



BBA

Bachelor of Business Administration



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JOIN IPAG

WHY IPAG?

A State-recognised school

Founded in 1965, IPAG Business School is recognized by the French State as a member of Conférence des Grandes Ecoles (CGE), member of AACSB. It has been awarded by the European Foundation for Management System (EFMD). The school has trained nearly 14,500 managers and entrepreneurs in a wide range of sectors and geographical areas.

An independent school

As a Higher Education Institution of General Interest (EESPIG), IPAG Business School asserts its independence. Largely financed by tuition fees, the school does not serve any shareholders, and devotes the margins it generates to the success of its students.

Professional Approach

IPAG offers a high degree of professionalism in the curriculum, both in the design of the programmes and in the content of the courses, which meet the job market requirements while complying with the Association of Master of Business Administration (AMBA) standards.

Custom support

We organize human-sized classes, which offer students abundant opportunities to thrive. Our dedicated teaching and administrative team attentively listen to students, ensuring a fulfilling learning journey. Additionally, our career counsellors are committed to guiding students toward a successful professional path.

Broad international reach

At IPAG, every day is an international experience. We welcome students and professors from over 80 countries each year. In the past three years, more than 60 nationalities have entered the MBA program.



Joining IPAG means becoming part of a vibrant community and a proven educational project, ensuring you'll find your rightful place in the future!

EDITORIAL

Preparing for a changing world

IPAG's mission is to train responsible managers capable of adapting to a globalised world marked by digital transformation and ecological transition. Our teaching program is supported by committed administrative and teaching teams and expertise in several areas:

- Close ties with companies, ensuring that our programs align with their needs and offering internships and work-study placements for students.
- Exposure to cultural diversity through a large number of international students on our campuses and study abroad opportunities.
- Awareness of societal and ethical issues and a multidisciplinary approach to knowledge.
- Internationally recognised faculty and research, contributing to cutting-edge teaching methods.

This expertise benefits all IPAG programs. The Grande École Programme (GEP) is accredited by the French government and its diploma is recognized as a Master's degree. Since 2017, it has also received the prestigious EFMD international accreditation. Its Bachelor's degree is also state-approved. Established in 1965, with an alumni network of more than 14,000 graduates, IPAG is an Établissement d'Enseignement Supérieur d'Intérêt Général (EESPIG, i.e., higher education establishment of general interest), reinvesting all its resources in the success of its students. Joining IPAG means becoming part of a community and a proven educational project, and being prepared for the future.

See you soon.

Olivier Maillard

Managing Director of IPAG group

The business school of today... and tomorrow!

You cannot predict the future, but you can prepare for it! IPAG Business School contributes to this by training a new generation of creative, open-minded and responsible professionals.

Our mission

Promote management adapted to a globalised and rapidly changing world.

Our ambition

At IPAG, we train professionals to be responsible managers, capable of supporting companies in a globalised world undergoing constant change. To meet this challenge, IPAG intends to give pride of place to hybrid training. This multidisciplinary approach provides a different perspective on the world, a key

factor in preparing students for the world of tomorrow, aware of the impact of their decisions on their environment. This cultural openness and training through research help to foster commitment and the development of critical thinking, creativity and innovation, as well as specific and cross-disciplinary managerial skills.

Our values



Excellence

Because many students have greater potential than they realise. At IPAG, we help you discover the best in yourself.



Agility

Because in a continually evolving professional environment, a good manager must demonstrate agility. At IPAG, you will learn how to adapt to any situation.



Openness

Because managers must think globally, at IPAG we encourage students to explore other cultures and value otherness.



Engagement

Because companies can no longer ignore social and environmental issues, at IPAG we value each individual's commitment to the collective good.



A COMMITTED VISION OF MANAGEMENT

At IPAG, we champion a dedicated vision of management, where our educational initiatives, research policies, and academic programs all emphasize corporate social responsibility and impactful projects that create sustainable value for both businesses and society.

Our programs are designed to elevate students' awareness, instill high ethical standards, foster critical thinking, and broaden their perspectives. Our ultimate aim is to empower them to embrace their roles as responsible global citizens and future professionals.

