

# BACHELOR

## GLOBAL BUSINESS DEVELOPMENT

UNDERGRADUATE / 3-YEAR PROGRAM

The Global Business Development Program (B.A.) is ideal for students who want to study in France but wish to follow a program taught in English. The professors and students in this program come from a wide range of different backgrounds. Students who apply to this program will have the huge advantage of studying with international and French students, and therefore are in complete immersion to understand the different cultures and societies.

### PROGRAM OBJECTIVES

- To provide graduates with the necessary skills and knowledge in a certain industry so that they can make an effective contribution to an organization in the capacity of junior manager.
- To develop students' critical appreciation of the role of managers in a global context with a focus on a chosen geographical location and an industry sector.
- To prepare students to design and follow their own continuing professional development with the ability to specialize in third year.
- To equip students with the analytical and evaluative skills i.e. develop students' understanding, their judgement, problem solving skills with an ability to communicate to a broad public.
- To enhance their appreciation of cultural differences.

### HIGHLIGHTS

- **One semester abroad possible** (2nd year) at one of our partner universities
- A focus on business practices in **three geographical areas**
- A focus on an **industry sector of your choice** (Wine & Gastronomy, Wellness, Luxury, Sports...)
- **A specialization in 3rd year** : International Business or Digital Communication

### JOB OPPORTUNITIES

Community Manager  
Area Manager  
Sales Manager  
Marketing Project Manager  
Business Developer  
Digital Marketing Manager

### PROGRAM OVERVIEW

#### DEGREE

The Bachelor degree is certified by the RNCP (French National Repertory of Professional Certifications) level 2. It allows to pursue studies in master cycle.

#### LANGUAGE

The language of instruction is English. French classes are offered throughout the program.

#### CLASSES

In the European system, a full-time student obtains 30 ECTS per semester. The overall program is worth 180 ECTS.

#### DURATION

3 years.

SCOLARSHIP  
AVAILABLE ON  
[esdes.fr/en-/](https://esdes.fr/en-/)

### CANDIDATE PROFILE

#### TO ENTER YEAR 1

The candidate must:

- hold or currently be completing a recognized high school diploma or end of secondary school certificate (Baccalaureate, A levels...)
- be in good academic standing
- have at least a B2 level of English (for example 550 on the TOEFL or 5.5 on the IELTS exam).

#### TO ENTER YEAR 3 / FINAL YEAR

The candidate must:

- be finishing or already have completed their second year of a bachelor degree (equivalent to 120 ECTS)
- have at least a B2 level of English

After receiving the application, including supporting documents, the jury will review the completed file. Eligible candidates will then be invited for a personal interview by Skype.



# PROGRAM DETAILS

A three-year program, with the first two years focused on building and developing the fundamentals of business. The last year is structured to allow a triple specialization: by region, function or sector.

The educational progression of the program, based on professional, social, cultural and international experiences, allows the student to personalize his/her career path, to quickly gain autonomy and professionalization whilst integrating the core values of the school.

## 1<sup>ST</sup> YEAR

### INTERNATIONAL BUSINESS FOUNDATION

#### SEMESTER 1

Societal and Environmental Issues, Consumer Psychology, Entrepreneurial Process and Creativity, Principles of Accounting, Financial Mathematics, International Contract Law, French or Spanish

#### SEMESTER 2

Organisation and Innovation, Management Accounting, Fundamentals of Marketing, Geopolitics and Media Analysis, Effective Communication, Interculturality and Sociological Inquiry, Environments: Cultural, Political and Legal, French or Spanish

During first year students must also choose an elective class. A company visit is also organized to allow students to discover a French company.

## 2<sup>ND</sup> YEAR

### LEARNING BY IMMERSION

#### SEMESTER 1

Economic Development and International Relations, Financial Analysis, France in the 21st century, Market Research, Human Resources Management, Principles of Economics, Business Game, International Week Project and French or Spanish.

#### SEMESTER 2

EU Environment, International Marketing, Entrepreneurship & Business Plan, The Social Impact of Globalisation and Innovation, Ethical Dimensions of International Business and French or Spanish.

## 3<sup>RD</sup> YEAR

### SPECIALIZATIONS

#### SPECIALIZATION FOCUS :

In third year students have the option of two specializations; Digital Marketing or International Business. Download detailed course on [esdes.fr](http://esdes.fr)

#### INDUSTRY FOCUS :

In second semester students can choose an elective class to explore an industry sector: Wine & Gastronomy, Social Business or Hospitality Management

A company visit is organized to explore a French company and how it develops internationally.

Students must complete a 4-month internship related to their specialization

#### GEOGRAPHICAL FOCUS :

Conferences are organized in first semester on the subject of «Doing Business Abroad» ; These are based on various geographical locations.

**MORE INFORMATION AND DETAILS ON [ESDES.FR/EN/](http://ESDES.FR/EN/)**

# ZOOM

## SOLICITY

ESDES offers to all of its students a 2 months minimum engagement in a humanitarian, social and civic mission - strictly voluntary.

During these two months in contact with less privileged populations, near us or in developing countries, students will have the opportunity to acquire a sense of human values and demonstrate their commitment



### APPLY ONLINE

[esdes.fr/en/](http://esdes.fr/en/)  
Details about the admissions process and calendar available

### CONTACT

[concours@esdes.fr](mailto:concours@esdes.fr)

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