



# BE PART OF THE NEW INTERNATIONAL BUSINESS CULTURE

> Providing necessary skills to tomorrow's international leaders.

**BACHELOR IN INTERNATIONAL BUSINESS**



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

# TABLE OF CONTENTS

■ <b>BECOME THE LEADERS TOMORROW DEMANDS</b>	<b>03</b>
■ Key Figures	04
■ Career Program	05
■ Living in France: an Exciting Student Experience	06
■ The Paris-La Défense and Lille Campuses / Clubs & Associations	08
■ Student Services	10
■ The IÉSEG Ecosystem	12
■ <b>ENTER THE WORLD OF INTERNATIONAL BUSINESS WITH A HEAD START</b>	<b>14</b>
■ Bachelor in International Business - Overview	16
■ Program Structure	17
■ The Company at the Heart of the Program	18
■ An International Experience	20
■ The European & International Business Bachelor	21
■ <b>ADDITIONAL INFORMATION</b>	<b>22</b>
■ Admission Process	22
■ Meet with Us	22
■ Contacts	23





## **BECOME THE LEADERS TOMORROW DEMANDS**

At IÉSEG, we develop open, engaged, and agile minds, which are ready to transform organizations and society through responsibility, innovation, and humanity, in an international context. Choosing IÉSEG means embarking on a genuine journey of personal and collective change—to think differently, challenge assumptions, and develop new solutions to today's and tomorrow's challenges.

**Join a leading French Grande École where learning is an adventure, and management is a culture of action, ethics, and impact.**

# KEY FIGURES



## RANKINGS

**Ranked 26<sup>th</sup>** in the global ranking of the **best Masters in Management & 15<sup>th</sup>** in the global ranking of the **best Masters in Finance** (*Financial Times, 2025*)

**Ranked 2<sup>nd</sup> best Bachelor's degree** in France (*Challenge, 2025*)



## STUDENTS AND ALUMNI

**8,900 students** and **1,200 executives/managers** trained

**Over 19,000 graduates**



## THE FACULTY

**222 Permanent Professors**  
- All holding a PhD -  
**81% are international,**  
representing **56 countries**

**450+ guest speakers** from  
the corporate world



## PARTNERS

**342 universities**  
in **75 countries**

**Over 2,500 companies**

## ACCREDITATIONS AND LABELS

IÉSEG and its programs are recognized by several French and international accreditation bodies, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the highly selective group of top global business schools. In 2023, IÉSEG was also awarded the French DD&RS Label in recognition of the social and environmental commitment that it is making.



The Bachelor in International Business, *Diplôme d'Études Supérieures en Affaires Internationales*, is certified by the French Ministry of Higher Education and Research as a *Grade de Licence*. Through this label, the Ministry recognizes the rigor and the requirements of this program, its professors and researchers as well as the content of the curriculum.



IÉSEG has also obtained the "Welcome to France" certification label from Campus France, which distinguishes French higher education institutions that have met various criteria for welcoming international students.



# CAREER PROGRAM

Personalized support from the start of the academic journey through to entering the job market

The IÉSEG Career Program inspires, transforms and connects students to their future dream job, enabling them to achieve their ambitions and unleash their potential.

## WHAT IS THE CAREER PROGRAM?

IÉSEG's Career Program is designed to help students develop a professional project aligned with their passions, skills and market realities. By focusing on personal and professional development, this program prepares students effectively for the job market.



## FOCUS ON THE CAREER CENTERS

The Career team welcomes students to a place dedicated to building their professional project. Here, they can meet their career and internship advisors, and benefit from one-to-one interviews with career consultants who are experts in their field.

## CAREER PROGRAM IN 2024/2025:





# LIVING IN FRANCE: AN EXCITING STUDENT EXPERIENCE

France is a captivating destination for international students, offering a wealth of cultural activities, excellent gastronomy, breathtaking architecture, and a vibrant student life.

## ■ CULTURAL HERITAGE

France is famous for its rich cultural dimension including many museums, historic monuments such as castles and gardens, as well as its impressive architecture that brings you back in time.

Whether students come to live **in Lille or in Paris**, they will have many opportunities to discover different sites of interest and architectural styles:

- > **In Lille:** in the heart of the old city, we can find the city hall belfry, which is **part of the UNESCO World Heritage**. It symbolizes freedom for the Northern towns and embodies the recognizable Flemish architecture. Lille is one of the largest cities in France and was designated the World Design Capital in 2020.
- > **In Paris:** the iconic Eiffel Tower, Arc de Triomphe, and Haussmann-style buildings make it **one of the most beautiful cities in the world**, not to mention the stunning Palace of Versailles.



