INSEEC BBA

Create YOUR OWN INTERNATIONAL FUTURE

INSEEC BBA – COURSE CATALOGUE

FALL-SPRING 2026-2027

IMPORTANT

- **INSEEC BBA Bordeaux (CEESO)** Erasmus code: F BORDEAUX45
- **INSEEC BBA Lyon (CEERA)** Erasmus code: F LYON71
- **INSEEC BBA Paris (MBA Institute)** Erasmus code: F PARIS455

- This list is subject to change before the start of the academic year. We will inform our partners accordingly
- Students must choose a program and take all listed courses (30 ECTS credits). Only the courses indicated as "*optional*" are not mandatory
- Courses between different programs (or different BBA4 Majors) cannot be mixed
- Several available spots being limited per program, a "first come – first served" basis will apply. If necessary, an alternative campus or program will be proposed
- The International Relations Office reserves a right to modify the program and/or campus initially chosen by a student if the application and/or academic requirements are not met
- PROGRAMS OUTLINES ARE AVAILABLE HERE: INSEEC BBA INCOMING
- Nomination deadline for Fall Semester and Full-Year: May 1 *(next opening: beginning of April)*
  Nomination deadline for Spring Semester: October 15 *(next opening: beginning of October)*
- Application deadline for Fall Semester and Full-Year: May 31 *(next opening: beginning of April)*
  Application deadline for Spring Semester: November 15 *(next opening: beginning of October)*
- Some programs are available in French upon request

INTERNATIONAL RELATIONS OFFICE
international.bbainseec@inseec.com

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BORDEAUX CAMPUS
Incoming/Outgoing students & Agreements' signature: Marion DOMBEY | mdombey@omneseducation.com | +33 5 56 15 35 38

LYON CAMPUS
Incoming/Outgoing students & Agreements' signature: Marion DOMBEY | mdombey@omneseducation.com | +33 5 56 15 35 38

PARIS CAMPUS
Incoming/Outgoing students & Agreements' signature: Claire CHABAUD | cchabaud@omneseducation.com | +33 1 44 39 01 96

INSEEC BBA FACTSHEET, PROGRAMS OUTLINES, HOUSING

INSEEC BBA - COURSE CATALOGUE

BELCO PROGRAM

(Check the town availability in the Campus column below)

Level: 3rd year - Undergradudate

Fall: September 8, 2026 - December 11, 2026
Fall holidays: October 19, 2026 - October 23, 2026

Dates include orientation and exams

PROGRAM	CAMPUS / SEMESTER	COURSES *(ALL ARE MANDATORY EXCEPT THE OPTION)*	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BELCO PROGRAM	BORDEAUX Fall	Business Challenge		3	18
		Project		3	18
		International Business Ethics		3	18
		Introduction to Corporate Strategy		3	18
		Brand Management & Personal Branding		3	18
		Wine Business		3	18
		Budgeting & Management Control		3	18
		Negotiation		3	18
		Digital Marketing		3	24
		Luxury Marketing		3	18
		French for Foreigners (optional)		*3*	*18*
		TOTAL (without the optional course)		30	186

Note for Erasmus+ students: no component code is needed for your Online Learning Agreement (OLA): please use "1", "2", "3", etc. as course code

INSEEC BBA - COURSE CATALOGUE

ATLANTIS PROGRAM

(Check the town availability in the Campus column below)

Level: 3rd year - Undergradudate

Fall: September 8, 2026 - December 11, 2026
Fall holidays: October 19, 2026 - October 23, 2026

Dates include orientation and exams

PROGRAM	CAMPUS	COURSES *(ALL ARE MANDATORY EXCEPT THE OPTION)*	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
ATLANTIS PROGRAM	LYON Fall	Organizational Behavior		4	30
		Research Methodology		2	12
		Finance in a Flat World		6	39
		Marketing in a Flat World		6	39
		Information Systems Management		6	39
		Global Consulting Project		6	30
		French for International Students (optional)		*6*	*30*
		TOTAL (without the optional course)		30	189

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INSEEC BBA – COURSE CATALOGUE

BBA3 PROGRAM

(Check the town availability in the Campus column below)

Level: 3rd year – Undergradudate

Fall: September 9, 2026 – December 17, 2026
Fall holidays: October 19, 2026 – October 23, 2026

Spring: February 15, 2027 – May 21, 2027
Spring holidays: April 12, 2027 – April 16, 2027

Dates include orientation and exams

PROGRAM	CAMPUS	COURSES *(ALL ARE MANDATORY)*	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BBA3 PROGRAM	BORDEAUX Spring LYON Fall PARIS Fall Spring	Operation & Supply Chain Management	EN	3	18
		Geostrategy	EN	3	30
		Strategic Business Analysis + Strategic Development for Business Success	EN	3	38
		Global Consulting Project (MCD)	EN	3	18
		Consumer Behavior Analysis	EN	3	20
		ELECTIVE COURSE Please choose 1 item: Responsible Entrepreneurship & Innovation OR Responsible Global Marketing OR Responsible International Business Management OR Responsible Production of Financial Information	EN	3	20
		ACT For The Transition	EN	1	13
		Financial Diagnosis	EN	3	18
		Financial Project Management	EN	3	18
		International Event Communication	EN	2	18
		Negociating in a Foreign Language (French Language for Foreigners)	FR	2	24
		Tools for Success	EN	1	18
		TOTAL		30	253

Note for Erasmus+ students: no component code is needed for your Online Learning Agreement (OLA): please use "1", "2", "3", etc. as course code

INSEEC BBA - COURSE CATALOGUE

BBA4 PROGRAM

MAJOR: INTERNATIONAL BUSINESS DATA MANAGEMENT (IBM)

(Check the town availability in the Campus column below)

Level: 4th year - Undergradudate

Fall: September 7, 2026 - December 11, 2026
Fall holidays: October 26, 2026 - October 30, 2026

Dates include orientation and exams

PROGRAM	CAMPUS	COURSES *(ALL ARE MANDATORY)*	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BBA4 PROGRAM Major: International Business Management (IBM)	BORDEAUX Fall	Global Exam Preparation TOEIC		1	39
		Research Methodology		2	36
		Corporate Strategy		2	18
		Save My Business		2	21
		Sustainable Purchasing and Supply Chain Management		3	18
		International Business Development		3	18
		International Market Selection Models and Approaches		3	18
		Budget Management		3	20
		CSR and Risk Analysis		2	18
		POWER BI		3	18
		International Project Management		3	18
		Best Practices in Responsible People Management		3	18
		TOTAL		30	260

Note for Erasmus+ students: no component code is needed for your Online Learning Agreement (OLA): please use "1", "2", "3", etc. as course code