In a testament to our values and dedication, IPAG proudly joined the United Nations PRME (Principles for Responsible Management Education) program in 2019, standing alongside 500+ business schools and management training institutions across 80 countries. It is a true honour for us to be part of this global initiative.

Join the movement: the ipagian sustainability is waiting for you!

Prof. Maria Giuseppina BRUNA

*Director of Research, Development and Impact at IPAG.
Director and Founder of the 'Inclusive Enterprise' Chair.*

60 years of independence

IPAG Business School has proudly maintained its independence as a non-profit association under the French law of 1901. Since its establishment in 1965, IPAG has remained steadfast in its commitment to not paying dividends to any shareholders, funding all its activities through tuition fees and strategic partnerships with companies.





Up and running in three years

IPAG's Bachelor of Business Administration (BBA) is a three-year degree programme designed to provide professional guidance and solid academic foundations.

The BBA provides solid and comprehensive academic knowledge in Business, Management, Finance and Economics. Highly valued by recruiters, the Programme enables students to develop a well-rounded managerial profile. IPAG partners with AACSB and EQUIS accredited Universities to offer BBA students the possibility to obtain Top-Up and Double Degrees in just 3 years. Upon completion of the Programme, students have plenty of choices: they can pursue further studies by enrolling in a MBA or MSc or by joining the first year of the Master at IPAG Business School's Grande École Programme (GEP). Alternatively, they can set up their own firm with the support of IPAG's Engaged Incubator or apply for jobs in a variety of business related roles.



All courses are taught in English.



The programme is very culturally diverse: IPAG's BBA is made up of a student body of more than 30 nationalities.

THE ADVANTAGES OF THE BBA

EACH YEAR

- FLE (French as Foreign Language optional modules)
- Internship in France or abroad (option, see pages 16-17 et 18-19)
- Career counselling (see pages 18-19)
- Possibility of joining Student Associations

3rd YEAR

Top-Up programmes or Dual Diploma possible, with **Bournemouth University**, **Nottingham Business School**, **Griffith College** or **University of Wollongong Dubai** (UOWD) (see pages 8-9)



Nottingham Trent University



UNIVERSITY OF WOLLONGONG IN DUBAI

THE CURRICULUM

1st year

SEMESTER 1

- Introduction to Organisations
- Financial Mathematics
- Introduction to Cross Cultural Communications
- Principles of Marketing
- Accounting Principles
- Introduction to Business Law
- Microeconomics
- Business IT Tools
- Academic Writing
- English
- FLE*
- Business Game
- Career Center Activities

SEMESTER 2

- Introduction to Management
- Economic Conditions
- Introduction to Statistics
- Mix Marketing and Communication
- Comparative Contracts Law
- Research Methods I
- International Seminar
- MOOC 1*
- Business IT Tools II (TOSA level 2)
- Introduction to Geopolitics
- French Culture & Civilisation*
- English
- FLE*
- Career Center Activities

→ *Internship**

**Optional*

2nd year

SEMESTER 3

- Financial Accounting
- Cross-cultural Management
- International Economics
- Market Research
- Human Resources Management
- International Trade
- Advanced Statistics
- Business IT tools III
- Geopolitical Future
- Academic Presentations
- English
- FLE*
- Career Center Activities

SEMESTER 4

- Financial Analysis
- International Business Environment
- International Negotiation
- Innovation and Digital Marketing
- Using Social Media in Business
- Research Methods II
- Introduction to Operations and Supply Chain
- English
- FLE*
- MOOC 2*
- French Culture & Civilisation*
- Project
- Career Center Activities
- Associative Project*

→ *Internship**

3rd year

SEMESTER 5

- Business Ethics and Corporate Social Responsibility
- Sustainable Supply Chain Management
- Business Strategy
- Graduation Assignment
- FLE*
- Career Center Activities

+ **2 electives of your choice**

SEMESTER 6

- Dissertation

→ *Internship*

BBA'S ELECTIVES

- Strategic Marketing Planning
- Marketing Tourism
- Treasury and International Risk Management
- Data Analysis for Business Management
- Advertising and Promotion
- International HR Management
- Family Entrepreneurship
- Innovation & Lean Start-up for Entrepreneurs
- Luxury Brand Management & Environment
- Luxury: Innovation, Sustainable Development & Quality
- Financial Management
- Geopolitics of the Energy Transition



Our partners

In three years BBA students can obtain Top-Up and Double Degrees with our prestigious partner Universities.