## ■ GASTRONOMY: A CULINARY PARADISE

Apart from cultural activities, France is also famous all over the world for its gastronomy and wine. Here, you can find over 300 types of cheese, and a variety of unique dishes specific to each region. Students will have many opportunities to taste different kinds of food and develop their knowledge of wine pairing.

## ■ EXCITING LIVE EVENTS

Lille and Paris are cultural havens, with a myriad of theaters and concert halls that host ballets, dance performances, and musical shows. Notable institutions include the Lille National Orchestra and the *Philharmonie de Paris*, renowned for their exceptional performances throughout the year. Whether you have a taste for classical theater, contemporary dance, jazz, or emerging musical genres, Lille and Paris offer many live entertainment options.

## ■ EASY ACCESS TO EUROPE

France ranks among the most attractive European countries (2023 EY Barometer) and is the second-largest European market (Eurostat 2022). Furthermore, both Lille and Paris are strategic crossroads to access the rest of Europe. High-speed trains (TGVs) and affordable air travel options seamlessly connect these cities to prominent European destinations like Brussels, London and Amsterdam.



# PARIS-LA DÉFENSE AND LILLE CAMPUSES



## PARIS-LA DÉFENSE CAMPUS

**La Défense – Europe’s largest purpose-built business district.**

IESEG’s Paris campus in La Défense is a strategic asset. Established primarily to strengthen IESEG’s connections with French and international companies, it has enhanced the institution’s international reputation and visibility.

As IESEG’s reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 and 2023 has enabled the School to welcome almost twice as many students as before. Composed of three buildings with a total of 21,000 m<sup>2</sup>, the campus offers students several lecture theatres, classrooms equipped with immersive hybrid teaching solutions, computer rooms, trading rooms, and a cafeteria.



## LILLE CAMPUS

**IESEG’s Lille campus features three buildings (with a total of 29,000 m<sup>2</sup>) located in central Lille.**

Students on this campus enjoy a wide variety of modern and functional facilities, including immersive hybrid classrooms, meeting rooms, computer rooms, trading rooms, etc. As part of the *Université Catholique de Lille*, in a neighborhood hosting 43,000 students, IESEG students have access to IESEG’s own library, but also to other university and online libraries.

In addition, the Lille campus has recently completed a renovation and extension project. The objective of this project, inspired by the input and work of the School’s community (staff and students), is to create a campus of international standing, offering students a unique intercultural learning experience.

## OUR CAMPUSES IN FRANCE, EUROPE



# CLUBS AND ASSOCIATIONS

Our **55 student associations have nearly 1,300 active members**, who liven up life at the school by organizing hundreds of events throughout the year. These associations cover a wide range of activities, enabling every student to fulfill his or her potential:

- > Entertainment
- > Sports
- > Media - Communication
- > Cultural - Social Issues
- > Entrepreneurship - Corporate Relations
- > Societal and Environmental Responsibility
- > Cuisine

For more information: [www.ieseg.fr/en/life-at-ieseg/associative-life/](http://www.ieseg.fr/en/life-at-ieseg/associative-life/)



## STUDENT SERVICES

Living abroad can be both fun and challenging. IÉSEG has developed a comprehensive program of activities and support services to help students adapt to their new surroundings, including the IÉSEG campus and its facilities, but also the city around it and French culture in general.

### ■ ORIENTATION DAYS

Every year, IÉSEG organizes an orientation week for international students just before the start of the academic year. During this week, students are introduced to the campus facilities, their academic program, the staff in charge of their teaching, their class schedule, as well as the IÉSEG tools and procedures. A broader orientation session is also offered, covering topics such as how to navigate the public transportation system and how to handle various administrative procedures, including accessing a government housing subsidy, opening a bank account, and understanding the essentials of student life in France. In short, international students are provided with tips and guidelines on how to successfully integrate into the School, the city, and the country.

### ■ ACCOMMODATION

A variety of on- and off-campus housing options are available, including student residence halls and private residences, as well as private housing and apartment sharing.

Approximate cost of housing, depending on the type of housing and the duration of stay:

➤ **Lille: between €450 and €800/month (average €600)\***

➤ **Paris: between €500 and €1,200/month (average €850)**

Most international students in France have access to a housing subsidy provided by the French government, which reimburses part of the rent paid each month. The amount varies from €30 up to €200 depending on several factors, such as the address, the cost of rent, etc. (Plan your budget without including this subsidy).

In February 2025, IÉSEG signed a partnership with Studapart. From next academic year, all French and international students will have access to a wide range of safe and flexible accommodation options, as well as a simplified search process.

\*As IÉSEG is a member of the *Université Catholique de Lille*, students can also have access to the student residences offered by ALL ([www.all-lacatho.fr/en](http://www.all-lacatho.fr/en)).



