



 THE SPIRIT OF
ENTREPRENEURSHIP
since 1950

Bachelor in management (BSc)

#ProudtobeEDC

edcparis.edu



Program

1ST
YEAR

Semester 1

- Soft Skills - Cohesion and dynamics
- General culture and world awareness
- Sales negotiations and customer relations
- Quantitative decision-making methodology (Phase 1)
- General accounting
- Professional competence and careers
- English
- 2nd Foreign language (option)

Semester 2

- Principles of Economics - Macro and Microeconomics
- The fundamentals of the law
- Quantitative decision-making methodology (Phase 2)
- Management Accounting
- Professional competence and careers
- Marketing research and studies
- English
- 2nd Foreign language (option)

- Internship - 6 weeks minimum

2ND
YEAR

Semester 1

- Business and corporate law
- Soft skills (Phase 2) - Impact
- Marketing
- Quantitative decision-making methodology (Phase 3) and financial mathematics
- Digital transformation (and digital ecosystem)
- Professional competence and careers
- English
- 2nd Foreign language (option)

Semester 2

- Project management & MSI
- Financial analysis and corporate finance
- Strategic diagnosis of the company
- Supply chain fundamentals
- Organizational behavior and HR
- Professional competence and careers
- English
- 2nd Foreign language (option)

- Internship - 8 weeks minimum

DIGITAL MARKETING & COMMUNICATION

Semester 1

- Soft skills seminar
- Strategy and digital platform
- The drivers of digital marketing
- Social Marketing & Community Management
- Web Design
- Business simulation
- English
- 2nd Foreign language (option)

Semester 2

- End of study internship - 20 Weeks minimum, in line with the chosen specialization.



Digital Project Manager, Community Manager, Digital Communication Officer, Content Manager...

COMMERCIAL MANAGEMENT

Semester 1

- Soft skills seminar
- Supervision and management of the sales force
- Optimization of the sales organization
- Complex sales & key account management
- Sales and Marketing Information Systems
- Business simulation
- English
- 2nd Foreign language (option)

Semester 2

- End of study internship - 20 Weeks minimum, in line with the chosen specialization.



Area Manager, Head of on-site or mobile sales teams, Key Account Engineer, Sales Engineer...

INTERNATIONAL TRACK

Semester 1

- Negotiation skills
- Managerial accounting and corporate finance
- MIS and CRM
- Strategy and digital platform
- Soft skills seminar
- Leadership
- English
- 2nd Foreign language (option)

Semester 2

- Final report, personal project, group project.



Product Manager, Start-up Consultant, Export Manager, Business Unit Manager...

3RD
YEAR

A leading business school for now 70 years

- State-approved private higher education institution,
- A leader in the field of entrepreneurship,
- Innovative pedagogy,
- International spirit,
- Student associations,
- New campus for the 2019 academic year.

ranked
among
The TOP 7 french
business
schools



Learning objectives



Access to front-line (or intermediate) managerial functions in a wide variety of sectors or positions.



Embark on an entrepreneurial adventure.



Pursue studies in a specialized master's cycle.

Develop entrepreneurial leaders

- Personal development (soft skills),
- A 360° view of managerial sciences,
- Ability to be open to the world and cross-disciplinarity,
- Coaching: customized workshop,
- International experience,
- Upgrade in language skills,
- Professional experience.

Professionalization focused around a company's key positions in the following areas:

- ▲ Marketing & digital communication,
- ▲ Sales management.

“To reveal your talents and give your career a new dimension.”

Advantages of this program



EDC Paris Business School is the **1st leading reference school in entrepreneurship**, and it also offers the possibility of obtaining a level 2 RNCP* qualification (Level 6 - European classification) equivalent to a **bachelor's degree level** and/or an official diploma from a foreign university.



Training combining **academic excellence and professional experience** with a pedagogical approach aimed at putting the student at the heart of learning (case studies, project management, role-playing, Business Games, reverse class, blended learning, online support).



Membership in the EDC Paris Business School **alumni community** with more than 15,000 alumni (including 5,000 business owners).

	1 ST YEAR	2 ND YEAR	3 RD YEAR
TRACK I	French and English track		Majors in Marketing & Digital Communication or Commercial Management or international academic exchange
TRACK II	English track		International track or international academic exchange
OBJECTIVE	Master the fundamentals of management and develop the associated technical and behavioral skills in order to have the necessary foundations for further development		To acquire the professional skills related to the chosen field of specialization
PROFESSIONAL INTEGRATION	Discovery internship in France or abroad (6 weeks)	Professional internship in France or abroad (8 weeks)	End-of-study internship or professionalization internship (20 weeks minimum)
INTERNATIONAL	Possibility of academic exchanges and to obtain a double degree Bachelor: Recognized international diplom from one of our academic partners		

NB: In the event of a study abroad in the 3rd year to obtain a double degree, an additional semester may be required in order to complete the internship.

FURTHER STUDIES

Admission to the M1 (4th year) of the Grande Ecole Program
Admission to M1 (1st year) of the specialized MBA or Master of Science
Parallel admissions to Masters in France or abroad

Admissions



ACADEMIC YEAR STARTING OCTOBER 2019:

- **1st year:** Post-baccalaureate admission on application and motivational interview.
- **Profile of candidates:** Holders of a French baccalaureate or foreign equivalent.

ACADEMIC YEAR STARTING OCTOBER 2020:

- **2nd year:** Admission on application and motivational interview.
- **Profile of candidates:** They must have a baccalaureate and have validated a first year of higher education (60 ECTS credits).

▲ For more information, please contact our **Admissions Department**.



DURATION
3 years

ECTS CREDITS
180

TUITION FEES
8.200€/year

*The attribution of the RNCP certification is the responsibility of the certifier and is the subject of a specific process.