

ipag

Paris Riviera Business School

Paris
Nice

NOTTINGHAM
BUSINESS SCHOOL
Nottingham Trent University

3-year Bachelor Programmes Nice France – Nottingham U.K.



Paris Riviera Business School
Bachelor of Business Administration

Nottingham Business School
B.A. (Hons) International Business
Administration

- Marketing
- Logistics
- Management
- Language
- Study and Research Skills
- Accounting and Finance

www.prbs.fr

www.ipag.fr

Learning Environment



General Aims of the Programme

The course is aimed at developing the student's knowledge and competence in the sphere of international business and management. Many companies are building a global presence in an environment of growing economic interdependence between nations, which has fuelled a demand for international management know-how and for graduates with international business skills who are capable of working effectively across borders.

Teaching Methods

Courses are delivered through a mix of lectures and small tutorial groups where student/teacher interaction is encouraged. Most modules require projects undertaken in groups where students are able to acquire first-hand experience of working in a multi-cultural team. Presentations and reports form part of the evaluation process as part of the continuous assessment and a final examination in each module is sat at the end of the semester.



Accreditation

The assessment system operates according to the principles of the European Credit Transfer System (ECTS) which awards 60 credits for each academic year. All compulsory work is accredited.

Staff Recruiting Policy

IPAG's staff recruitment policy is characterised by the perceived necessity to maintain a balance between academic staff and practising managers in different business areas from both private and public sectors.

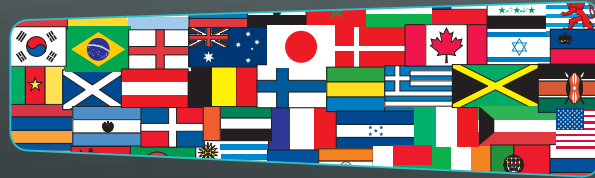
The variety of backgrounds and strong connection between teaching and corporate life ensures that programme content is on the cutting edge and relevant to the business activities in which graduates will take part.

Business managers from industry work in association with IPAG to advise the students. As experienced professionals they all possess Corporate experience.

Their knowledge of industrial activities allows them to monitor the fit between the students career plans and their personal aptitudes and inspirations.



Subject Choices



These courses are open to visiting students, students on study exchange and students following the full 3-year programme

Year 1

Semester 1

Business Operations and Processes	5 ECTS
Economics	5 ECTS
Introduction to Organisations	5 ECTS
English Language	5 ECTS
Quantitative Methods	5 ECTS
International Business Issues	2 ECTS
Study Skills – Academic Writing	3 ECTS
French	6 ECTS

Semester 2

International Trade	5 ECTS
English Language	5 ECTS
Principles of Marketing	5 ECTS
Introduction to Management	5 ECTS
Quantitative Methods II	5 ECTS
Introduction to Cross Cultural Communications	3 ECTS
Study Skills – Academic Presentations	2 ECTS
French	6 ECTS

Year 2

Semester 1

Accounting Principles	5 ECTS
English Language	5 ECTS
Intercultural Management	5 ECTS
International Economics	5 ECTS
Research Methods	2.5 ECTS
Marketing Management	7.5 ECTS
French	6 ECTS

Semester 2

Principles of Finance	5 ECTS
English Language	5 ECTS
International Negotiation	5 ECTS
International Business Environment	5 ECTS
Research Methods II	2.5 ECTS
Marketing Management	7.5 ECTS
French	6 ECTS

Year 3 - IPAG Nice for the B.B.A.

Semester 1

International Management	6 ECTS
International Supply Chain Management	6 ECTS
Marketing Strategy	6 ECTS
Financial Management	6 ECTS
International Marketing	6 ECTS
Business Ethics and CSR	3 ECTS
Language	3 ECTS
Dissertation	3 ECTS
French Culture and Civilisation	6 ECTS
French	6 ECTS

Semester 2

Strategic HRM	6 ECTS
Financial Strategy – Mergers and Acquisitions	3 ECTS
Business Strategy	6 ECTS
Small Business Development	6 ECTS
Marketing Research – Tourism	6 ECTS
Managing Conflict	3 ECTS
Language	3 ECTS
Dissertation	6 ECTS
French Culture and Civilisation	6 ECTS
French	6 ECTS

Year 3 - Nottingham Business School for the B.A. (Hons) I.B.A

Core Modules

Business Information, Communication and Learning	20 ECTS
Managing International Business Research	20 ECTS
International Strategic Management	20 ECTS
International Marketing and Communications	20 ECTS
Plus one option from	
Governance, Business & Development in the Asia Pacific Region	20 ECTS
Governance, Business and Development in the European Region	20 ECTS
* also available as a supplementary course	20 ECTS

Plus two options from

Foreign Language (ULP) *	20 ECTS
Comparative and International Management	20 ECTS
International tourism: Development and Impact	20 ECTS
Global Supply Chain Management	20 ECTS
Strategic International Financial Management	20 ECTS
Corporate Governance and Fraud Risk Management	20 ECTS
Creativity, Innovation and Design	20 ECTS
Managing Information and Knowledge strategically	20 ECTS

Admissions



ENTRY REQUIREMENTS

Baccalaureate, High School Diploma or equivalent qualification.

PRE-REQUISITE LEVEL OF ENGLISH

Students must possess an English language level equivalent to 500 TOEFL points.

INTERVIEWS

Degree-seeking students will be interviewed to assess the relevance of this programme in terms of the candidate's career plans and to evaluate the language level.



ADMISSION PROCEDURE

Application forms can be obtained from:

c.ferrero@ipag.fr or www.ipag.fr - www.prbs.fr

Application deadlines:

Semester 1 1st June

Semester 2 1st November

ACADEMIC CALENDAR

Semester 1

Orientation and Start of Classes Beginning of September

Semester end Mid December

Semester 2

Orientation End of January

Start of Classes Beginning of February

Semester end End of May



GENERAL INFORMATION

For information on housing, transport, immigration, cost of living and student life click on www.ipag.fr - www.prbs.fr

TUITION FEES

3 500 euros for all students wishing to study for one semester only.

6 000 euros for all students for a full year at IPAG Nice on year 1, 2 or 3 of the BBA programme.

For students wishing to study year 3 in Nottingham:

European 6 000 euros

Non-European 12 000 euros



Together – Two Amazing Cities



Why study in Nice?

Nice is both the Mediterranean's largest resort and France's fifth largest city. Its temperate winters and lush subtropical climate have attracted students around the world for decades. It is the capital of the Riviera "par excellence", and is an education, business, and tourism center. Students will also enjoy Nice's many museums, excellent beaches, and festive street life.

Being a student in Nottingham

Nottingham is a big and busy town, containing any number of shops, restaurants and potential leisure activities. Whether you're looking for something a bit more upmarket or wanting a chain restaurant, Nottingham probably has one.

Why study at Nottingham Trent?

Nottingham Trent University has one of the UK's highest graduate employment records and 97.5% of students are employed or engaged in further study within six months.

96 Universities in 26 different countries

Since 1991, IPAG has developed its international links primarily through the European Union funded ERASMUS program thus providing students with unique opportunities to study in Europe. Students can also study in Australia, Canada, Latin America, USA and Asia.



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