## ■ BUDDY SYSTEM

IESEG also offers a Buddy System that pairs new international students with current students who can provide a friendly face and a helping hand. This system helps new international students adapt to life at IESEG every year.

Typical “buddy” activities include:

- > **showing new students around the campus**
- > **identifying local banks and grocery stores**
- > **helping newcomers to communicate in French**
- > **providing invaluable information about French and local customs**

## ■ INTERNATIONAL CLUB

Another resource is the IESEG International Club, an association of IESEG students who offer support to new international students throughout the year. The International Club is present on both campuses.

Every year, when international students, representing more than 100 nationalities, arrive at IESEG, club members welcome them and help them to adapt to their new surroundings.

The International Club also organizes events and trips throughout the year to ensure that international students make the most of their experience in France. These enable international students to discover French culture, and meet other students (both French and international). In addition, the International Club organizes integration week activities and galas.

This Club is composed of two teams: one on each campus. Their members are available to answer questions and assist students with administrative and personal issues throughout their stay.

## ■ PROGRAM COORDINATORS

Program Coordinators are the primary contacts for academic inquiries. Each program has its dedicated Coordinator to assist students with questions about their courses, schedules, exams, etc.

## ■ EQUALITY / INCLUSION

As IESEG is inclusive and values diversity in all its forms, it is committed to providing assistance to all students and opposing all types of discrimination including sexist, LGBTQIA+phobic, or racist behaviors, as well as any incitement to hatred or discrimination.

IESEG wants each student to feel safe, respected and supported. The School has a zero-tolerance policy against any acts of violence, hazing or harassment (including via digital devices) within or outside the School premises. Should any student finds themselves in such a situation during their studies, they can get help by contacting the support unit.

# THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

## ■ CORPORATE RELATIONS AT IÉSEG

Preparing for the corporate world, being immersed in it, and meeting today's stakeholders to become tomorrow's managers are all key components of an IÉSEG student's time at the School.

- **CORPORATE TALKS:** IÉSEG organizes meetings throughout the year with professionals from all business sectors to help students build their career path.
- **CAREER FAIRS:** Every year, more than 300 companies meet and recruit students and young alumni during on-campus or virtual forums.
- **NETWORKING MEETINGS:** Informal discussions between students and a company on the Paris and Lille campuses or on the premises of the partner company.
- **RECRUITMENT PREPARATIONS:** On Thursday afternoons, students can take part in mock interviews with recruitment professionals.
- **NETWORKING LUNCHESES:** These lunches are a great opportunity for students to interact in an informal setting with professionals on each campus. Every lunch gathers a small group of students (around 15) to network with a company.
- **SPECIFIC RECRUITMENT:** Partner companies come to our campuses in Paris and Lille to meet and recruit their future employees.

## ■ IÉSEG NETWORK

Founded in 1971, IÉSEG Network — the alumni association — has a clear mission: to help IÉSEG graduates define their career plans and make the most of their professional lives. Graduates can also count on the association to help them maintain connections with all the community members, develop their network, and keep in touch with the School. Today, the network has more than 19,000 graduates.

### IÉSEG Network's strategic pillars

#### NETWORKING & CONVIVIALITY

To help graduates maintain their existing bonds while developing a sense of solidarity.

To create professional exchanges and connections within their network.

#### LIFELONG DEVELOPMENT

To support graduates throughout their careers with relevant, original and comprehensive services.

From recent graduates to those approaching retirement, learning is a constant.

#### ENGAGING & GIVING BACK

To establish and maintain the relationship between the School and the network. To give alumni the opportunity to get involved and give back by sharing their expertise and good tips with the network.

As soon as they join IÉSEG, students become part of the network and benefit from certain services the association offers, such as the mentoring program, the grant program or social events.

## ■ NOTABLE ALUMNI

Alumni play a key role in developing the reputation and image of the School internationally, and embody IÉSEG's values including solidarity and engagement. They are actively involved in the School, participate in courses and conferences, and offer internship and employment opportunities.

Here are a few examples of Notable Alumni from the School:

- Lisbeth CACERES: Financial Director / L'ORÉAL
- Christophe CATOIR: Global President / THE ADECCO GROUP
- Cécilia FERTONANI: Head of Influence & Governance International Press / CHANEL
- Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- Swetha KALLAM: Data Scientist / JAGUAR LAND ROVER
- Nicolas MESSIO: Director Sales & Marketing France and MICE / DISNEYLAND PARIS
- Kalyani MUDLIAR: Treasury Portfolio Manager / BARCLAYS INVESTMENT BANKING
- Agathe MONPAYS: CEO / LEROY MERLIN FRANCE
- Sudhindra SHARMA: Marketing Manager for Investors and Lessors / AIRBUS

More examples of career paths of IÉSEG Alumni: [www.ieseg.fr/notable-alumni](http://www.ieseg.fr/notable-alumni)