NOTTINGHAM BUSINESS SCHOOL TOP-UP PROGRAMME



AACSB and EQUIS accredited, Nottingham Business School is one of the most renowned business schools in the UK. It is part of Nottingham Trent University, with a vibrant and diverse community of over 25,000 students.

The school relies on an academic staff of nearly 350 people, with numerous facilities (library, gym, cafeteria, computer rooms, etc.), a dense network of partner companies (more than 600) and, like IPAG, their motto is to support students. IPAG BBA students, have the opportunity to spend their entire 3rd year in Nottingham and obtain a top-up Programme in International Business Management.

BOURNEMOUTH UNIVERSITY TOP-UP PROGRAMME



Bournemouth University comprises six schools - including a Business School and a Service Management School - and is home to over 17,000 students. The IPAG BBA is affiliated with the BA (Hons) in International Hospitality and Tourism Management. This is the ideal option for students who want to specialise and thrive in the fast-developing tourism sector.

Bournemouth is a seaside town in southern England with a population of 200,000, renowned for its quality of life.

GRIFFITH COLLEGE DOUBLE DEGREE



Founded in 1974, Griffith College Cork is home to over 7,000 students of 77 nationalities. The institution has over 40,000 alumni. The BBA students who opt for this Dual Diploma will receive the Bachelor of Business Administration from IPAG and the BA(Hons) in Business from Griffith College.

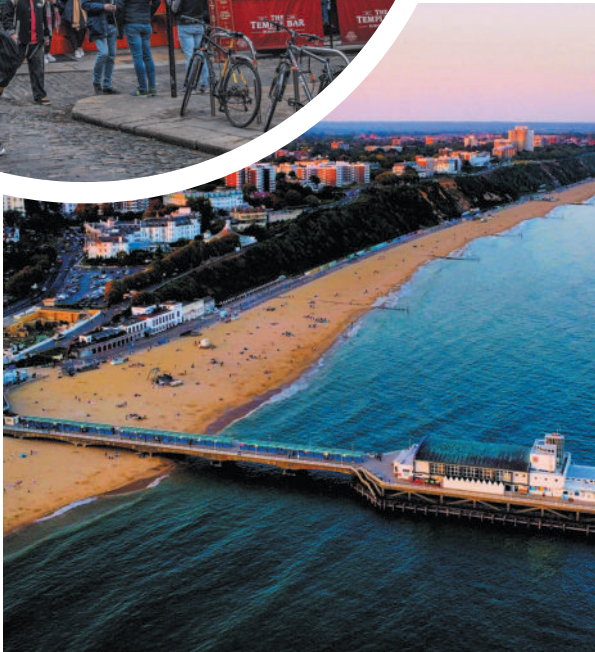
BBA students can also opt for the same degree in Dublin.

UNIVERSITY OF WOLLONGONG DUBAI - DOUBLE DEGREE



AACSB accredited, the University of Wollongong in Dubai (UOWD) is the first international Australian university in the UAE. UOW ranks among the top 1% of universities in the world, according to the QS World University Rankings 2024.

BBA students can complete their third year in Dubai by obtaining the Bachelor of Business Administration from both IPAG and UOWD. This option also allows students to gain professional experience in the growing and dynamic job market of the Emirates.



Two Top-Up Programmes or two double degrees to unlock

Take advantage of the BBA to earn a degree from
top international Universities.

