

Bachelor in Business - International track

FULL-TIME STUDY

Esdes Business School – Marketing Project Manager / Business Developer program

A three-year program that is ideal for students who want to study international Business in France with courses taught in English. The Bachelor in Business-International track is designed for students who are eager to stand up to the challenges of the global business landscape. Those who have the ambition to make an immediate impact in shaping our society.

- [Management and International Business](#)
- [Marketing and Innovation](#)

[Download the brochure for the Bachelor program](#)

INTERESTED IN HEARING MORE ABOUT THE PROGRAM - SIGN UP TODAY TO ONE OF OUR WEBINARS [HERE](#)



3
year program

100%
taught in English

35
nationalities
enrolled

STUDY IN FRANCE

BACHELOR IN BUSINESS - INTERNATIONAL TRACK

What is the Bachelor in International Business's program?

The Bachelor in International Business program at Esdes is a 3-year program awarded with a bachelor's degree equivalent.

It is structured into three stages:

- **Year 1**, a common core curriculum, focuses on the fundamentals of management, a strong foundation in general culture and human development, along with an academic, international, and collective immersion experience for all students in the cohort.
- **Year 2** serves as a pre-specialization phase, designed to guide students in choosing a specialization for the third year. Students have the flexibility to explore a completely different field in the third year, allowing them to experience two professional environments over two years.
- **Year 3**, offered a full-time study program, focuses on professional specialization. Students deepen their knowledge in a chosen sector such as wine & gastronomy, health and well-being, social business, industry, collaborative economy, and more.

Program objectives:

- To provide graduates with the necessary skills and knowledge 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 (Asia, Europe, America, Middle East, Africa) and an industry sector.
- To prepare and support students to plan and pursue their own continuing professional development
- To equip students with analytical and evaluative skills, i.e. develop students' understanding, judgement, and problem-solving skills with an ability to communicate to a broad public.
- To enhance students' appreciation of multicultural environment and Business culture abroad.
- Develop students French Language skills to help with recruitment during and after studies. Bilingual student in French and English will take Chinese.

Objectives 1st Year - International Business Foundation

- Discover and learn the fundamentals of management and business by discovering a wide variety of domains including the fundamentals of marketing, accounting,
- Spend a minimum of two months as a volunteer or work for a humanitarian or social mission, in France or abroad, in an association or an NGO, to discover the diversity of individuals with the [SoliCity mission](#)
- Develop students' business communications skills

Objectives 2nd Year - Learning by immersion

- Further develop skills and knowledge in management with classes in Human Resources Management, Economic Development and International Relations and Ethical Dimensions of International Business.
- Gain work experience through a 2-month internship in either France or abroad

Objectives 3rd Year

- Provide students with a good understanding of international business with classes in Cross Cultural Management, Entrepreneurship and Business Models, Doing Business Abroad and International Business Negotiation.
- Provide insight into business practices in different geographical locations.
- Continue to gain work experience with a 4-month internship in France or abroad
- Guide students in their professional development to help prepare them for the work environment or to continue their studies.

You have the possibility to join the Bachelor in 1st year or directly in 3rd year.

Bachelor in Business students now have the opportunity to spend their 3rd year of study abroad. A full year at the Faculty of Business and Economics, [University of Pècs](#) (Hungary) or [ESCA Business School \(AACSB\) \(Casablanca, Morocco\)](#)

At the end of this year, they obtain a double diploma: the Bachelor in Business from Esdes (Visé, with the grade de licence state recognition, AACSB accredited) and the Bachelor from Pècs (EFMD accredited) or Casablanca (AACSB accredited).

A recognized degree in international business

The Bachelor's degree is certified by the RNCP (French National Repertory of Professional Certifications) level 6.

The Bachelor in Business - International track leads to a diploma approved by the Minister of Higher Education and Research and given the grade of licence.

Esdes Business School is AACSB accredited, its master in management program is part of the Best master in management ranking by the Financial Times

It allows to pursue studies in master cycle.



💡 *If you are considering studying in France, at Esdes, and wish to have more information about the life here as an international student, the activities and services available for you, as well as some testimony from some current students, **you can download our e-book dedicated to this subject [here](#)***

An international business school in Lyon

Esdes Business School is a global institution dedicated to training students from all over the world to prepare for a successful career. You will pursue your Bachelor in International Business in a multicultural environment, which will help you develop your intercultural skills. Our numerous international partnerships will allow you to spend part of the program in another country, for a maximum international exposure. Our academic partners include:

- the university of Pécs (Hungary),
- ESCA Business School (Casablanca, Morocco).

