

BACHELOR IN BUSINESS MANAGEMENT

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PROGRAM HIGHLIGHTS

This program offers full immersion in the world of finance, with classes taught by industry experts.

It combines strong theoretical training with practical experience in France and/or abroad, allowing students to develop a global understanding of today's financial issues while mastering English — the key language of the industry.

Students will have the opportunity to explore the different areas of finance and understand their purpose, helping them choose a specialized and relevant MBA in the future.

The program also helps students become familiar with the challenges and opportunities of the financial sector, while developing essential intercultural and language skills.

KEY POINTS

Program duration : 3 years

Intakes : February & September

Schedule :

- **1st year:** courses from February to May + 3-month practice from June to August or courses from September to December + 3-month practice from January to March
- **2d year:** courses from September to March + 4-month practice from April to July
- **3rd year:** courses from September to December + 6-month practice from January to June

Concept:

- The program is entirely taught in English, except 4 hours in French per week
- A comprehensive course covering all aspects of financial professions
- An outstanding teaching staff consisting of lecturers and researchers from the Grandes Écoles and universities, as well as working professionals in all areas of finance

CERTIFICATION

RNCP Title : Certified level 6 diploma upon successful completion of Bachelor Year 3.

RNCP certification : 40889,

Name : **Business development manager**

NSF Code(s) :

310: Multi-disciplinary specializations in trade and management

312n: Market studies and business projects

Degree delivered by Formatives under an agreement with Financia Business School

<https://www.francecompetences.fr/recherche/rncp/40889/>

OBJECTIVES

- Understanding a company's economic environment
- Budget control
- Managing a team and a department
- Managing business management projects
- Conducting an audit and financial management
- Managing a financial department
- Identify the various branches of finance in order to make the best choice for an MBA



CURRICULUM

1st year

- Economy
- Business Game
- Introduction to international law and international financial standards
- Banking and financial markets
- Introduction to cryptocurrencies and blockchain
- Introduction to trading
- Customer relations management
- General accounting
- Financial mathematics
- French language
- Use of office software
- Fundamentals of Management level 1
- Marketing Fundamentals Level 1
- Geopolitics

2nd year

- Strategic Analysis & Business Model
- Corporate Finance
- Data Management
- General accounting
- Auditing
- Portfolio management
- Communication and public speaking
- Company law
- Fundamentals of Management level 2
- Marketing Fundamentals Level 2
- Business Game
- Excel
- French language

3rd year

- Market research and applied sector monitoring
- Law
- Research and monitoring techniques
- Strategic policy and diagnosis
- Data analysis and interpretation
- Development strategy
- Public procurement / Tenders
- Strategic public speaking
- Customer marketing management
- Offer structuring and responsible innovation
- Eco-design
- Digital marketing and omnichannel acquisition
- Brand platform / Influence communication, media, and digital visibility

FURTHER STUDIES

- MBA Corporate Finance & Financial control
- MBA Trading & Finance