

GRADUATE SCHOOL OF  
MANAGEMENT

**ESC**  
CLERMONT

SCHOOL FOR LIFE  
SINCE 1919

# Bachelor in International Management

3-year Programme  
100% English



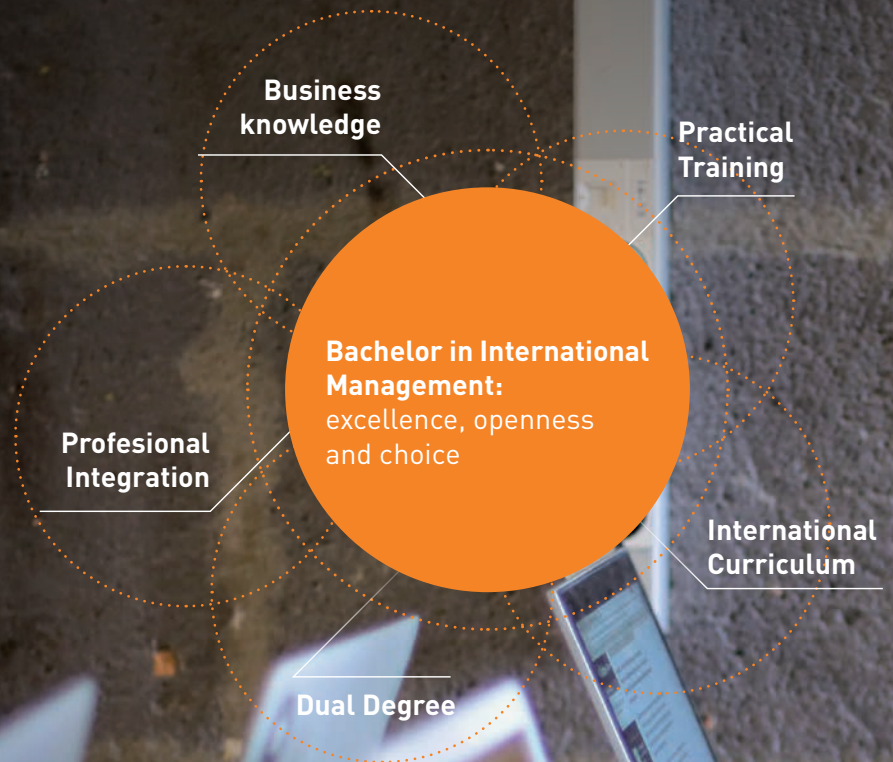
Visa Bac+3



# Bachelor Programme of **ESC CLERMONT**

A 3-year management programme comprising: a dual-degree abroad, a practical training, internships and language courses.

Characterized by a highly international curriculum, the programme offers various professional experiences preparing the students to successfully integrate into the business world in France or abroad.



Only 5% of the world's business schools are AACSB-accredited.



Consortium of Graduate Schools of Management which is a network of the 38 business schools in France offering quality education.