# IESEG NETWORK ALUMNI ASSOCIATION

**One of IESEG's guiding principles is that its students need exposure to today's primary stakeholders in order to become tomorrow's managers. Our partner companies reflect this desire to transmit an lead that derives directly from the working world. They guide and direct our future changemakers:**

AB INBEV, ABSYS CYBORG, ACCENTURE, ADEO, ADSEARCH, ADVOLIS, AIR FRANCE, AIR LIQUIDE, AKZONOBEL, ALLIANZ TRADE, ALTAREA, AMAZON, AMCHAM, ANAIK, ANTEA GROUP, AON, ARKEMA, ARMEE DE TERRE, ARTHUS BERTRAND, ARVAL, AUCHAN, AXA, BACCARAT, BACK MARKET, BAIN, BAKER TILLY, BANQUE DE FRANCE, BANQUES ALIMENTAIRES, BDL EXPERT, BDO, BEARINGPOINT, BLOOMBERG, BNP PARIBAS, BONDUELLE, BOULANGER, BPCE, BPI FRANCE FINANCEMENT, BUSINESS FRANCE, C.C.E., CAISSE D'EPARGNE, CALZEDONIA, CANON, CAPGEMINI, CARAMBAR, CARREFOUR, CASTORAMA, CATALINA, CBRE, CCI, CELIO, CELLNEX, CERBA, CHANEL, CHRISTIAN DIOR COUTURE, CHRISTIAN LOUBOUTIN, CIC, CIC CONSEIL, CISCO, CLINITEX, CLUB V.I.E., COCA-COLA EUROPEAN, COFACE, COFIDIS, COHABS, COLGATE PALMOLIVE, COLOMBUS CONSULTING, CONCEPT 4, CONSTANTIN GROUP, CORA, CREDIT AGRICOLE PERSONAL FINANCE & MOBILITY, CREDIT MUTUEL ALLIANCE FEDERALE, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DENTSU, DISNEY, DLPK, DOCTOLIB, DXC TECHNOLOGY, ECOVADIS, ECOVER, EMMA, ENERGIZER, ESSITY, ESTEE LAUDER, ETAM, EURASANTE, EURATECHNOLOGIES, EUROPCAR, EUROPEAN CENTRAL BANK, EY, FACC NY, FAST RETAILING, FEDRIGONI, FM LOGISTIC, FNAC DARTY, GALERIES LAFAYETTE, GANT, GIVENCHY, GOOGLE, GRANT THORNTON, GRAS SAVOYE / WTW, GROUPAMA, GROUPE BERTRAND, GROUPE FED, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GUERLAIN, HARIBO, HERCULES, HERMES, HEXAGON, HOZELOCK-EXEL, HP FRANCE, HSBC, HUBVISORY, HUGO BOSS, IBM, ICOM, IDKIDS, IKEA, IHG HOTEL, IMPULSO ONG, INGRAM MICRO, ING, INTERMARCHE, IQVIA, IVC EVIDENSIA, JACADI, JCDECAUX, JOBTRUST, JULES, KENZO, KEYRUS, KIABI, KILOUTOU, KPMG, KRONENBOURG, LA REDOUTE, LAKAA, LANGHAM HALL, LCL, LE BON MARCHÉ, LEROY MERLIN, LIDL, LIMAGRAIN, LINEUP7, LINKEDIN, LINDT & SPRÜNGLI, LONGCHAMP, LOUIS VUITTON, LOUVRE HOTEL, LUCCA, LVMH FRAGRANCE BRANDS, LYRECO, MAISONS DU MONDE, MAJOREL, MALAKOFF HUMANIS, MC2I, MCCAIN, METRO, MESSIKA, MICROSOFT, MOBIVIA, MOËT HENNESSY, MONDELEZ, MONDIAL RELAY, MONOPRIX, MOODYS, NAOLYS, NATIXIS, NATURALIA, NESTLE, NEWREST, NIKE, NORAUTO, NOTIFY, NOVETUDE, NUMBERLY, NUXE, OKAIDI, ONEY, OFI ASSET MANAGEMENT, OFI INVEST AM, OPTÉAMIS, ORACLE, ORANGE, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPSICO, PERICLES, PLAINE IMAGE, PLAYPLAY, PRINTEMPS, PROCTER & GAMBLE, PROJEXION, PROMOD, PUIG, PWC, RABOT DUTILLEUL, RAKUTEN, RALPH LAUREN, RED BULL, RESEAU CLUB BOUYGUES TELECOM, RH PERFORMANCE, RITUALS, ROQUETTE, ROUGE GORGE, ROXANE NORD, RSM, SAEGUS, SAINT GOBAIN, SAIPEM, SALESFORCE, SANEF, SAP, SEABIRD, SEFICO NEXIA, SEPHORA, SOCIETE GENERALE, SODEXO, SOLLERS CONSULTING, STELLANTIS, STIHL, SUCRES ET DENREES, SUNDAY APP, SWISSLIFE, TAPE A L'OEIL, TERACT, TEXDECOR GROUP, THE ADECCO GROUP, TOYOTA, UNICREDIT, UNILEVER, UNIQLO, UNITED NATIONS, UNIVERS RETAIL, VERTBAUDET, VERSPIEREN, VIATYS / GROUPE SQUARE, VILOGIA, VISEO, WAVESTONE, WHIRLPOOL, WORLDLINE

