations have their headquarters in the Paris metro area; Paris is Europe's second-largest financial center. Our proximity to the La Défense district, Europe's leading business hub, is a significant advantage for our students as they look for internships, jobs, and work/study opportunities. Our students can take advantage of Paris' rich cultural opportunities: museums, theaters, and libraries.

Studying in Paris, 15 minutes from La Défense and right near the "Golden Crescent" of corporate headquarters, gives our students access to France's largest national and multinational corporations, and to excellent internship and work/study opportunities.

OUR THREE CAMPUS BUILDINGS:

- ISC1** > This building is used primarily for Student Enterprise offices, the ISC Paris Group management offices, and a cafeteria. It is the heart of our Action Learning approach.
- ISC2** > Our primary academic building, housing classrooms, lecture halls, and the Career Center, along with classrooms, the international department, the library, and social gathering spaces.
- ISC3** > Professors' offices, the ISC Paris Grande École research center, and the incubator.

Our urban campus offers all of the comforts of student life: connection, collaboration, and cooperation (wi-fi, work spaces, computer rooms).



Follow our Paris campus on Facebook and Instagram > [f](#) [@](#) [ISC Paris, Campus Paris](#)



MY ISC CAMPUS

All students must have their own laptop computer.

My ISC Campus is our virtual campus, including all of ISC Paris Grande École's academic resources for all campuses:

- schedules
- online courses
- grades
- available internships
- administrative information
- association information, and more...



PUBLIC TRANSPORTATION To reach our Paris campus:

Bus 53, 341 and 94 : Alsace (2 min walk)
Tram T3b : Porte d'Asnières (7 min walk)

Ligne L : Clichy-Levallois (9 min walk)
RER C and M3 : Pereire Levallois (14 min walk)

FINDING A PLACE TO LIVE IN PARIS



TOOLS TO FIND

- **STUDEA** : www.nexity-studea.com
- **ODALYS** : www.odalys-campus.com
- **CROUS student housing** : www.crous-paris.fr et www.crous-orleans-tours.fr
- **ADÈLE** : www.adele.org
- **STUDAPART** : iscparis.studapart.com

AND...

- BDE classified ads
- Facebook groups
- Apartment shares
- Rooms in private residences



PAYING FOR HOUSING

- **CAF provides housing subsidies**
- There are three options:
- APL (personalized housing assistance)
 - ALS (group housing assignments)
 - ALF (group housing assignments).
- More information available at: www.caf.fr
- **Action Logement** : www.actionlogement.fr



Recommended locations in Paris



16 Paris 8°

8 Levallois-Perret

13 Paris 18°

ISC PARIS ALUMNI

A network for life

ISC Paris Alumni is the ISC Paris Group's alumni network.

This powerful network of more than 19,000 graduates across all business sectors. It is an international network, with members on five continents. ISC Paris Alumni serves a social and a networking purposes; most of all, it is a family that supports our graduates throughout their careers.



Fred GHENASSIA
CLASS OF 1978
Delegate President

ISC PARIS ALUMNI

WHAT SERVICES ARE OFFERED TO MEMBERS?

- A website, www.iscparis-alumni.com, with a database of our 19,000 graduates.
- A Career Booster, dedicated to job searches and coaching.
- A job search platform, used by more than 1,400 recruiters.
- Professional and social events throughout the year, career-specific clubs,

regional clubs, and multiple networking opportunities.

- International clubs, in London, New York, and Hong Kong.
- Preferred access to the ISC Paris group incubator to launch your startup

A NETWORK TO ENHANCE YOUR CAREER

Growing your network is essential to your career planning and your career itself. Even current ISC Paris students can join our Alumni association. In Year 3, students can join the association to access this network and most of the association's services, at a discounted membership rate.

OUR ALUMNI

Each year, the ISC Paris Alumni Hall of Fame honors graduates with distinguished career paths, highlighting the diversity and quality of the roles that our graduates hold.

Learn more, at www.iscparis-alumni.com



>>> TESTIMONY

« As an ambassador for the ISC Alumni club in Spain, I'm always thrilled to welcome student interns, and I help out alumni who are looking to move here. For me, helping each other is a key part of our network. »

Cédric GOTRA CLASS OF 2011
Corporate account executive for CrowdStrike (Barcelona)

>>>> TESTIMONY

« When I moved to New York, the first thing I did was contact the ISC Paris Alumni network. It was a huge help to me in the business world, with a lot of well-connected people. Then, it was my turn: I'm currently helping out an alum who just moved here. Here's what I think: your true value is the value of your network. »

Matthieu DEJARDINS CLASS OF 2002
CEO and Founder, NextUser

APPLICATION PROCESS

The ISC Paris Global Programs BBA is for students who hold a **secondary school diploma** (French Baccalauréat or the equivalent) or who already hold a **three-year undergraduate degree** (French Bac+3 or the equivalent) for Year 4 admissions.