A glimpse of student life at Ucly

HIGHLIGHTS & OPPORTUNITIES

Highlights

- Ideal for international students who want to study international business in France and wish to follow a program taught in English. Students will develop their French Language skills during the program.

- A truly international program where students will gain a cultural appreciation by working with peers from different nationalities.
- A balanced mix of academic and professional learning experiences
- A focus on business practices in four geographical areas
- A focus in an industry sector of your choice : Wine & Gastronomy, Social Business, Luxury, Non for Profit...

Zoom on Solicy :

Esdes requires that all students undertake a 2-month minimum engagement in a humanitarian, social and civic mission, which is mandatory.

During these two months in contact with less privileged populations, near us or in developing countries, students will have the opportunity to overcome their prejudices and demonstrate their commitment.

The Bachelor in International Business - International track is designed to meet the recruitment needs of companies:

- The personal & career development program, combined with corporate experiences (company visits, consultancy project and internships), helps students succeed in finding a job in France or abroad
- Students can continue their studies in the [Master's programs](#) (subject to conditions of admission) which allows students to specialize even further in a two-year period

What job after the bachelor in international business ?

- Social Media Manager
- Area Manager
- Brand Manager
- [Sales Manager - Job description](#)
- [Marketing Project Manager - Job description](#)
- [Business Developer - Job description](#)
- Digital Marketing Manager

The program alumni work today at Bayer, Walt Disney Company, LCL in France, in Europe, in the US or back in their home country.

Earn an international double degree in business

Esdes Business School has signed partnership agreements with the Faculty of Business and Economics, [University of Pècs](#) (Hungary) and [ESCA Business School \(AACSB\) \(Casablanca, Morocco\)](#). This agreement allows Esdes students to study for one year at Pècs or ESCA, and obtain a double degree: the Esdes Bachelor in Business (Visé, AACSB accredited) and the Pècs Bachelor (EFMD accredited) or ESCA Bachelor (AACSB accredited).

A generalist program designed to prepare students for pre-specialization in the second year and specialization in the third year

The **1st Year of the Bachelor in Business** serves as an introductory phase with a common core curriculum designed to help students explore and understand the fundamentals of management, business, and commerce.

Objectives in Year 1

- **Learn the fundamentals of management** and develop a global perspective.
- **Discover the practical workings of a retail environment**, including product management and customer interaction.
- **Participate in a Learning Expedition**, where students design, organize, and fund a collaborative and meaningful group project in a specific sector.
- **Engage in a minimum two-month volunteer mission** in humanitarian, social, or civic work, either in France or internationally, through an association or NGO. This experience fosters an understanding of diversity in individuals and life paths, including through the *SoliCity* program, which highlights humanitarian engagement.

A 2nd year of pre-specialization to refine your profile and define your choices

In the second year, students can select pre-specialization courses to help guide their choice of specialization in the third year. They also have the flexibility to switch to a completely different field in the third year, exploring two professional environments over two years.

Objectives in Year 2

- **Clarify your third-year specialization** and professional goals through pre-specialization courses and a 3- to 4-month internship in a company.
- **Define your orientation project** through pre-specialization courses
- **Progressively enhance your competencies** through focused academic, professional, and personal development at each stage of their journey.

A year to specialize and professionalize

The 3rd year of the Bachelor in Business – International Track program is designed to help students specialize and prepare for their professional careers.

This year is accessible to students who have completed the first two years of the Bachelor program at Esdes, as well as those who have already validated 2 years of university. If you are in the latter group, you can directly join the program in the 3rd year!

International students also have a 48h-hour course dedicated to French language.

Based on your French proficiency level, you will be assigned to language courses tailored to your abilities, ensuring you receive the best possible instruction.

Structure of the 3rd Year

The year is divided into:

- **Common core courses**, focusing on advanced management and strategic skills.
- **Six specialization courses**, tailored to deepen expertise in a chosen field.
- **Sectoral minors** (available at the Annecy or Lyon campuses), allowing students to explore promising industries in their region. Examples include:
 - Wine and Gastronomy
 - Health and Well-being
 - Social Business
 - Industry and Innovation
 - Creation and Graphic Design

Objectives in Year 3

- Strengthen managerial and strategic competencies through the common core curriculum to prepare for management roles.
- Finalize personal and professional goals to ensure successful career entry or further studies.
- **Sustainable Future**: Solidify skills in management and business to contribute to sustainable and responsible growth.