## ENTER THE WORLD OF INTERNATIONAL BUSINESS WITH A HEAD START

The Bachelor in International Business (BIB) is designed for students who are not afraid to stand up to the challenges posed by today's global business landscape, who have the ambition to make a serious impact in shaping our society, and strive to become real changemakers in their future careers.



### ABOUT THE PROGRAM

- 3 years - 180 ECTS\*
- Taught in English on our Lille or Paris-La Défense campus
- Accredited by the French Ministry of Higher Education (VISA BAC+3) and certified with the *Grade de Licence*
- Opportunities for International exchange, double and triple degree programs
- Opportunity to follow the third year of the program as an apprenticeship
- Mandatory academic or professional experience abroad (minimum 3 months)
- 3 internships (8 to 10 months)

\* The number of credits is higher when pursuing one of the 4-year degree program options (see page 21)

*“The Bachelor in International Business is a comprehensive program that provides a combination of management theory and practice while developing competencies needed to flourish in today’s competitive global market.”*

**Dr. Hassan EL ASRAOUI  
& Dr. Kristine TAMAYO-VERLEENE**  
Academic Directors  
Bachelor in International Business

For more information: [www.ieseg.com/bachelor-international-business](http://www.ieseg.com/bachelor-international-business)







## ADVANTAGES

### 4 KEY PILLARS

- > Program based on strong management fundamentals
- > Innovative professional specializations, adapted to the job market
- > Personal development
- > Comprehensive Career Program

### HANDS-ON EXPERIENCE

- > Min. 3 internships (8-10 months total)
- > Apprenticeship option in 3<sup>rd</sup> year
- > Min. 3 months international experience
- > Final project in your chosen specialization

### GLOBAL OPPORTUNITIES

- > Semester-long university exchanges
- > Dual degrees with prestigious partners
- > European & International Business Bachelor (triple bachelor) available

### EXPERT FACULTY

- > Internationally recognized experts
- > Cutting-edge research
- > High-level professional experience



## OBJECTIVES

Through theoretical and applied courses, the **Bachelor in International Business provides students with a solid understanding of the international business environment.** The acquisition of an excellent foundation in the disciplines of management and the development of professional knowledge are assets for entering the corporate world with confidence.

### ONE PROGRAM – TAILORED OPTIONS

- > **Completing the 3-year program enables students to:** enter the job market directly at the end of the program ; strengthen their employability by completing the final year of the program through an apprenticeship ; pursue their academic career towards our Master in Management - Grande École or one of our Specialized Masters (Fashion Management; Finance; International Accounting, Audit & Control, etc.)
- > **Completing the 4-year program allows students to take :** a gap year ; gain additional professional experience ; pursue a Double Degree, or opt for a Triple Degree in International Business, with the European Business Bachelor or the International Triple Bachelor in Business.

# PROGRAM STRUCTURE

## YEAR 1 – THE FOUNDATIONS

### SEMESTER 1\*

- > Business Exploration\*\*
- > The Art & Science of Marketing\*\*
- > Applied Economics\*\*
- > Mathematics for Business\*\*
- > Ethics & CSR\*\*
- > Personal & Professional Development (IÉSEG Approach - Toolbox for Academic & Professional Success)\*\*
- > Understanding Intercultural Management\*\*
- > Language course\*\*\*
- > Language 2 (option)

+ Quantitative Methods & English Tutorials

### SEMESTER 2\*

- > Financial Accounting & Decision-Making\*\*
- > Introduction to Financial Institutions, Markets & Risk\*\*
- > Statistics for Business\*\*
- > Business Law for Future Managers\*\*
- > Personal & Professional Development (Relationship Skills Discovery; Business Game 1; Introduction to Web Development)\*\*
- > Language course\*\*\*
- > Language 2 (option)

+ Quantitative Methods & English Tutorials

PROFESSIONAL AND SOCIAL INTERNSHIP (1 MONTH)