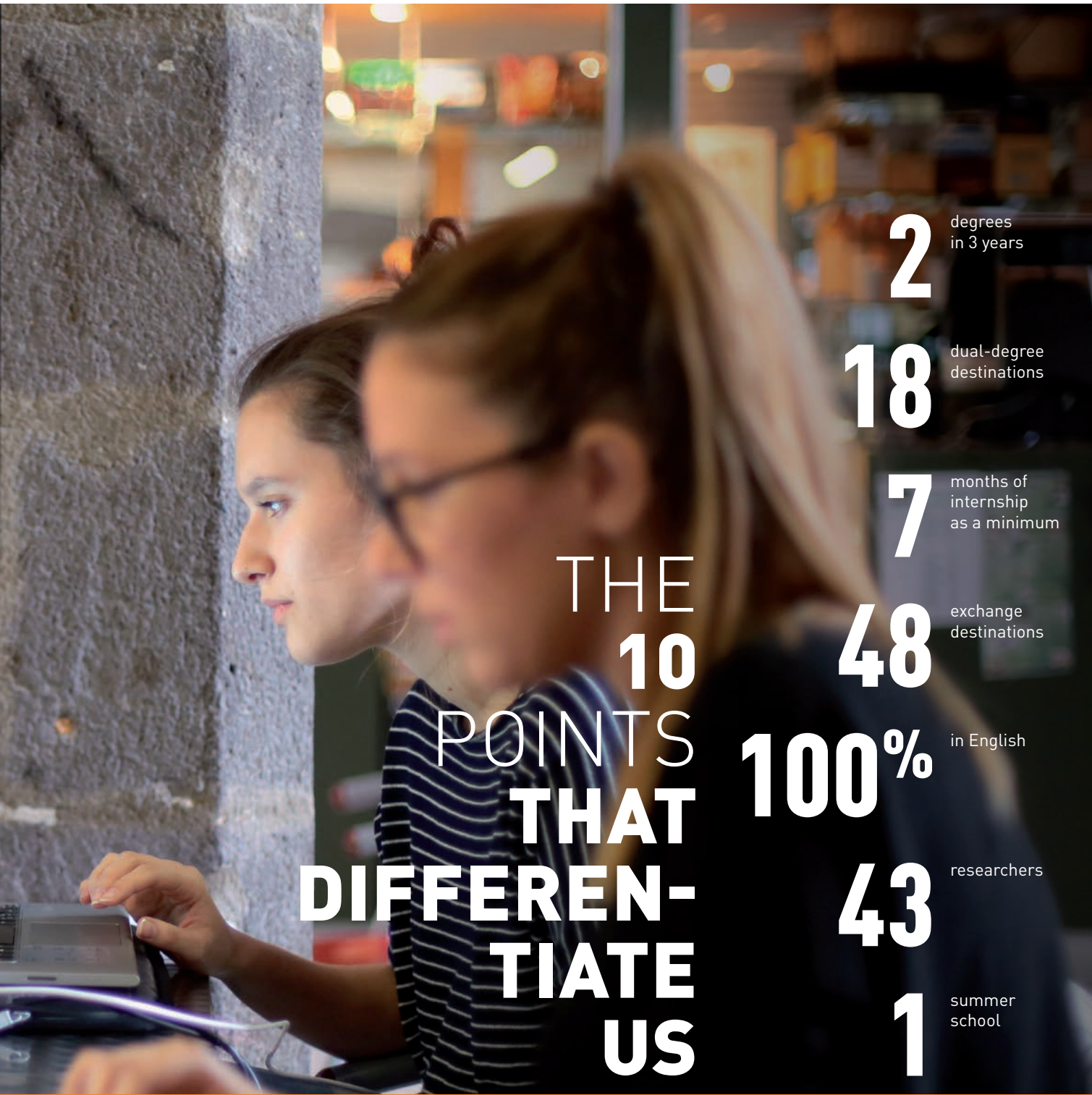
The Bachelor Programme is accredited by the Ministry of Higher Education and Research.

Visa Bac+3



**Angeline Pinglot**  
Head of the Bachelor Programme

As you will discover, our Bachelor Programme provides you with the opportunity to study an exceptional course with a highly international curriculum that opens the door to many possibilities in terms of career paths in the business fields, in any sector or organization. Throughout the programme, you are going to acquire competencies that companies are searching for, build your professional career through a step-by-step approach and realize your dreams. The programme enables you to integrate in the professional business world or pursue postgraduate master studies.



# THE 10 POINTS THAT DIFFERENTIATE US

**2** degrees in 3 years

**18** dual-degree destinations

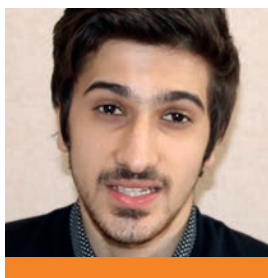
**7** months of internship as a minimum

**48** exchange destinations

**100%** in English

**43** researchers

**1** summer school



**Mursaleen Khawaja,**  
Promotion 2018

ESC Clermont Bachelor student from Dubai, UAE 2015-2018  
Dual-degree seeking student, Robert Gordon University 2017-2018

