

Nancy, January 16, 2025

Programs

ICN Business School Launches Its International BBA

ICN Business School will introduce its International Bachelor of Business Administration (BBA) in the fall of 2025. Offered on its Paris La Défense campus (bilingual English French track) and Berlin campus (English-only), this new program aims at preparing professionals for managerial roles with an international dimension. Over the course of four years, during which students can switch campuses, they will acquire the theoretical fundamentals necessary for a multicultural career and build their employability through international professional experiences.

In a globalized and constantly evolving professional world, training managers capable of navigating international contexts and adapting to change is crucial. This is why ICN has designed its International BBA, a comprehensive, ambitious, and career-focused program for high school graduates.

The program reflects the school's strength: the **ATM pedagogy** (Art, Technology, Management). This cross-disciplinary approach enhances students' ability to address transformations in their environment through various lenses—societal, geopolitical, technological, environmental—and equips them to tackle tomorrow's challenges.

A Comprehensive and Career-Focused Program

Modeled after the Anglo-Saxon system, ICN Business School's International BBA spans four years:

- **Year 1** focuses on acquiring foundational management knowledge and building a professional project. Students can complete this year at the Paris La Défense campus in French or at the Berlin campus, where they will be immersed in an English-language track from the first semester.
- **Year 2** allows students to strengthen their knowledge and begin applying it with an internship lasting at least three months in an international context. In Berlin, the program remains 100% in English, while at Paris La Défense, students follow a bilingual English-French program. On both campuses, students will start pre-specializing by choosing one of the following modules: International Luxury Management, Business and Data Management, or Geopolitics and International Business.
- **Year 3** is dedicated to international immersion at one of the school's partner universities. Students can either spend both semesters at the same partner university (earning a dual degree) or explore two different partner universities. This year offers an opportunity to enhance language skills, broaden global perspectives, and experience a new culture.
- **Year 4** consolidates students' employability through a mandatory professional experience lasting 6 to 12 months (apprenticeship, alternating internship, or final-year internship). Simultaneously, students will choose a specialization to prepare for their entry into the job market: International Luxury Management, International Corporate Finance, Business & Data Management, or International Business Management. This final year is delivered entirely in English on both campuses.

Starting in the fall of 2025, the International BBA will welcome high school graduates. From 2026 onwards, the program will also be open to students with one year of higher education (post-Bac+1). Upon completing their studies, International BBA graduates will have the opportunity to pursue further education by directly entering the second year of ICN Business School's MSc programs (equivalent to Bac+5).

This program will soon be available on Parcoursup, allowing future high school graduates to select it as one of their choices.

Learn more about the International BBA: <https://www.icn-artem.com/en/programmes/international-bba/>



"I am always amazed by the talent of our students. Some define their career paths very early on. Contrary to common beliefs, I meet students capable of achieving so much, often far more than I was at their age. The International BBA is a response to those young individuals passionate about international opportunities and eager to shape their lives in such a context. Our students will acquire the keys and codes necessary for their personal and professional growth in a multicultural environment. I call on the curious to join us and embark on a bold experience across the globe!"
says Alice DUFOUR, Director of Bachelor Programs.

COMMUNIQUÉ DE PRESSE

Check out the launching video of ICN Business School's IBBA !



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ABOUT ICN BUSINESS SCHOOL :

Triply accredited by AACSB, AMBA, EQUIS, and a member of CDEFM within the Conference of Grandes Écoles, ICN Business School trains its students and executives to foster innovation through creativity within companies. The school offers a pedagogy focused on #ArtTechnologyManagement across its three campuses. The ICN community is driven by three fundamental values: openness, commitment, and teamwork.

- 3 300 students, including 38% international students;
- 89 permanent professors and 27 affiliated professors;
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany) ;
- 10 representative offices abroad: in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East;
- Over 130 partner universities worldwide;
- 30 student associations ;
- 150 corporate partners;
- 23 000 Graduates.

Founded in 1905 within the university, ICN became ICN Business School as a private institution in 2003. The school is a private higher education establishment recognized by the state, qualified EESPIG. It awards a degree granting a bachelor's degree for its Bac+3 programs (Bachelor in Management) and a master's degree for its Grande École program, Bac+5.

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