Bournemouth University



CORE MODULES*:

- Strategy for Tourism & Hospitality
- Tourism Issues & Futures
- Dissertation

ELECTIVES:

- Digital Marketing
- Small Business Management
- Financial Management
- Food, Culture & Travel
- International Human Resource
- Management in Hospitality & Tourism
- Tourism & Hospitality Design
- Visitor Attractions Management



**Bachelor of Arts (Hons)
in Hospitality and
Tourism Management**

Nottingham Trent University



CORE MODULES*:

- Global business in a changing world
- International strategic management
- Leadership and employability
- Research project
- Business information communication and learning



2 ELECTIVES OF YOUR CHOICE



**Bachelor of Arts (Hons)
in International Business
Management**

* Courses subject to changes



100%

of courses taught
in English



2

International Top-Up
Programmes and a
Double Degree in
your 3rd year



30+

Nationalities
represented

Griffith College



CORE MODULES:

- Operations and Supply Chain Management
- Managing Organisation Behaviour
- Financial Management and Analysis
- Business Analysis Project
- Human Resource Management
- Business Systems Analysis
- Digital Communications and Customer Engagement



**Bachelor of Arts (Hons)
in Business**

University of Wollongong in Dubai



CORE MODULES:

- Digitalization and Computational Thinking for Business
- Responsible Business
- Fundamentals of Innovation and Entrepreneurship
- Introductory Principles of Finance
- UAE and International relations



ELECTIVES



BBA



Managers fit to evolve in multicultural contexts

Her career took her from Milan to London, then from London to Nice and Monaco. Raised in Italy and trained as an economist, Elisa Conti has been director of IPAG's BBA Programme since 2017. With its international outlook, it's a programme that mirrors her cosmopolitan trajectory.

What can you tell us about the BBA Programme?

Elisa CONTI. IPAG's BBA is a three-year program offered at both our Nice and Paris campuses. The curriculum is rooted in core disciplines such as management, finance, marketing, and sales, with all courses taught entirely in English. ... In their third year, students can choose to either join a Top-Up program with two renowned British universities or pursue a Dual Degree in Ireland or in Dubai.

Can you say more about the Top-Up programmes?

E. C. For the students who are comfortable in English, we offer admission to a double curriculum in their 3rd year. They can opt to follow a top-up programme at Nottingham Business

School, part of Nottingham Trent University, one of the top-ranked business schools in the UK, or at Bournemouth University. They can also get a dual degree with Griffith College in Ireland or the University of Wollongong, an Australian University, based in Dubai.

Students opting for these international paths have then the opportunity to apply to any British Master Programme. I believe this is a great opportunity for our students to develop a true international profile and adapt to multi-cultural academic and professional environments.

What are the admissions prerequisites for IPAG's BBA?

E. C. Special attention is of course paid to students' level in English. Given the programme's goals, we also try to recruit students who are looking to pursue an international career. We look for dynamic students with an entrepreneurial mind who can thrive in multi-cultural classes and business environments. Indeed, more than 30 nationalities are represented in the BBA programme, a level of diversity which contributes greatly to IPAG's reputation abroad. Another important aspect is their high school results: our philosophy is to have relatively small but high-performing classes.

What are the programme's strengths?

E. C. In terms of pedagogical approach, I know that classic lecture hall courses no longer appeal to the younger generations. Increasingly, students need to be stimulated in different ways. By prioritising active participation in class through small group discussions and interactive learning sessions, we encourage students to take ownership of their own trajectories. By providing pedagogical resources on digital course platforms, students can independently study the material at their own pace. This approach allows classroom time to be dedicated to interactive problem-solving and discussions with professors. It enhances the learning experience by making it more practical and enables students to develop key skills, such as public speaking.

A final word of advice for prospective students?

E. C. Be active participants in your courses, work hard from the very first day, and use all the resources the school puts at your disposal!



BIO

2009

Ph.D in economics
at IULM University
(Milan, Italy)

2012

Joins London
& Partners as an
economist (U.K.)

2015

Joins IPAG
as economics
professor

2017

Becomes director of
the BBA Programme
at IPAG



Top-tier professors

IPAG's faculty consists of nearly 300 professors, from diverse backgrounds. They are highly regarded for their professional expertise and their exceptional teaching abilities.

Working practitioners

IPAG welcomes close to 200 dedicated business professionals annually. From accomplished lawyers and bankers to visionary CEOs, division managers, and innovative start-up creators, they share invaluable practical insights and expertise. They are dedicated to empowering operational professionals to effectively address today's and tomorrow's evolving demands. Their unwavering contributions are pivotal in shaping the growth of aspiring professionals in the industry.