*I would describe my experience at ESC Clermont as exciting and dynamic. The best thing about being here is the numerous support and guidance that all students receive from the academic staff, alumni and professionals. The university offers a fantastic academic environment with multicultural staff and students to make it even better. The best thing about getting a Bachelor's degree from ESC Clermont is the freedom to choose what you want to do. In your final years of studies, you can either stay at ESC, do an apprenticeship or do a double degree program with one of the many partners that the school has all around the world.*

**200** professional lecturers

**200** partner companies

**95%** success rate in 3 years

# A PROGRESSIVE APPROACH

## 1<sup>ST</sup> YEAR

INTERNSHIP  
OF 2 MONTHS

### Semester 1

#### Fundamentals of management

ECONOMIC AND LEGAL ENVIRONMENT  
ACCOUNTING  
MARKETING  
COMMUNICATION  
CULTURAL DEVELOPMENT & FOREIGN LANGUAGES  
DIGITAL CULTURE & COMMUNICATION  
CORPORATE SOCIAL RESPONSIBILITY PROJECT  
FRENCH (BEGINNERS TO INTERMEDIATE AND ADVANCED LEVEL)

### Semester 2

#### Fundamentals of management

ECONOMIC & LEGAL ENVIRONMENT  
ANALYTICAL ACCOUNTING  
MARKETING  
AN INTRODUCTION TO MANAGEMENT  
CULTURAL DEVELOPMENT & FOREIGN LANGUAGES  
DIGITAL CULTURE & COMMUNICATION  
INTERNSHIP  
FRENCH (BEGINNERS TO INTERMEDIATE AND ADVANCED LEVEL)

## 2<sup>ND</sup> YEAR

INTERNSHIP  
OF 5 MONTHS

### Semester 3

#### Business knowledge and skills

FINANCE  
HUMAN RESOURCES MANAGEMENT  
DIGITAL CULTURE & STATISTICS  
CULTURAL DEVELOPMENT & FOREIGN LANGUAGES  
INTERNATIONAL BUSINESS  
EXPERIENTIAL & SOCIAL KNOWLEDGE PROJECT  
FRENCH (BEGINNERS TO INTERMEDIATE AND ADVANCED LEVEL)

### Semester 4

#### Business knowledge and skills

FINANCE  
HUMAN RESOURCES MANAGEMENT  
CULTURAL DEVELOPMENT & FOREIGN LANGUAGES  
INTERNATIONAL BUSINESS  
INTERNSHIP  
FRENCH (BEGINNERS TO INTERMEDIATE AND ADVANCED LEVEL)



**IN THE FIRST YEAR,  
I DISCOVER**

- > the fundamentals of management
- > group work in projects
- > project management
- > the business world

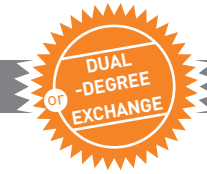
**IN THE SECOND YEAR,  
I MAKE CHOICES**

- > the specialisation of interest
- > the internship organisation and mission
- > the destination of the third year



# TO BECOMING A FUTURE BUSINESS LEADER

3<sup>RD</sup> YEAR



## DUAL-DEGREE

### Third year in a partner university

CHINA	BEIJING	CUEB
COLOMBIA	CALI	ICESI
COLOMBIA	BARANQUILLA	UNIVERSIDAD DEL NORTE
DENMARK	ODENSE	UNIVERSITY OF SOUTHERN DENMARK
FINLAND	JYVASKYLA	JYVASKULA UNIVERSITY
GERMANY	BAMBERG	OTTO FRIEDRICH UNIVERSITAT BAMBERG
GERMANY	PFORZHEIM	HOCHSCHULE PFORZHEIM
INDONESIA	YOGYAKARTA	UNIVERSITAS GADJAH MADA
IRELAND	DUBLIN	DUBLIN BUSINESS SCHOOL
ITALY	PADOVA	UNIVERSITA DEGLI STUDI DI PADOVA
ITALY	PAVIA	UNIVERSITA DEGLI STUDI DI PAVIA
MEXICO	CAMPUS QUERETARO	TEC DE MONTERREY - QUERETARO
PERU	LIMA	ESAN
PERU	LIMA	UNIVERSIDAD DE LIMA
SPAIN	MADRID	UNIVERSIDAD DE ALCALA
SPAIN	GRENADA	UNIVERSIDAD DE GRENADA
UK	NOTTINGHAM	NOTTINGHAM TRENT UNIVERSITY
UK	ABERDEEN	ROBERT GORDON UNIVERSITY