Specialization

In the 3rd year, students choose one of the following specializations, 100% taught in English:

Finance and Management

Objectives: Prepare for corporate finance careers and technical-commercial positions in the banking and insurance sectors, by developing a range of skills.

- **Example courses:**

- Financial and Non-Financial Reporting
- Investment Project Management
- Financial Law
- Financial Analysis and Budget Management...

- **Career opportunities:**

- Technical Sales in Banking and Insurance Corporate Credit Analyst
- Treasury Manager
- Management Controller
- Accounting Assistant...

Pace: Full-time

Finance and Management

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- **Example courses:**

- Financial and Non-Financial Reporting
- Investment Project Management
- Financial Law
- Financial Analysis
- Budget Management

- **Career opportunities:**

- Banking and Insurance Technical-Sales Representative
- Corporate Credit Analyst
- Treasury Manager
- Management Controller
- Accounting Assistant

- **Format:** Full-time academic track

Marketing & Innovation

Objectives: Develop a strategic and creative approach to managing brands, products, and services. This includes understanding market trends, fostering innovation, and leveraging digital tools to maximize the visibility and impact of campaigns.

- **Example Courses:**

- SEO & Web Analytics
- Brand Strategy
- Brand Design
- E-Business

- **Career Opportunities:**

- Web Project Manager
- Communications Officer
- Community Manager

- **Format:** Full-time academic track

[Learn more](#)

Management & International Business

Objectives: Gain expertise in conducting business and commercializing across borders. Develop an understanding of international trade flows, exchanges, and the impact of digitalization on global business.

- **Example Courses:**
 - Supply Chain Management
 - B2B2C Marketing
 - International Negotiation
 - Business Law
- **Career Opportunities:**
 - Area Manager
 - Sales Manager
 - Marketing Project Manager
- **Format:** Full-time academic track

[Learn more](#)

DETAILED PROGRAM

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

SEMESTER 1

Core courses
Introduction to Corporate Law
Sales Techniques
Introduction to Marketing
Effective Communication
Introduction to Accounting
Information Technology Tools
Company report
PEP'S
French as a foreign Language or Chinese
French Conversation or Spanish beginner
Student Association

SEMESTER 2

Core courses
Contemporary Economics Issues
Introduction to Project Management
Market Research & Data Analysis
Marketing Online Game

Cost Accounting
Solicity Preparation
Learning Expedition
Student Association
PEP'S
Humanities
French as a foreign Language or Chinese
French Conversation or Spanish beginner

Professional immersion

SoliCity

SEMESTER 3

Core courses
Geopolitics
Organisational Psychosociology
Negotiation
Financial Planning and Tools
Databases Management
PEP's
REX SoliCity
Pre-specialization Marketing and Innovation
Pre-specialization Management and International Business
Pre-specialization Finance Management
French as a foreign Language or Chinese
French Conversation or Spanish beginner
Humanities
Student Association

SEMESTER 4

Core courses
International Business Development
Business Strategy
Cross Cultural Management
Digital Marketing and Communication
Financial Analysis
SoliCity : International Perspectives
Business Economics
Business Visit

Requirements

Specialization year

The candidate must:

- have at least a **B2 level of English**: 550 (TOEFL), 5.5 (IELTS) , 785 (TOIEC) or 60-74 (EasySPEAKing) exam
- For French students who want to join the program, you will also have to provide a proof of a significant experience abroad

After receiving the application, including supporting documents, the admissions board will review the complete file. Eligible candidates will then be invited for a personal interview by Skype or Teams.

After the interview, the final admission results will be communicated by email.

Applications are evaluated as follows:

Admission	Weighting
Application form	10
Interview	10
TOTAL	20

Year 1

Students can join in 1st year and follow two-years within English Track. Once they validated 120 ECTS credits, they can enter the Global Business Development specialization.

The candidate must:

- hold 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: 550 (TOEFL), 5.5 (IELTS), 785 (TOIEC) or 60-74 (EasySPEAKing) exam

Applications : supporting documents, 1st year

Documents required:

- A copy of the student's passport

- Curriculum Vitae in English
- Cover letter in English
- Official copies of secondary education transcripts in English or French
- Official copies of high school diploma or end of secondary school certificate
- Official English test results (TOEIC, BULATS, TOEFL, IELTS, CAMBRIDGE, EasySPEAKing*) except for native English speakers (English as mother tongue) or candidates who have studied at least two years in a program taught in English (the candidate will have to provide supporting documents)
- Optional: one recommendation letter from a professor or business professional
- Application fee: 50 euros (non-refundable)

*Easy Speaking: realize this official English exam with ESDS. If you wish to pass this test, (50€ fees), please inform us in your application form.