## YEAR 2 – ADVANCED TOPICS & SPECIALIZATIONS

### SEMESTER 3\*

- > Corporate Finance\*\*
- > International Economics\*\*
- > Management Accounting\*\*
- > People Management
- > Operations Management
- > Selling & Sales Management
- > Management of Information Systems
- > Language course\*\*\*
- > Language 2 (option)

### SEMESTER 4

- > Core Electives & Specializations (Accounting, FinTech & Sustainable Finance; Marketing, CRM & Digital Transformation; Innovation, Entrepreneurship & Start-up Management; Leadership & People Management; Logistics & Supply Chain Management; International Business)
- > Digital Business
- > Language
- > Language 2 (option)
- > Personal & Professional Development (Personal Development electives; Business Game 2 & Career Program)

JUNIOR ASSISTANT INTERNSHIP (3 MONTHS)

## YEAR 3 – FINAL PREPARATIONS FOR MARKET ENTRY\*\*\*\*

### SEMESTER 5

- > Business Transformation Toolkit
- > Capstone Project Preparation
- > CSR Project
- > Essential HR Tools for Future Managers
- > Language
- > Optimization Methods
- > Personal & Professional Development (Career Program; Business Game 3; Learning Experience)
- > Strategy in Modern Organizations

### SEMESTER 6

Final project and oral defense

JUNIOR MANAGER INTERNSHIP (6 MONTHS)

## WORK-STUDY OPTION IN THE 3<sup>RD</sup> YEAR OF THE PROGRAM

After completing the core curriculum during the first two years, students may choose the work-study option in their third year (approximately three weeks in a company and one week at the School). This option is available exclusively at the Lille campus.

Please note that students must undertake a work placement with a company located in France, earning a salary while all tuition fees are fully covered by the employer.

\* On the Lille campus only, it is possible to take the first three semesters of the program in French.

\*\* Courses taught in French for students who choose to take the first three semesters of the program in French.

\*\*\* For students who choose to take semesters 1, 2, 3 in French on the Lille campus, the first foreign language (LV1) will be English.

\*\*\*\* Students who choose the apprenticeship track in their third year benefit from specially designed semesters 5 and 6, allowing them to get the most out of their studies at IÉSEG and their work experience.

Please note that the course titles were established in September 2025 and are subject to change.

# THE COMPANY AT THE HEART OF THE PROGRAM

Preparing for the corporate world, engaging deeply with it, meeting today's players to become tomorrow's managers are all components of an IÉSEG student's career.



## **BUSINESS GAME** EXPERIENCE MANAGEMENT IN PRACTICE

The aim of the Business Game? Turning knowledge into professional skills through an immersive simulation where every decision counts!

- > **CHALLENGE YOUR COMPETITORS:** In teams of 3-4, students develop winning strategies and manage all aspects of a business in a competitive and dynamic market.
- > **DEVELOP YOUR 360° VISION:** Students master all key areas: finance, marketing, HR, sales and operations to make impactful decisions.
- > **PREPARE FOR THE PROFESSIONAL WORLD:** Students must anticipate the consequences of their strategic choices and assess their human and financial impact.



## **CSR PROJECT** THE CORPORATE SOCIAL RESPONSIBILITY PROJECT

In the third year, students dive into business reality by tackling concrete, current CSR challenges submitted by our corporate partners. With support from expert coaches, they develop solutions that can be immediately applied to the professional world. After pitching to a panel of experts, their recommendations don't remain theoretical: they are often implemented by companies, generating tangible impact in the field. A project directly connected to real-world challenges.



## **APPRENTICESHIP** BETWEEN THEORETICAL EDUCATION AND PROFESSIONAL EXPERIENCE

After a common path for the first two years, BIB students can choose to pursue an apprenticeship program in the third year. This option allows students to alternate between theoretical training at IÉSEG and real-life professional experience in a company, typically following a schedule of three weeks in the company and one week at IÉSEG (from early September to the end of August). Another advantage is that students can complete their work-study program in their field of specialization or in a sector of their choice.

The apprenticeship program is a very effective way to enter the professional world quickly and with confidence. This option is currently offered on the Lille campus only.

It is compulsory for students to undertake the entire apprenticeship period at a company located in France. The apprenticeship students receive a salary, and their tuition fees during their third year are fully covered by the employer. This system requires students to sign an employment contract, with conditions that vary on whether the student is European or non-European:

- > For French citizens and members of the European Union: the student does not need to request a work permit from the French State to be enrolled in the apprenticeship program (in accordance with the 'free movement' principle of people within the EU).
- > For citizens from outside the European Union: the student must have studied a minimum of one year in France prior to enrolling in an apprenticeship program. A valid residence permit and a work permit are required, and must be requested from the French State.