## POSSIBILITY TO SPEND SEMESTER 5 OR 6 IN EXCHANGE ABROAD

### Semester 5

CROSS CULTURAL MANAGEMENT  
 BUSINESS ETHICS  
 STRATEGY & INTERNATIONAL DEVELOPMENT  
 BUSINESS NEGOTIATION 1  
 BUSINESS INTELLIGENCE 1  
 FOREIGN LANGUAGE & CULTURAL DEVELOPMENT - French

#### OPTION :

Choose up 2 courses from the following list

- E-Business Strategies/ Web Marketing
- Web Site Development
- Economic Globalization - Trends and Risks
- Entrepreneurial Export Import Project Asia (Full-year students only)

### Semester 6

CROSS CULTURAL MANAGEMENT & WELCOME  
 INTERNATIONAL ECONOMICS & FINANCE  
 CROSS CULTURAL MANAGEMENT  
 EXPORT & IMPORT TRADING  
 SALES ORGANIZATION  
 FOREIGN LANGUAGE & CULTURAL DEVELOPMENT - French

#### Personal Branding

#### OPTION :

Choose up 2 courses from the following list

- Entrepreneurial Export Import Project Asia (Full-year exchange students only)
- Digital Marketing
- Business Intelligence 2
- Business Negotiation 2

p. 6/7 map

IN THE THIRD YEAR,  
I REALISE MY OBJECTIVE

> obtain a dual-degree  
 > or do an exchange semester  
 > or do a work/study year  
 (French is required)



# OBJECTIVE > THE 4 CORNERS

● 18 dual-degree destinations  
(p.5 list)



## International experience

The international experience is an integral element of the programme. The lectures given by **international faculty members, the teaching of foreign languages and cultures, the expatriation in all its forms (internship, semester exchange, dual-degree)** are all factors that assure a truly diverse and enriching international experience for the students.

## Foreign languages

International students have access to the **100% English curriculum**. The bachelor students are prepared to be trilingual by the end of the programme, mastering French and English, besides their native language. As part of the curriculum, students will attend French classes according to their level to improve their language competencies significantly and allowing them to get the most out of their experience in France by integrating into the French culture.

For francophones, there is also a progressive track available where both English and French are the languages of instruction.

# OF THE WORLD

48 exchange destinations



<b>AUSTRIA</b>	UNIVERSITÄT WIEN
<b>BRAZIL</b>	UDESC - SANTA CATARINA STATE UNIVERSITY
<b>CANADA</b>	FANSHAWE COLLEGE UNIVERSITY OF GUELPH
<b>CHILE</b>	UNIVERSIDAD MAYOR
<b>CHINA</b>	CUEB
<b>FINLAND</b>	HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES JYVASKYLA UNIVERSITY
<b>GERMANY</b>	HEILBRONN UNIVERSITY FAU NURNBERG HOCHSCHULE OSNABRÜCK HOCHSCHULE PFORZHEIM OTTO FRIEDRICH UNIVERSITÄT BAMBERG UNIVERSITÄT REGENSBURG UNIVERSITÄT STUTTGART UNIVERSITY OF APPLIED SCIENCE AALEN
<b>HUNGARY</b>	BUDAPEST BUSINESS SCHOOL
<b>IRELAND</b>	LETTERKENNY INSTITUTE OF TECHNOLOGY
<b>ITALY</b>	UNIVERSITÀ DEGLI STUDI DI PAVIA
<b>LITHUANIA</b>	VILNIUS UNIVERSITY
<b>MEXICO</b>	TEC DE MONTERREY - MULTI CAMPUS UNIVERSIDAD ANAHUAC UNIVERSIDAD DEL MAYAB
<b>NETHERLANDS</b>	AVANS HOGESCHOOL BREDA THE HAGUE UNIVERSITY OF APPLIED SCIENCE
<b>PERU</b>	UNIVERSIDAD DE LIMA UNIVERSIDAD SAN IGNACIO DE LOYOLA
<b>POLAND</b>	CRACOW UNIVERSITY OF ECONOMICS POZNAN UNIVERSITY OF ECONOMICS
<b>PORTUGAL</b>	NOVA SCHOOL OF BUSINESS AND ECONOMICS
<b>ROMANIA</b>	ROMANIAN AMERICAN UNIVERSITY
<b>SCOTLAND</b>	ROBERT GORDON UNIVERSITY
<b>SLOVENIA</b>	UNIVERSITY OF LJUBLJANA
<b>SOUTH KOREA</b>	SOLBRIDGE
<b>SPAIN</b>	COMPLUTENSE DE MADRID MONDRAGON UNIVERSITY UNIVERSIDAD DE OVIEDO UNIVERSIDAD DE LOYOLA UNIVERSIDAD REY JUAN CARLOS MID SWEDEN UNIVERSITY UNIVERSITY OF OREBRO
<b>SWEDEN</b>	NATIONAL CENTRAL UNIVERSITY
<b>TAIWAN</b>	NATIONAL TAIWAN UNIVERSITY
<b>TURKEY</b>	BILKENT UNIVERSITY
<b>UK</b>	NORTHUMBRIA UNIVERSITY UNIVERSITY OF BIRMINGHAM
<b>USA</b>	BRIGHTON UNIVERSITY CLEVELAND STATE UNIVERSITY



