



## College de Paris

### International BBA Business

#### Study details

**Course type:** Bachelor's degree

**Degree:** BBA in international Business

**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

## OBJECTIVES

The Bachelor “Head of Business Development France and International” has a very strong professional orientation. It enables students to acquire all the knowledge and mechanisms needed for successful integration into a company. The France and International Business Development Manager has two roles:- either as a local and intermediate manager, playing a pivotal role between the operational teams and general or sales management in France or abroad.- or as a sales operative responsible for a sector or type of clientele, who organises his or her activity independently in order to achieve objectives. Business development managers need to develop negotiating skills in a multicultural context and adapt quickly to customer needs. They are also responsible for reporting on sales activity. Finally, they have to manage teams and monitor sales performance.