

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

PRESENTATION

The Bachelor in 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).

DEGREE

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](#)**

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 [SOLICITY](#) :

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 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

JOB OPPORTUNITIES

- 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.

DOUBLE DEGREE

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).

1ST & 2ND YEAR

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.

3RD YEAR

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:

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: <ul style="list-style-type: none">• Brand Strategy• Graphic Design
Pre-specialization Management and International Business: <ul style="list-style-type: none">• Introduction to International Trade• Purchasing & Supply Chain 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

ADMISSIONS

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

APPLICATION: 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 ESDES. 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 per year* : [See rates.](#)















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*

Flywire, powerful global payment network

As the Trusted Choice of millions of students and thousands of institutions worldwide, Flywire is the safest, most convenient way to make your education payment to Esdes Business School.

Pay now

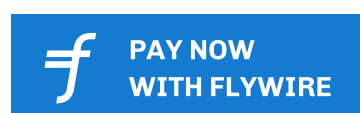
Hundreds of convenient payment methods including cards, bank transfer and e-wallets



Why use Flywire?

- Use secure, flexible options to pay from 240 countries and territories, in 140+ currencies
- Choose from convenient, local payment methods including bank transfers, credit cards, e-wallets and more
- Take advantage of Flywire's [Best Price Guarantee](#) for local bank transfers
- Track payments every step of the way via email, mobile app and text alerts
- Access around-the-clock multilingual support from our [Help Center](#) via email, phone or live chat

Easily pay your education expenses now!



Available for non E.U international students : [Discover more](#)

A question about this process? Please contact: join@esdes.fr

CONTACT US

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

The international admissions team will answer you as soon as possible

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

23, place Carnot - 69002 LYON

Métro Perrache (ligne A)

Tramways T2 et T1

Alpes Europe Campus

25, rue de la cité

74000 ANNECY