## **INTERNSHIPS**

**IESEG supports students in their transition into the corporate world by combining academic knowledge with hands-on business experience. At the end of each academic year, students complete an internship that allows them to gradually discover the business world.**

**1**

### **1<sup>ST</sup> YEAR - PROFESSIONAL & SOCIAL INTERNSHIP (1 MONTH MIN.)**

For their first internship, students spend one month in a company, in a role with limited responsibility, giving them the opportunity to observe carefully, while gaining useful insights into the day-to-day operations of the organization. The missions students carry out at this stage typically include the following tasks: production line work, stacking and labelling, contributing to inventory management, cashier duties, order preparation, hotel support, or humanitarian missions, etc.

Example of internship completed: Team Member - SODEXO LIVE! FRANCE

**2**

### **2<sup>ND</sup> YEAR - JUNIOR ASSISTANT INTERNSHIP (3 MONTHS MIN.)**

By the time of their second internship, students will be equipped to leverage what they have learnt throughout courses, their personal and professional coaching sessions, community-driven activities and specializations. This will enable them to take on more complex roles with a higher level of responsibility. Junior assistant positions can be found in a variety of fields (e.g. sales, finance, management, marketing, HR, etc.), depending on the student's professional project and future aspirations.

Example of internship completed: Export Marketing Assistant - BONDUELLE

**3**

### **3<sup>RD</sup> YEAR - JUNIOR MANAGER INTERNSHIP (4-6 MONTHS)**

For their final internship, students are required to join into a company in order to lead missions with a growing sense of responsibility, facing tasks that require autonomy and initiative. This extensive and engaging experience is an excellent opportunity for students not only to become familiar with a company, but also to showcase their ability to analyze problems, be part of a team of decision makers and propose viable solutions. In order to ensure an optimal student-employee fit and an enriching student experience, this internship must be in line with the student's chosen specialization and professional project.

Example of internship completed: International Forecasting Project Engineer - CHANEL

#### **CAPSTONE PROJECT**

At the end of the program, students complete a Capstone Project where they have the opportunity to apply the theoretical concepts they have learned throughout their curriculum to the context of their third year internship. The objective of this exercise is to develop skills in analysis, research, organization and presentation applied to real-life situations. Students present and defend their Capstone Project in front of a jury.

#### **THE GAP YEAR**

Students have the option to take a gap year, to pursue additional internships, undertake a personal project or explore an entrepreneurial opportunity. These experiences enable students to further advance their personal and/or professional projects or entrepreneurial endeavors.

# AN INTERNATIONAL EXPERIENCE

**BIB students have a truly international experience on many levels, with more than 100 different nationalities represented among students on campus, as well as during exchanges at a partner university, or by completing a Double or Triple Degree abroad.**

## OBJECTIVES

- > Develop a **greater understanding of both one's own and other cultures.**
- > **Gain a truly international education** by living and studying abroad, becoming familiar with other educational methods and management approaches.
- > **Gain self-confidence and independence.**
- > **Improve foreign languages and multicultural competencies** through immersion.
- > Meet new people and build lifelong friendships around the world, as well as a **professional network.**

## EXCHANGE PROGRAM AND DOUBLE DEGREE

Several partner universities offer opportunities for an academic exchange as part of the program, during the first semester of their third year. Canada, Colombia, Denmark, Finland, Germany, Italy, Japan, Kazakhstan, Mexico, Norway, Portugal, South Korea, Spain, the United States... are some examples of countries where students can participate in exchange programs.

Students can also opt for a Double Degree with the following partner universities:

- > HAAGA-HELIA University of Applied Sciences – Helsinki (Finland)
- > Università Carlo Cattaneo LIUC – Castellanza (Italy)
- > Kozminski University – Warsaw (Poland)
- > University of Hertfordshire – Hatfield (UK)



Aina Najihah,  
Malaysia

*After high school, I spent two years in a demanding French prep program before choosing IÉSEG for its diverse, international faculty and globally tailored courses. The supportive professors and quality program structure also influenced my decision.*

*My favorite course was the Consulting Project, where I provided consulting services to French businesses, gaining*

*a better understanding of the corporate world. Working with international students enhanced my teamwork and leadership skills, and I became more confident collaborating with people from different backgrounds.*

*The career support at IÉSEG continued post-graduation, helping me find a job that matches my passion and skills. I now work in Data Compliance with French clients, improving my French skills!*

# TRIPLE BACHELOR'S DEGREES IN BUSINESS

**IESEG offers two triple degree programs that allow students to enjoy a unique international experience at leading institutions.**

The European Business Bachelor, developed with IQS School of Management (Barcelona) and Sheffield Business School (United Kingdom), and the International Triple Bachelor in Business, designed in partnership with Rabat Business School (Morocco) and HEC Montréal (Canada), allow students to study and live on several continents while obtaining multiple recognized degrees.