An international faculty

Half of our exceptional teacher-researchers hail from the world's leading universities outside France, representing North America, Asia, Europe, and the Middle East. In addition to our esteemed permanent professors, visiting professors from IPAG's partner universities also bring their expertise to our campus. Each year, approximately 40 visiting professors enrich our campus with their valuable insights and knowledge.



Over
80
teacher-researchers

Over
180
working professionals



Leading researchers

IPAG's faculty consists of over 80 teacher-researchers, 70% holding a PhD. They are highly esteemed by their peers and regularly publish in top international scientific journals. This level of excellence has secured our spot in the Shanghai rankings for the past five years.

Speakers from a wide range of backgrounds



Anne-Cécile Pouant

Director of Osmothèque,
Conservatoire Interna-
tional des Parfums



Christophe Lameignère

Former Chair, Sony
Music France



Cathy Collart

Ex-Former CEO of
Picard Surgelés



Arnaud Montebourg

Former French Minister
for the Economy,
politician,
entrepreneur



Laure ANDRIEU ZECCA

Alumni
Europe General
Manager
KENZO

Plenty of practical experiences

With IPAG's BBA Programme, you can gain up to twelve months of professional experience.

An internship each year

IPAG's BBA programme enables you to complete up to three work internships. There are optional internships (two to three months long) in your first and second year, and a compulsory internship (from four to six months) in your third year. Through experience in the field, you'll be able to apply what you know, gain new skills, and hone your professional trajectory.

Business challenges

During the first three years, the BBA programme is dotted with a variety of business games. Developed in collaboration with leading partners, these simulations challenge you to tackle business case studies in real-world scenarios. It's a funny way to apply what you've learned under the friendly supervision of our partner companies.



Up to
12 months
of professional
experience

1

Business game
in the first
three years



Personalised guidance

Throughout the programme, you will benefit from the guidance of your programme advisor and their team. Their goal is to guide and advise you at each step of your studies. From your arrival at IPAG to your first interview, you can count on them to help you define your goals and meet your professional targets with confidence.

IPAG's human resources specialists offer individual coaching and skill tests that will help you learn your strengths. These coaches will help you find your path and develop a professional track tailored to your abilities.

Whether you're looking for an internship, a job, or career advising, our Career Center is there to help you. Business forums, advice on your CV, interview simulations, personal development workshops — every year, a multitude of events and workshops are organised to help you polish your self-presentation, discover new ways to get recruited or use social media to network, prepare for studying abroad, or learn how to negotiate your first salary.

Opportunities in France and abroad



**Marine
WRONSKI**

*Trainee at
Get Ubu
FRANCE*



**Mehdi
AKHANNOUCH**

*Trainee at
Afriquia Gaz
MOROCCO*




**Lorenzo
BERTOLA**

*Trainee at
Beach Street
NETHERLANDS*



**Samanta
PEREZ RAMON**

*Trainee at
Deveo
FRANCE*



Setting career goals that will help you thrive

A corporate relations expert, Iwona Ivanov has more than just one talent up her sleeve. After earning her stripes at business schools throughout France and the United States, she joined IPAG in 2015 as Director of the Career Center. Her mission: to advise students throughout their academic trajectories and contribute to their professional success.

What is the Career Center's mission?

Iwona IVANOV IPAG's Career Center supports students in developing their professional goals. The objective is to help every student find the career that best suits their personality, where they will thrive best. To make that happen, a number of tools and services are available to students as a complement to their studies.

What kinds of tools and services?

I. I. Two major seminars are presented each year: the IPAG Starting Blocks, which is primarily for students in the Bachelor and BBA Programmes,

and the IPAG Booster Days for the Master's students in the Grande École Programme. At these events, students can choose the workshops they would like to attend, such as: stress management, public speaking, job search and networking strategies and so on. We prioritise an informal, interactive style to encourage a back-and-forth between students and visitors.

In addition, interactive resources are regularly posted on the Career Center's website, like: corporate videos, guidance in the form of sample CVs and cover letters, as well as job and internship opportunities.

You really emphasise students' personal development. How do you facilitate that?

I. I. In addition to workshops, every student benefits from personalised counselling that enables them to evaluate their skills regularly. Twice a year, students meet with a human resources expert that they choose, themselves. It's an opportunity for them to take skills and personality tests as well as to talk through their first professional experiences. The goal is to locate their strengths and sources of motivation as they find their way into their careers as managers.