First, applications are reviewed. Candidates are then selected for a personal interview.

| | |
|--|----------------------------|
| STEP 1 | APPLICATION |
| <p>Apply online at :</p> <p>https://www.iscparis.com/program/formations-professionnelles-bba/#inscription</p> | |
| STEP 2 | SELECTION COMMITTEE |
| <p>The ISC Paris Global Programs admissions committee reviews the applications, and determines which students are a good fit for the program</p> | |
| STEP 3 | PERSONAL INTERVIEW |
| <p>Only applicants who pass the application review phase will be invited to the personal interview.</p> <p>Interviews assess the applicant's personality, motivation, potential for success and suitability for the BBA program.</p> | |

APPLY ONLINE
at iscparis.com



From the top right menu, select the BBA program

TUITION AND FEES
at iscparis.com



At the bottom of the BBA program page (for any specialization) in the "tuition and fees" section.

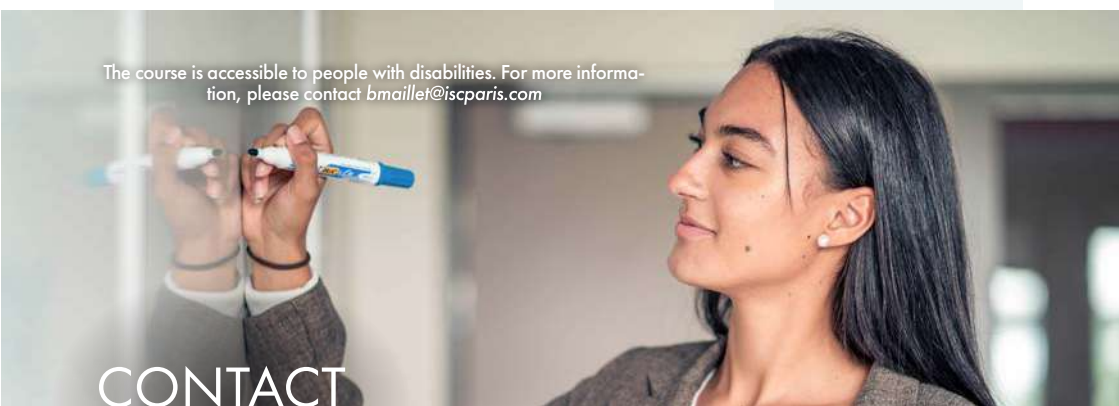
The course is accessible to people with disabilities. For more information, please contact bmailet@iscparis.com

CONTACT

 **Rénaud SAHBI**
BBA marketing & admissions coordinator

 rsahbi@iscparis.com

 **+ (33) 1 40 53 74 23**



OTHER PROGRAMS OPTIONS FOR RETURNING STUDENTS

- ✗ admissions exclusively through **PARCOURSUP**
- ✓ admission also possible after a french «Prepa» Program
- ✓ admission **POSSIBLE**
- ✗ admission **IMPOSSIBLE**