**The main objectives of these programs are:**

- > To obtain three degrees from three renowned international institutions;
- > To enjoy an immersive experience in different cultural and academic environments;
- > To build a professional career path that transcends cultural boundaries;
- > To interact with the local community and businesses to diversify professional practices.

## ■ TRIPLE DEGREE: THE EUROPEAN BUSINESS BACHELOR

By choosing the European Business Bachelor's degree, students have the opportunity—through an internal selection process—to earn a unique triple degree from three prestigious AACSB-accredited business schools: IESEG School of Management in Paris – La Défense (France), IQS School of Management in Barcelona (Spain), and Sheffield Business School in Sheffield (United Kingdom).

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Courses at IESEG Paris-La Défense or Lille*	Courses at IESEG Paris-La Défense*	Courses at IQS Barcelona	Courses at SHU-SBS Sheffield
FRANCE	FRANCE	SPAIN	UNITED KINGDOM
Internship	Internship	Internship	Capstone Project

### Degrees Awarded

- > IESEG School of Management: Bachelor in International Business
- > IQS School of Management: Undergraduate Program in International Business
- > Sheffield Business School: BA (Honours) International Business

\*All students in the BIB program are eligible to apply for the European Business Bachelor's degree. They will go through an internal selection process during their first semester at IESEG. Selected candidates will then continue their studies at IESEG's Paris-La Défense campus, starting in the second year of the program.

## ■ TRIPLE DEGREE: THE INTERNATIONAL BUSINESS BACHELOR

IESEG has partnered with two world-renowned institutions to create a unique triple degree program spanning three continents. The International Business Bachelor offers students academic and cultural immersion in three different countries: at Rabat Business School (Morocco), IESEG School of Management (France), and HEC Montréal (Canada).

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Courses at Rabat Business School	Courses at IESEG Paris-La Défense	Courses at HEC Montréal	Courses at HEC Montréal
MOROCCO	FRANCE	CANADA	CANADA
Internship	Internship	Internship	Capstone Project

### Degrees Awarded

- > IESEG School of Management: Bachelor in International Business
- > Rabat Business School: International Program in Management Business
- > HEC Montréal: Bachelor of Business Administration

## ADMISSION PROCESS

The program is designed for high school graduates, with mathematics courses taken up to the final year and a good command of English. Admission is proposed to candidates with an IB, EB, high school diploma or any secondary education diploma other than a French baccalaureate.

Applicants preparing a French baccalaureate must apply via Parcoursup

Candidates have the possibility to follow the 1<sup>st</sup> year of the program in French, on the Lille campus only.

### ■ APPLICATION PROCESS

Applications must be submitted online at [candidate.ieseg.fr](https://candidate.ieseg.fr) and are reviewed by an Admission Committee composed of IÉSEG Academic Directors and French Ministry of Higher Education representatives.

### ■ APPLICATION CHECKLIST

- High School transcripts in English or French (11<sup>th</sup> grade + min. 1<sup>st</sup> term of 12<sup>th</sup> grade)
- High School Diploma (if available)
- English proficiency test (IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 115, Cambridge Exam B2) – Native English speakers or candidates who have had two years of courses taught in English are exempt.
- French proficiency test (DELTA, DALF, TCF, TEF – Minimum recommended B2) – Native French speakers or candidates who have had two years of courses taught in French are exempt. Only required for first-year entry into the French track
- Motivation video to be recorded on the application platform
- Letter of recommendation from a professor or a counsellor
- CV
- €100 application fee

### ■ APPLICATION DEADLINE

- 8 application rounds. For more information about the calendar, please check the IÉSEG website.

### ■ TUITION FEES AND SCHOLARSHIPS

- €12,100 (for the academic year 2026-27) for EU and non-EU students
  - **Early Bird Scholarship:** 10% tuition fee reduction if you apply before February 2<sup>nd</sup>, 2026
  - **Merit-Based Scholarship:** Up to 25% tuition fee reduction, based on the applicant's overall portfolio of academic performance, rigor, motivation, extracurricular activities and/or professional expertise
- These scholarships can be combined up to 35% for students who meet the various criteria**

## MEET WITH US!

### ■ OPEN DAYS - LILLE AND PARIS CAMPUSES

Meet IÉSEG's faculty and students to discuss your plans.

- Saturday, November 29, 2025
- Saturday, January 31, 2026
- Saturday, March 7, 2026

### ■ EDUCATION FAIRS AND OTHER EVENTS

Discover the list of education fairs and other events where IÉSEG will be present in person or virtually: [www.ieseg.fr/en/discover-ieseg/meet-with-us](https://www.ieseg.fr/en/discover-ieseg/meet-with-us)

More information: [www.ieseg.com/bachelor-international-business](https://www.ieseg.com/bachelor-international-business)

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