You invite a number of companies to participate.

I. I. Our network is one of our strengths. Almost 300 companies — CAC 40 corporations, small and midsize companies, start-ups — recruit each year at IPAG. Career Days and Start-up Days frequently transform our campuses into big networking spaces where students and recruiters can meet. That gives students the opportunity to hone their knowledge of the job market. In addition, a Curriculum Improvement Committee, consisting of our pedagogical teams and fifteen partner executives, meets twice a year to evaluate our programmes' pedagogical content and adapt them to the constantly evolving demands of the job market. From that point of view, IPAG is on the cutting edge.



BIO

2007

Master of Science (MSc) in Development Economics, University of Lille

2011

Joins EDHEC as international corporate relations officer

2013

Joins Olin Business School as corporate relations coordinator (United States)

2015

Joins IPAG as Career Center Director

2022

Becomes Corporate Relations Director

Life at IPAG

The BBA Programme is offered in Paris and Nice campuses, as well as at the Nottingham Business School, Bournemouth University, Griffith College and the University of Wollongong Dubai campuses during the 3rd year. Ideally located, these places of life and study immerse you in a multicultural environment where students and professors of all nationalities come together.



Global IPAG is the Student Association that supports international students to adapt to and enjoy life in Paris and in Nice. Through advice and the organization of events, Global IPAG offers plenty of opportunities for international students to meet French people and discover the French culture.



Our Associations

IPAG has more than 30 students' associations, that are an integral part of student life and are important components of our educational approach. Whether they are sports, cultural, humanitarian, entrepreneurial, or charitable associations, there is a wide range of options at IPAG. Students can easily find engaging projects matching their interests and values.



Our campuses in Paris

IPAG has two campuses in Paris: the historical headquarter and a new one near the Eiffel Tower. Most of the BBA program takes place in the very heart of Paris intellectual and cultural life.



Nice campus

Located in the peaceful Carabacel district, at the gateway to the old town and a close to the sea, the Nice campus welcomes more than 1,000 students. The region offers vibrant job opportunities, thanks to the Sophia Antipolis Technology district and the Principality of Monaco's financial centre.



Nottingham campus

The Nottingham Trent University campus, where NBS is located, is home to over 3,500 students of all nationalities. It has first-class teaching facilities, as well as a restaurant, cafeteria, sports hall, and several computer and documentation rooms.



Bournemouth campus

The campus is located 3km from the centre of the city and the sea. It plays host to a range of lecture theatres, seminar rooms and specialist facilities, such as forensic and genetic labs, TV and music studios, and high-spec computer labs. You'll find plenty of inspiring study spaces across the campus to work in, individually or in groups – and there are lots of cafés and restaurants to enjoy between your studies.





Griffith College campus

Griffith College is based on a large 20 000 m² campus, close to the centre of Cork city and committed to the creation of a positive learning environment based on a strong pastoral care ethos. All lecture rooms and computer labs are equipped with the latest technology and the Ubcast system. There is also a radio studio, with state-of-the-art technology, where students and staff can record interviews, podcasts and radio shows to promote the College.



University of Wollongong in Dubai

UOWD Campus is in the heart of Dubai's business district, Dubai Knowledge Park, adjacent to Dubai Internet City and Dubai Media City. This technology and media hub is home to more than 2,700 registered companies including regional and global news and tech giants such as IBM, Microsoft, Huawei, CNN and many more. It is an ideal setting that encourages knowledge sharing through academia-industry collaborations. UOWD's new campus features a modern architectural design that combines traditional and innovative learning spaces, and provides cutting-edge technologies to maximize the learning experience.



After your BBA

Your passport to an international career, IPAG's BBA is also renowned among recruiters in France. It also gives you the necessary foundation to continue your studies, if you wish to take on a double major.



Land your
first job

OR



Pursue further

Career opportunities / types of jobs

IPAG's BBA enables you to quickly join the job market, whether in France or abroad. Become an international business executive, business developer, marketing project manager or web project manager.