Additional supporting documents, 2nd year

Documents required:

- Official university transcripts, indicating grades and the number of credits completed
- One recommendation letter from a professor. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)
- One recommendation letter from a business professional. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)

Additional supporting documents, 3rd year

- Official university transcripts, indicating grades and the number of credits completed
- One recommendation letter from a professor. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)
- One recommendation letter from a business professional. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)

FEES

Do you have a question about Esdes? [Contact us!](#)

The international admissions team will answer you as soon as possible

Tuition Fees

Select your situation to view the fees

Entry in Year 1

Year 1

€9,250*

Year 2

€9,250*

Year 3

€9,250*

Entry in Year 3

Year 3

€9,450*

*Indicative tuition fees for 2026/2027, first-time entrants

Entry in Year 3

Early bird: international students from outside the EU, applicants for a new school year – annual preferential rate of 10% applicable – *more infos to come or by contacting join@esdes.fr*

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FAQ

A Bachelor in International Business is a great way to begin your studies at a business school. If you are still wondering what this diploma actually is, why you should choose it and why you should study abroad in a city like Lyon, read on for answers to FAQs to make a decision.

What's a Bachelor in International Business?

A Bachelor in International Business is a business school program lasting from 3 to 4 years. It allows you to develop the knowledge and skills necessary to work in international business management. Topics covered include:

- Accounting,
- Finance,
- Marketing,

- Economics,
- IT,
- Business law.

The Bachelor is made to prepare you to start working right after graduation, but it also teaches you the fundamentals required for longer studies in a [Master in Management](#).

Why should you pursue a Bachelor in International Business?

Earning a Bachelor in International Business will provide you with the fundamental knowledge and skills necessary for a successful career. You will develop an in-depth understanding of the fundamental principles of business operations, including accounting, finance, economics, marketing, management, and other related subjects.

Additionally, international business schools often offer specialized courses in sectors such as entrepreneurship, international trade, and project management. With these skills, you will be prepared to enter the job market or continue your studies in business.

What can you do after a Bachelor in International Business?

After graduating from the Bachelor in International Business, you have two choices:

- Entering the job market, thanks to the skills you developed over the last 3 years,
- Pursue longer studies at a business school, typically through a [Master in Management](#).

What job after a Bachelor in International Business?

A Bachelor in International Business is made to prepare you to start working right after graduation. With a few years of experience, you will have the opportunity to reach an executive position. You will be able to manage a team or department in many sectors, including:

- HR,
- Marketing,
- Business development,
- Luxury,
- International Business...

What salary after a Bachelor in International Business?

Professional integration after a Bachelor in Business is usually quick. On your first job after graduation, you may earn a salary between €32,000 and €36,000 per year (around \$37,000 and \$42,000). You will then enjoy a fast career progression.

Why should you pursue a Bachelor in International Business in Lyon?

Esdes Business School's Bachelor in Business – International track is a top Bachelor open to students from all over the world.

Lyon is one of France's most dynamic cities, with a population over a million inhabitants in its metropolitan area and a strong economy with thriving sectors such as:

- Biotechnologies,
- Cleantech,
- Agribusiness,
- Tourism,
- Textile industry...

Lyon is also a global city with an international airport offering flights around the world.

Pursuing your Bachelor in International Business in Lyon is a great opportunity to study in France. Lyon is an exciting city with many companies, ranging from large, world-class multinationals to small, innovative start-ups.

Lyon is also an exciting city with a dynamic cultural life and a lively historic center for unwinding on nights and weekends. As one of the oldest cities in France, Lyon is home to many historical landmarks that you can discover during your studies.

Benefits of this course

Ideal for students who want to study business in France and wish to follow a program taught in English

A balanced mix of academic and professional learning experiences

A focus on an industry sector of your choice

Contact us

04 72 32 50 12

Monday to Friday, 9AM to 6 PM

Saint-Paul Campus

10, place des Archives - 69002 LYON

Métro Perrache (ligne A)

Tramways T2 et T1

Carnot Campus

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Métro Perrache (ligne A)

Tramways T2 et T1

Alpes Europe Campus

25, rue de la cité

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