Groupe ESC Clermont retweeted



**Clémence Geneix**, Promotion 2016

Back on our semester in Aberdeen (Scotland). Sure it will remain good memories [Edouard](#), [Adrien](#) et [Victor](#) ;)



## A guided study abroad path

Going abroad is subject to certain conditions. That is why the students are accompanied by the International Office in the validation of their study abroad project (the choice of the destination, motivation, TOEFL score and academic results), as well as during the preparation to go abroad and the relative processes required to follow.

# PREPARE TO CONQUER THE BUSINESS WORLD

As well as providing the students with solid grounding in the fields of Business, the Bachelor Programme has been designed to prepare students for professional integration into the business world through:

- 7-months of internship minimum
- Professional experience gained throughout the programme
- Business cases
- Presentations, assignments, group work..
- Company projects
- Projects and events carried out with relation to companies..
- Career counseling modules
- Orientation in terms of job hunting and interview preparation

**OUR BACHELOR  
CELEBRATES ITS 10 YEARS**

**1200** students

**10 years later...** 80% of the students continued their Master degree among which: 85% in France, 15% abroad

**50%** have an international position abroad

**99%** satisfied with their professional situation

**98%** recommend the programme Bachelor

**Most important competencies they gained in the Bachelor programme**

**1** International experience and openness (80%)

**2** Professional and operational experiences (75%)

**3** Language competencies (63%)

## JobLab

A career service dedicated to supporting all students in their professional integration.

The team of the JobLab accompanies the students through consistent counseling, guidance and support during their study period. This is represented in the form of:

- JobTeaser (online platform with more than 4,000 offers)
- Career days organized at the school
- Conferences and workshops
- Tools and methods of job hunting

Examples of Missions and Internships:

- Community Manager
- Sales Consultant
- Junior Consultant
- Assistant Manager
- Communication
- Events
- HR
- Marketing
- Assistant Project Manager
- Assistant Department Manager

## ESC Clermont Alumni network

With over 12,000 graduates spread over five continents, the school connects those graduates with the students through the Alumni network while proposing different events and activities organized throughout the year (JobDatings, meetings, advising on expatriation and so on..). The network promotes for enriching experiences through community engagement and support.





# STUDENT LIFE AT CLERMONT-FD: FRANCE'S BEST STUDENT CITY



**Clazara LARASATI**  
Promotion 2017  
ESC Clermont Bachelor student  
from Indonesia 2014-2017

It's really pleasing to study at ESC Clermont, you can meet a lot of teachers and students who are amazing, the way that they teach us is different and creative. There are so much events in our school to increase our knowledge and gain a new experience.



## THE CITY OF CLERMONT-FERRAND

Located at the heart of France, Clermont-Ferrand is ranked as the best student city in France\* welcoming more than 42,000 students who are attracted by the city's quality education, cultural and sport infrastructure, safety levels and the dynamic economy of the city, where 1 out of 3 citizens is less than 20 years old. The city has proximity to other major French and European cities.