- International business executive
- Business developer
- Sales executive
- Marketing project manager
- Product manager
- Finance Officer

Join IPAG's Grande École Programme

IPAG's Grande École Programme is a five year programme with the prestigious EFMD accreditation. It offers the opportunity to earn a State-approved Master's degree in five years in eight different areas, as well as a double degree from six international, partner institutions. After the BBA, you'll be able to join the programme in your 4th year at both the Paris and Nice campuses.

If you wish to apply, personalised support is available throughout your studies, including individual coaching and test prep.



Each year

- 4 to 6-month internships
- Optional apprenticeship

Double curriculums in the 5th year

United States

University of California

| Riverside - 7 PGD

UCLA Extension

| Los Angeles - 1 PGD

United Arab Emirates

University of Wollongong

| Dubai - 6 MSc

South Korea

SolBridge International School of Business

| Daejeon - 3 MSc

For more information, visit WWW.IPAG.EDU

studies at IPAG

OR

Continue your path
at another school

Spain

**IQS School of Management -
Universitat Ramon Llul**

| Barcelona - 4 MSc

**Barcelona Technology
School**

| Barcelona - 4 MSc

Great Britain

**Edinburgh Napier
University**

| Edinburgh - 1 MSc

**The University of
Greenwich**

| Greenwich - 1 MSc

**Richmond International
University**


| London - 1 MBA

Join the MBA Programme

BBA graduates can continue their studies at IPAG through admission to the two-year MBA Programme (Master of Business Administration). Available in English this professional degree will allow you to build on the skills you acquired in the BBA while choosing a field of specialisation.

- Digital Strategy Design and Transformation
- Energy and Sustainability Transformation
- International Business Development
- Finance and Investments





The opportunity to have a double degree

Having entered directly into the second year of the programme, Louise Rousseau is finishing her end-of-the-year internship at Spotimplant and is getting ready to join IPAG's Grande École Programme to pursue further studies.

Your academic background started off in the sciences, tell us about it...

Louise ROUSSEAU After receiving my high school diploma where I specialised in the sciences, especially agronomics and food-processing, I decided to move in a different direction with my studies and broaden my skills.

Why did you choose a business school, and more specifically, a Bachelor of Business Administration (BBA)?

L.R. I needed a new dynamic, to be able to follow my studies with more room for a strategic

outlook, creativity and an entrepreneurial spirit in comparison to the hard sciences. After two significant experiences abroad, I wanted to also pursue an international path and obtain an internationally-recognised degree.

How have your first months been at IPAG?

L.R. First of all, I was very happy to study in a small, but cosmopolitan year group. In the BBA programme, there are students from all over the world and we do a lot of work together as a group. This allows us to understand each other's outlooks and cultural norms and to work in an international environment.

You also just obtained your "double degree"...

L.R. Yes, after Paris I went to the Nice campus for my third year to obtain a double degree offered in tandem with the University of South Wales. There, I had the opportunity to carry out a real interdisciplinary research project on human resources, international marketing, business strategy, etc. It was a very educational experience and the knowledge I acquired allowed me to be calm and confident in my professional experiences.

And now, you're doing your end-of-the-year internship?

L.R. Exactly, I am Head of Digital Marketing at Spotimplant, a start-up in health tech that develops AI solutions for dental surgeons. Day to day, I get to use both my science background and the marketing skills that I developed at IPAG.

What are your plans for the future?

L.R. In the immediate future, I am going to continue my studies by joining IPAG's Grande École Programme to specialise in marketing, obtain a Bac+5 level degree and gain more professional experience. In fact, I signed my work-study contract with Canon to be a B2B Assistant Product Manager starting September.



BIO

2019

Obtained a DUT (Diplôme Universitaire de Technologie) in Biological Engineering

2019

Admitted for the 2nd year of BBA

2021

Obtained the double degree BA in International Business Management and BBA then joined IPAG's Grande École Programme.

2023

Obtained the Master in Marketing (IPAG) and a prize for academic excellence

2024

Product Manager at Canon, Paris



A unique experience in France

At the age of 25, Eduardo Bedolla arrived from the United States to study at IPAG's Nice campus. Today, he is ready to sign his first work contract, just a few weeks before obtaining his degree.

