

PROGRAM

Bachelor in International Business Studies

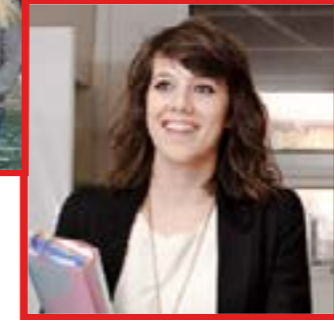
Seminar	Mandatory/ Optional	ECTS Credits
MARKETING AND TRADE STUDY UNIT		
Operations communication		2
Strategic Marketing		2
Market studies		2
International distribution		2
International communication strategy		2
International negotiation		2
International development		2
Marketing and web communication		2
International business environment		2
Commercial policy and customer relation		2
Case study		2
MANAGEMENT STUDY UNIT		
Sale force management		2
Professional communication		2
Management of people and organization		2
FINANCIAL MANAGEMENT AND LAW STUDY UNIT		
Budgetary control		2
Financial planning		2
Steering tool for business administration		2
Human resource management		2
Company international legal framework		2
Case study		2
LANGUAGES STUDY UNIT		
English S5		2
English S6		2
PROFESSIONAL APPLICATION STUDY UNIT		
Export project		4
Professional Project		12
TOTAL		60
European Language (Italian/German/ Spanish)	OPTIONAL	2

Accommodation

We assist all international students in finding accommodation during their stay. The accommodation service with dedicated to help you find housing or lodging that suits your budget. You can choose between a flat in a student residence, a shared accommodation with other students or with a French host family.

Visa Procedure

Applicants from outside the EU will need to apply for one. IPAC is a member of Campus France, a service run by the French government in order to help over seas students to obtain their visa. Once enrolled at IPAC, you will receive the papers to complete the visa application. You will be required to sit an interview at a French embassy and you may also have to register with local authorities once you've arrived in France.



BACHELOR IN INTERNATIONAL BUSINESS STUDIES

Please contact us by email or by phone for more information about accommodation options.



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info@ipac-france.com



Student Feedback



Itzel, Mexico - "I was very happy to study one year at IPAC School of Management. All the lecturers were very professional, that is why the classes were so interesting. The courses were organized into one-week seminars, which allowed us to learn effectively. The class was very multicultural and I really enjoyed interacting with the other students. The program was adapted to my current job. Thanks to IPAC's partnerships with many companies, I have been able to get an internship in the marketing department of a TV channel company. This experience allows me to enter little by little into the business world."

Entry Requirements

- This course is open to students from any country with a 2-year higher education (120 ECTS) in business or in a related field.
- Students require an advanced level of English (B2, TOEIC 650 or equivalent).

Internship (4-6 months)

Students are given the opportunity to put into practical use their personal skills and what they have learnt during the course work. They may work in a company situated anywhere in the world, on a full-time basis. They are set tasks to accomplish which have been defined by the company tutor and the course coordinator.

Why Bachelor in International Business Studies?

The course is designed to allow students to fit into careers involved with brand management, market research, communication, public relations or sales management within the domains of marketing and management.

ACQUIRED SKILLS

- Setting up a business plan
- Developing a product or service from conception to sales
- Implementing a marketing strategy
- Organising internal and external communication

- 2 semesters, intake in September
- RNCP state recognized full time top-up degree
- 60 ECTS Credits
- Program taught in English

CAREER OPPORTUNITIES

- Export manager
- Sales manager
- Product manager
- Sales support manager
- Business unit manager
- Communication or public relations manager
- Sales promotion manager



Why IPAC & Savoy ?

Located in the heart of the French Alps; in the Haute Savoie region which neighbours Switzerland, IPAC offers a wide range of Bachelor and Master degrees in Business Administration (MBA). IPAC has 7 certifications from the RNCP (National framework of Qualifications) at both MBA and Bachelor level which are also recognized throughout Europe.

Entrepreneurs, business and financial consultants, Venture Capitalists, Angel Investors and Universities share a social & economic vision of this prosperous region.



Evaluation

The student's understanding of a subject is tested by a written exam at the end of each seminar. At the end of each academic year a case study is set for each section in order to evaluate the skills and understanding.



Our value package

IPAC is a famous business school located in the most dynamic province of France. Near the Mont Blanc in the Alps.

IPAC's location in Annecy, close to Switzerland and Italy, combined with its solid links with over 700 companies enable 96% of IPAC students to find permanent employment within 6 months of graduation.

The bachelor in International Business Studies with Marketing prepares students for an international career:

- To be in tune with the marketing and communication skills needed in today's worldwide economy;
- To discover different cultures and working habits

IPAC's quality guidelines:

- Quality system certified ISO 9001 version 2000 by Bureau Vertias Quality International;
- Individual monitoring for all students and trainees;
- A large network of companies involved in the programme conception and validation

IPAC's International Office

A two-week induction programme is organized before starting the academic year in order to help students with social and academic integration (bank account, administrative tasks, accommodation, insurance, etc...). This program also includes an intensive general French course, business and tourism French, local companies visits and visits to tourist sites.