\* *l'Etudiant Ranking 2014-2015*



## INTERNATIONAL OFFICE

### SUPPORT BEFORE, DURING AND AFTER YOUR STAY

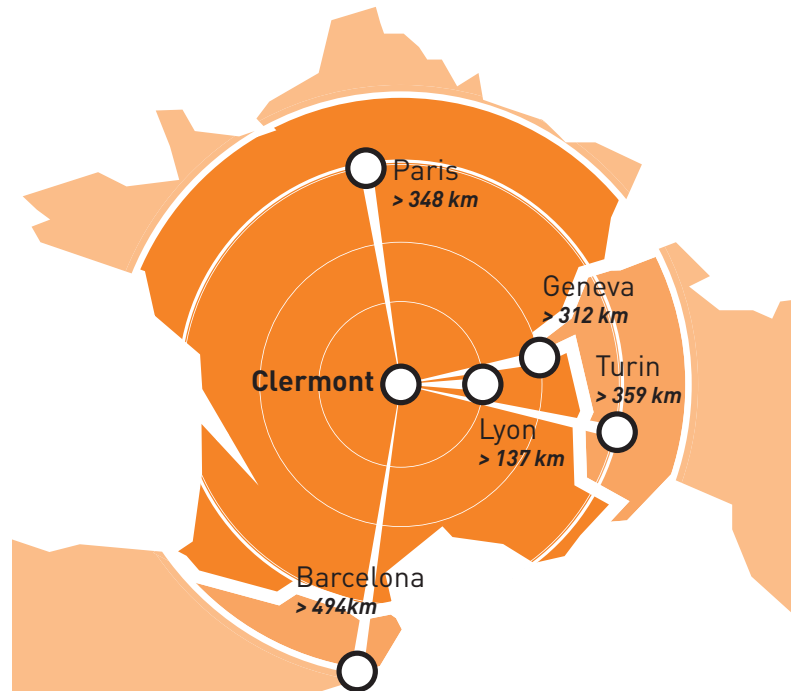
ESC Clermont's International Office provides consistent support to international students for them to make the most of their unique experience at ESC Clermont. Students are provided with practical assistance and support in terms of accommodation search, visa regulations, health matters and any other issues that may arise during a student's stay. The International Office accompanies students before their stay, integrates the students during their stay and builds ties with the students after they finish their study period.

## HOUSING

The school has a partnership agreement with 'Moversia' an agency that provides international students with practical and personalized services to ensure a comfortable stay in Clermont-Ferrand. The service is completely **free of charge for full fee-paying 'non-exchange' students**.

The service includes:

- Pre-arrival housing search and welcoming (Communication of accommodation offers and photos, Airport pickup and so on..)
- Administrative assistance (Housing grant, Housing lease, Electricity, gas and internet contracts, Opening bank account)



## FINDING ACCOMMODATION, AN EASY TASK



**80%** of the students can go back home to have lunch



**10 min** the average time that students take to go to school



**2 months** the accommodation search starts nearly two months before coming in September



**75%** of the students go the school on foot

Survey G02C, April 2016

# SCHOOL ASSOCIATIONS



## STUDENT UNION

Organisation of events and coordination of the activities of all other associations