Tell us about your experiences before coming to IPAG...

Eduardo BEDOLLA I am American and I studied in California at Southwest High School and then Southwestern College in San Diego. Then, I went to Canada to get certified in French from the University of Quebec.

And how did you learn about our school?

E.B. I was looking for a French school to pursue my studies and it turns out that one of my friends had enrolled at IPAG in Riverside. He told me about the quality of the classes and the diverse student body. So, I did a lot of research on the school. Its reputation and location of its campuses in France won me over.

Why did you choose the BBA programme?

E.B. I was considering a career in international business and management so this fairly general programme, all in English, with a multicultural year group worked perfectly for me. Also, I knew that this training would allow me to find work directly after obtaining my degree.

How is your internship going?

E.B. I am working for a business called Scorechain, which is based in Luxembourg and is specialised in crypto-currency and developing tools to fight money laundering. I am in charge of business development for the markets in North-America, South-America and Spain.

And what's next? Do you think you'll go back to the US?

E.B. Actually, I just received an offer for a permanent contract from Scorechain. I am very happy with this proposition that arrived just before I finish my degree. I really like the idea of evolving within this company. I feel comfortable as a Business Developer and I want to continue being in contact with international clients.

What did you value most from your time at IPAG?

E.B. I loved my time spent in the French Riviera, the professionalism of the professors and particularly, the guest lecturers from the business world, the way they conveyed their experiences and how they had us work on concrete cases. And then, I came for the multicultural environment and I was not disappointed. In Nice, I met people from all around the world. It was a special experience.



BIO

2018

Studied at
Soutwestern
College in
San Diego

2019

University
of Quebec

2020

Studied at IPAG's
Nice campus

2021

Internship
at Scorechain,
Luxembourg

2024

Relationship
banker at Bank
of America,
San Diego

Join IPAG

Who is the BBA for?

IPAG's BBA is open to:

- Students in their last year of high school in France who are studying the fields of: science, economics, social studies, literary studies, foreign language and technology
- All baccalaureate holders (or the international equivalent)

In what year can I join the programme?

- Are you in your last year of high school in France or abroad and getting ready to obtain your High School diploma in a few months? You will be admitted to the 1st year of the BBA in September (or in January through Spring admission).
- Have you already done a year of studies in a university programme? Depending on your profile, you will be able to transfer into the 2nd year (if you have 60 ECTS credits or the equivalent) or 3rd year (with 120 ECTS credits or the equivalent) of the programme.

How are applicants selected:

The admissions process involves:

- Evaluation of the applicant's file
- Admission interview in English, in person or on video conference

Your acceptance will depend on: obtaining the high school diploma (if you are in your last year of high school) or the necessary ECTS credits (if you have already begun university studies).

N.B.: French baccalaureate holders who wish to apply for the first year of the BBA programme must first submit an application via the Parcoursup platform, by selecting the "IPAG Business School Bachelor of Business Administration" course choice.

How do I apply?

French baccalaureate who wish to apply for the 1st year of the programme must first submit an application via the Parcoursup platform, by selecting the "IPAG Business School Bachelor of Administration" course choice. In all other cases, applications are completed online, on the [IPAG.EDU](https://www.ipag.edu) site. Application fees are €90 per student.

What is the programme's tuition?

- BBA Programme: €8,900 per year*
- Fees for Top-Up and Double Diplomas Programmes will depend on the Option chosen

*Any student who has a brother or sister in any IPAG Programme will get a 25% reduction on the annual tuition fees



Discover IPAG

Come meet our professors and get to know our students. On the agenda: tours of the Paris and Nice campuses, conversations about the programme, community life, international experience, and more.

IPAG Housing

Regardless of whether you are a student at IPAG, an admitted candidate or awaiting admission, the IPAG Housing service assists you in finding an accommodation near the campus of your choice. More information on WWW.IPAG.EDU

Bienvenue en France



IPAG holds the "Bienvenue en France" label. Issued by Campus France, this label rewards French higher education institutions for the quality of their policy of welcoming foreign students. <https://www.ipag.edu/en/actualites/ipag-awarded-quality-its-policy-welcoming-international-students>



Going Beyond Together



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Suivez-nous sur :

