



## College de Paris

### International BBA Tourism

#### Study details

**Course type:** Bachelor's degree

**Degree:** BBA in International Tourism

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 30 000 EUR

**Reg. fee :** 290 EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

N/A

#### Requirements

### ADMISSION CHECKLIST:

- Resume
- Passport copy front and last page
- SOP (Statement of Purpose)
- Passport size photo
- Work experience (if any)
- Scanned copy of application form (duly filled and signed)
- Additional certificates if any Marksheets, transcripts, Consolidated, provisional and degree certificates for all levels viz. school, high school, bachelors
- English level required: IELTS (5.5), TOEFL (70), TOEIC (750)

#### Accommodation

Our campus is located in the heart of Lyon, only 10 minutes from the business center of La Part Dieu and the innovation-oriented economic hub of Gerland. A dynamic city, Lyon is the leading French student city outside the Ile de France. The Lyon campus welcomes its work-study students in a pleasant and adapted setting of more than 1200m<sup>2</sup>, with an interior garden!

#### Speciality

A valid level 5 diploma or qualification (Bac + 2) or completion of the 2-year BBA Business preparatory course. In the case of a previous course other than the chosen speciality, the candidate's application will be submitted to the educational advisor for validation. A different orientation may be

proposed.

## Additional information

Bachelor in Tourism Business Development Manager France and International: Course Objectives  
The Bachelor program «Head of Business Development France and International» is strongly geared towards professional development. It equips students with the knowledge and skills necessary for a successful integration into a company. The role of the France and International Business Development Manager encompasses two key aspects: • As a local and intermediate manager, the individual plays a crucial role bridging operational teams and general or sales management, whether in France or internationally. • Alternatively, as a sales operative responsible for a specific sector or clientele, the manager independently organizes their activities to meet objectives. Business development managers must cultivate negotiation skills in a multicultural context and adapt swiftly to customer needs. They are also accountable for reporting on sales activities. Lastly, they are tasked with team management and overseeing sales performance.

**CAREER OPPORTUNITIES:** Business Development Manager • Sales Director • International Sales manager • National & International Account Manager • Partnerships Manager • International Project Manager • International Business Development consultant • International Marketing Manager • Business growth Director • International operations Manager