## CREATIVE CLUB

Art, communication and musical events



## STOPADDICT!

Social responsibility projects and raising awareness



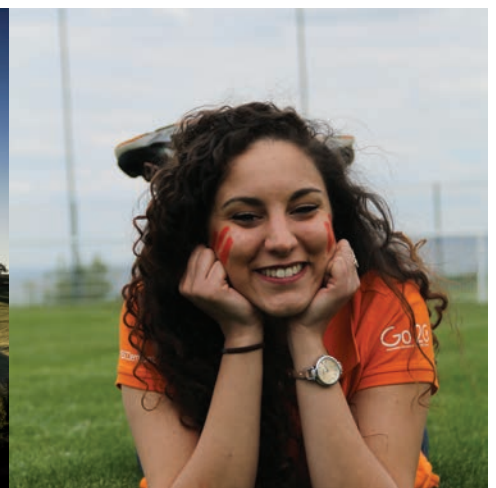
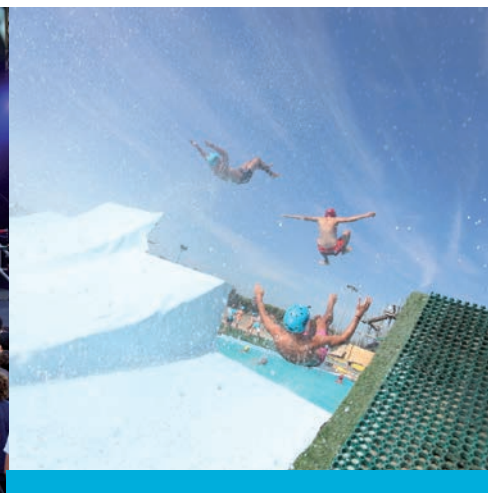
## SPORT'S CLUB

Promotion of sports and team spirit



## GO2C

Promotion of the business school in France





### SEGMA

The business school's junior enterprise network



### HUMANITARIAN HUB

Solidarity, humanitarian and assistance projects



### ALTERNATIVES

Student job service communicating offers



### CULTURE HUB

Cultural missions and gastronomy events

## FINANCING YOUR STUDIES

### TUITION FEES

for the Bachelor Programme:

**€7000 per year,**

**€8000 for the last year in case of obtaining the dual-degree.**

Tuition Fees for students joining the 3<sup>rd</sup> and final year of Bachelor directly: **€7500**

### FEES ALSO INCLUDE:

- Access to online learning resources
- Access to JobLab
- Summer school abroad in the first year
- Subscription to the student union
- Subscription to the Groupe ESC Clermont Alumni association

### Flexible payment plans:

There are flexible payment plans available to make it easier for students to pay for their tuition fees. For example, students can schedule the payment on various installments or through monthly payments.

### EARLY BIRD SCHOLARSHIPS:

- Payment of deposit: Those who pay the deposit before the beginning of March receive **a 5% reduction on the tuition fees.**

- Confirmation of enrollment: Those who pay the deposit within the two weeks following acceptance and till the end of June as a maximum receive **a 5% reduction on the tuition fees.**

- Full payment of the tuition fees before start of the programme: **5% reduction on the tuition fees.**

*The first two scholarship schemes are non-cumulative. The full payment of the tuition fees discount is cumulative with either the first or second early bird scholarship.*

### SCHOLARSHIPS BY ESC CLERMONT FOUNDATION:

The foundation of Groupe ESC Clermont offers various scholarships that are open to international students based on their academic achievements and social backgrounds.

### SCHOLARSHIPS TO GO ABROAD:

Erasmus+ scholarship: It allows students to finance part of their stay in Europe as part of their study abroad in partner university (semester / double-degree) or internship.

Conseil Régional scholarship: It is a scholarship offered by the region of Auvergne-Rhône-Alpes for students who do part of their studies or their internship abroad.

### Student jobs:

International students are legally authorized to take on part-time jobs to finance their study period in France. There is an association in the school which sends students part-time offers and missions from time to time.

## ADMISSION

### ADMISSION REQUIREMENTS:

- High School Diploma (French or international), English A-levels (or equivalent)
- English TOEFL score of minimum 550 (or equivalent)

### APPLICATION PROCEDURE:

- Fill in the **application form:** <https://www.esc-clermont.fr/en/apply-online/>
- Students will be asked to complete an automated video application on our platform or do a skype interview **where their motivation, academic profile, and linguistic skills will be evaluated.**
- Students who are accepted will be required to **pay a deposit fee of 3500 euros** (to be deducted from total tuition fees rest to pay) to confirm their enrollment.

*This deposit is refundable only in case of visa refusal, an administrative fee of 200 euros is applicable.*

## COST OF LIVING



320€-400€  
Accommodation



150€-250€  
Meals



30€-80€  
Outings



50€-70€  
Other expenses  
(Transport, Communication and so on)

Total per month:  
**Between 550€  
and 800€**

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## CONTACT

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