



INSEEC BBA BORDEAUX / LYON
2024-2025 PROGRAMS (IN PROGRESS)

Program	Semester	Mandatory / Optional	Course title	ECTS Credits	Language - Bordeaux Campus	Language - Lyon Campus
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BBA3 Program - Bordeaux Campus
FALL: September 9, 2024 – December 12, 2024 (FALL HOLIDAYS: October 28, 2024 – November 3, 2024)
SPRING: February 24, 2025 – May 30, 2025 (SPRING HOLIDAYS: April 21, 2025 – April 27, 2025)

BBA3 Program - Lyon Campus
FALL: September 9, 2024 – December 12, 2024 (FALL HOLIDAYS: October 28, 2024 – November 3, 2024)
SPRING: February 24, 2025 – May 30, 2025 (SPRING HOLIDAYS: April 21, 2025 – April 27, 2025)

BBA3 - International Business Competencies & Methods (In progress)						
BBA3	FALL/SPRING	Mandatory	Financial Diagnosis	3	EN	EN
BBA3	FALL/SPRING	Mandatory	International Business Management	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Global Marketing & Data Management	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Management & Leadership	3	EN	EN

BBA3 - International Management and Personal Skills (In progress)						
BBA3	FALL/SPRING	Mandatory	Start-Up Challenge	2	EN	EN
BBA3	FALL/SPRING	Mandatory	Project Management + Global Business Consulting Project	2	EN	EN
BBA3	FALL/SPRING	Mandatory	Consumer Behaviour Analysis	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Geostrategy	3	EN	EN

BBA3 - International Business Culture & Liberal Arts (In progress)						
BBA3	FALL/SPRING	Mandatory	Strategic Business Intelligence	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Negotiating in a Foreign Language (mandatory second language): French for beginner OR French for advanced OR advanced German OR advanced Italian OR advanced Spanish (other languages may be possible upon request)	2	Foreign language	Foreign language
BBA3	FALL/SPRING	Optional	Option: Third Language (German OR Italian OR Spanish - other languages may be possible upon request)		Foreign language	Foreign language
BBA3	FALL/SPRING	Mandatory	International Negotiation & Doing Business in...	3	EN	EN
Total BBA3 Program:				30		

Atlantis Exchange Program - Lyon Campus - FALL only: September 5, 2024 - December 6, 2024 (HOLIDAYS: October 28, 2024 - November 3, 2024)						
ATLANTIS	FALL	Mandatory	Organizational Behavior	4		EN
	FALL	Mandatory	Finance in a Flat World	6		EN
	FALL	Mandatory	Marketing in a Flat World	6		EN
	FALL	Mandatory	Information Systems Management	6		EN
	FALL	Mandatory	Business Game - Strategy Case Study	6		EN
	FALL	Mandatory	Research Methodology	6		EN
	FALL	Optional	French for International Students (optional)	2		FR
Total Atlantis Program:				36		

Belco Exchange Program - Bordeaux Campus - FALL only: September 5, 2024 - December 6, 2024 (HOLIDAYS: October 28, 2024 - November 3, 2024)						
BELCO	FALL	Mandatory	Business Challenge / Game	3	EN	
	FALL	Mandatory	Project	3	EN	
	FALL	Mandatory	Introduction to Corporate Strategy	3	EN	
	FALL	Mandatory	International Business Ethics	3	EN	
	FALL	Mandatory	Wine Business	3	EN	
	FALL	Mandatory	Brand Management & Personal Branding	3	EN	
	FALL	Mandatory	Budgeting & Management Control	3	EN	
	FALL	Mandatory	Negotiation	3	EN	
	FALL	Mandatory	Luxury Marketing	3	EN	
	FALL	Mandatory	Digital Marketing	3	EN	
FALL	Optional	French for Foreigners (optional)	3	FR		
Total Belco Program:				33		

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- Courses between different programs (or different BBA4 Majors) cannot be mixed.
- Several available spots being limited per program, a "first come - first served" basis will apply. If necessary, an alternative campus or program will be proposed.
- The International Relations Office reserves a right to modify the program and/or campus initially chosen by a student if the application and/or academic requirements are not met.

If you need more information, please check our documentation here.

CONTACTS INSEEC BBA BORDEAUX CAMPUS

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2024-2025 PROGRAMS (IN PROGRESS)

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BBA4 Program - Bordeaux Campus - FALL only: September 2, 2024 – December 16, 2024 (HOLIDAYS: October 21, 2024 – November 3, 2024)

BBA4 Program - Lyon Campus - FALL only: September 2, 2024 – December 16, 2024 (HOLIDAYS: October 21, 2024 – November 3, 2024)

BBA4 Program: Common Courses (In addition, please also chose 1 Major) (In progress)

BBA4	FALL	Mandatory	Méthologie de Recherche / Research Methodology	3	FR or EN	FR or EN
BBA4	FALL	Mandatory	Corporate Strategy	3	EN	EN
Total Common Courses:				6		

BBA4 Major: International Finance (In progress)

BBA4	FALL	Mandatory	Business Control	3	EN	EN
BBA4	FALL	Mandatory	Strategie et Evaluation Financière	3	FR	FR
BBA4	FALL	Mandatory	Gestion de Patrimoine	3	FR	FR
BBA4	FALL	Mandatory	Financial Markets and Sustainable Finance	3	EN	EN
BBA4	FALL	Mandatory	Financial Auditing	3	EN	EN
BBA4	FALL	Mandatory	Excel VBA	3	FR	FR
BBA4	FALL	Mandatory	Global Asset Management	3	FR	FR
BBA4	FALL	Mandatory	US GAAP - International Accounting	3	EN	EN
Total Major International Finance:				24		

BBA4 Major: Global Marketing & Data Management (In progress)

BBA4	FALL	Mandatory	Marketing Research	3	EN	EN
BBA4	FALL	Mandatory	Budget Management	3	EN	EN
BBA4	FALL	Mandatory	Developing and Launching Products Across Sectors	3	EN	EN
BBA4	FALL	Mandatory	Digital Communication and Advertising	3	EN	EN
BBA4	FALL	Mandatory	Digital Strategies	3	EN	EN
BBA4	FALL	Mandatory	UX Design	3	EN	EN
BBA4	FALL	Mandatory	Data Mining and Data Analytics	3	EN	EN
BBA4	FALL	Mandatory	PAO (Desktop Publishing)	3	EN	EN
Total Major Global Marketing & Data Management:				24		

BBA4 Major: Entrepreneurship & Innovation (In progress)

BBA4	FALL	Mandatory	Business Plan & Venture Capital	3	EN	EN
BBA4	FALL	Mandatory	Stratégie de Marque et d'Entreprise	3	FR	FR
BBA4	FALL	Mandatory	Start-Up Mindset & Innovation Technics	3	EN	EN
BBA4	FALL	Mandatory	Gestion Budgétaire et Pilotage de la Performance	3	FR	FR
BBA4	FALL	Mandatory	Project Management for Entrepreneurs	3	EN	EN
BBA4	FALL	Mandatory	Design Thinking and Agile Transformation	3	EN	EN
BBA4	FALL	Mandatory	Projet de Conseil / Entrepreneuriat	3	FR	FR
BBA4	FALL	Mandatory	Stratégie Web	3	FR	FR
Total Major Entrepreneurship & Innovation:				24		

TOTAL COMMON COURSES + 1 MAJOR: 30

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