BACHELOR
program

Post-Secondary school admissions

Admissions after 1 year of university

B1
BACHELOR 1
Year 1

B2
BACHELOR 2
Year 2

BBA
program

B1
BACHELOR 1
Year 1

B2
BACHELOR 2
Year 2

**GRANDE
ÉCOLE**
program

MSC
program

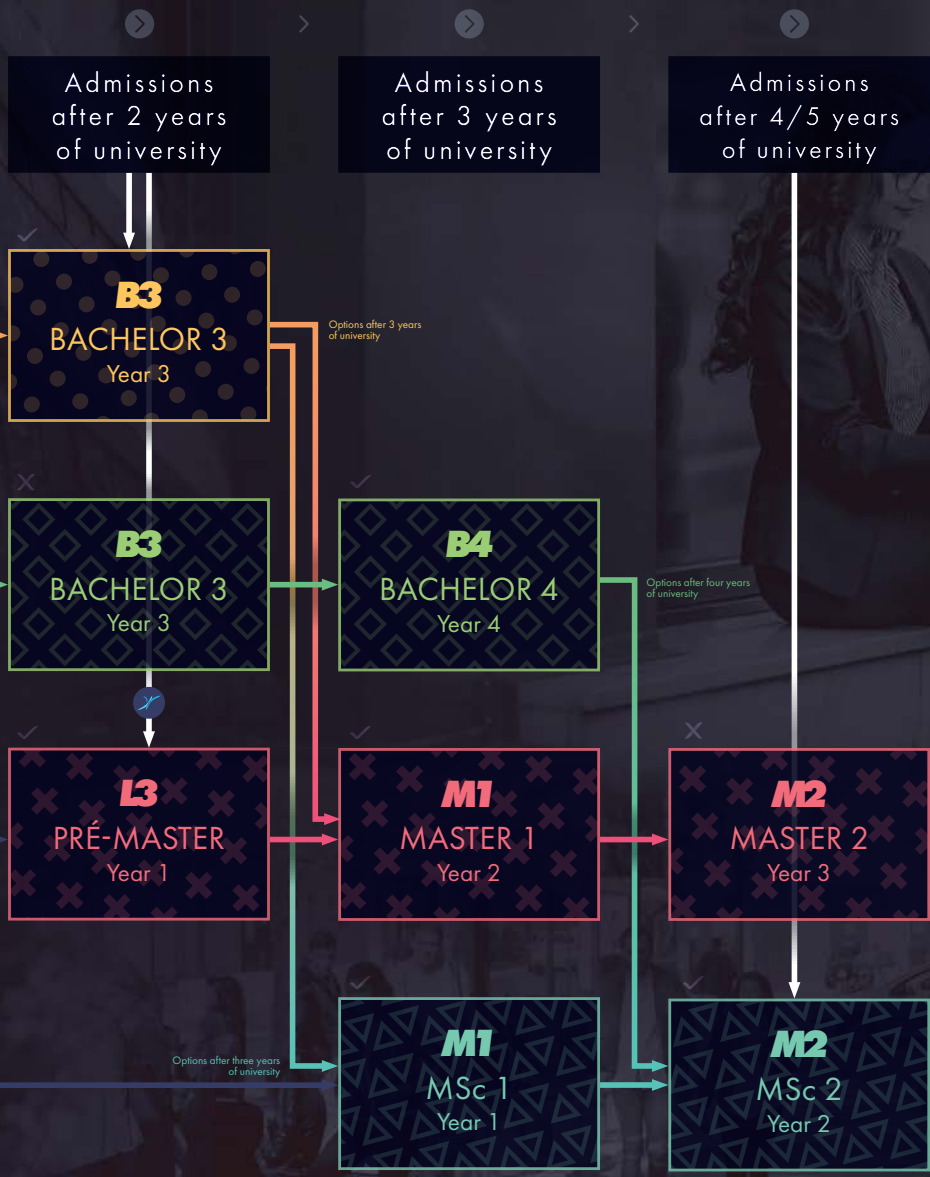
Our programs are accredited by the French Ministry of Higher Education, Research, and Innovation (ISC Paris Grande École), and we offer international and continuing education programs through ISC Paris Global Programs.

ISC **GRANDE ÉCOLE**
paris

BACHELOR
program

GRANDE ÉCOLE
program

In addition to the BBA, the ISC Paris Group offers numerous programs and trainings for full-time students and working professionals. There are many admissions pathways, and options for transferring between programs. All programs offer a management diploma or certificate.



groupe **ISC** paris

The ISC Paris Group's instructional approach focuses on Action Learning. Founded in 1963, ISC Paris offers management degree and certificate programs to students and working professionals. Our programs are accredited by the French Ministry of Higher Education, Research, and Innovation (ISC Paris Grande École), and we offer international and continuing education programs through ISC Paris Global Programs.



OUR UNIQUE CURRICULUM: ACTION LEARNING



AN INTERNATIONAL, CAREER-FOCUSED CURRICULUM



43 PARTNER UNIVERSITIES/ 19 COUNTRIES



12 STUDENT ENTERPRISES

ISC PARIS

groupeisc.com

ISC GRANDE ÉCOLE PARIS

iscparis.com

ISC GLOBAL PROGRAMS PARIS

gp-iscparis.com

CONTACT

CAMPUS PARIS

Rui MARINHO

International Student Recruitment Manager



Téléphone

+33 1 40 53 79 05

Whatsapp

+ 33 6 95 32 06 35



E-mail

rmarinho@iscparis.com



Adresse

22 Bd du Fort de Vaux, 75017 Paris



[Groupe ISC Paris](#)

Follow our Paris and Orléans campuses on Instagram and Facebook