

# SKEMA GLOBAL BBA

Choose your way

2021-2022 ADMISSIONS  
GLOBAL MANAGEMENT  
BUSINESS ADMINISTRATION  
INTERNATIONAL BUSINESS



**skema**  
BUSINESS SCHOOL

AT HOME WORLDWIDE





**“SKEMA is a global institution with French roots. Our mission is to train the talents of the knowledge economy.**

In an already globalised and digitalised economy, the arrival of artificial intelligence is further disrupting our lifestyles, our social and cultural codes, and the foundations of our society and our economy. Education has a crucial role to play in these changes.

It is in this context that SKEMA trains future business leaders to adapt to the requirements of 21st century companies and organisations. Our students learn to be mobile, multicultural, agile and aware of new societal challenges while possessing entrepreneurial and managerial capabilities. They are committed to the safeguarding of the planet, protection of personal data and essential ethical issues. These are the values and DNA of our research, our programmes and our organisation: **think like the avant-garde school, act as an impactful player, contribute as a glocal institution.**

Few are those who have the opportunity to study in a global

environment: either face-to-face on the five continents where the school is present or at a distance in a *hybrid* learning mode, these students benefit every day from courses that link global and local practices, technology and experience sharing.

We prepare talents for the new reality of companies and organisations. Through academic research, new programmes and content, and the involvement of companies, SKEMA's graduates are ready for emerging jobs and new horizons.

Your experiences at SKEMA will shape you and they will become some of your greatest memories. You will be ready to succeed in any company, organisation or project you choose, wherever you are in the world.

I sincerely hope that you will enjoy sharing our visions and values.”

**Alice Guilhon**  
Dean & Executive President,  
SKEMA Business School

**48,000**  
graduates across the world

**9,000**  
students

**120**  
nationalities

**7**  
campuses across the world:  
Brazil, China, France, South Africa  
and the USA

**Multi-accredited**

EQUIS, AACSB and EFMD  
Accredited EMBA and member of  
the Conférence des Grandes  
Écoles (CGE)

**Challenge<sup>s</sup>**

**4<sup>th</sup>** best undergraduate  
programme (four-year) for its  
Global BBA (2020)

**More information: [skema.edu](http://skema.edu)**  
**News Room section**

# Faculty & Research

To meet the needs of the rapidly evolving market, SKEMA organised its teaching body around three academies — **globalisation, innovation and digitalisation** — addressing the conventional fields of expertise (strategy, finance, marketing, supply chain, HR, etc.) in a more transverse and global manner.

With regard to research, the school has opened five research centres, using its own global presence to its advantage:

- **FAIRR** - Finance and Accounting Insights on Risk and Regulation
- **KTO** - Knowledge, Technology and Organisation
- **MINT** - Marketing Interactions
- **PRISM** - PRoject Information and Supply Management
- **RISE<sup>2</sup>** - Reflections and Research In International Strategy Sustainability Entrepreneurship and Economics

The ensemble is completed by an institute devoted to **sports and languages** — SKILLS (SKema Institute for Languages and Sport) and an **artificial intelligence** institute.

## Governance

The school's governance is structured around a Board of Directors and a General Assembly comprising members from the school's original territories in the north and south of France, as well as prominent alumni working in high-profile international companies, reflecting what constitutes our DNA (globalisation, innovation, digitalisation). The strategic work of the Board of Directors is informed by the recommendations of two advisory bodies: the International Advisory Board (IAB) and the Research Advisory Committee (RAC), each made up of influential people from the academic and corporate spheres.

## Quality & Accreditations

SKEMA is multi-accredited - **Equis, AACSB and EFMD**

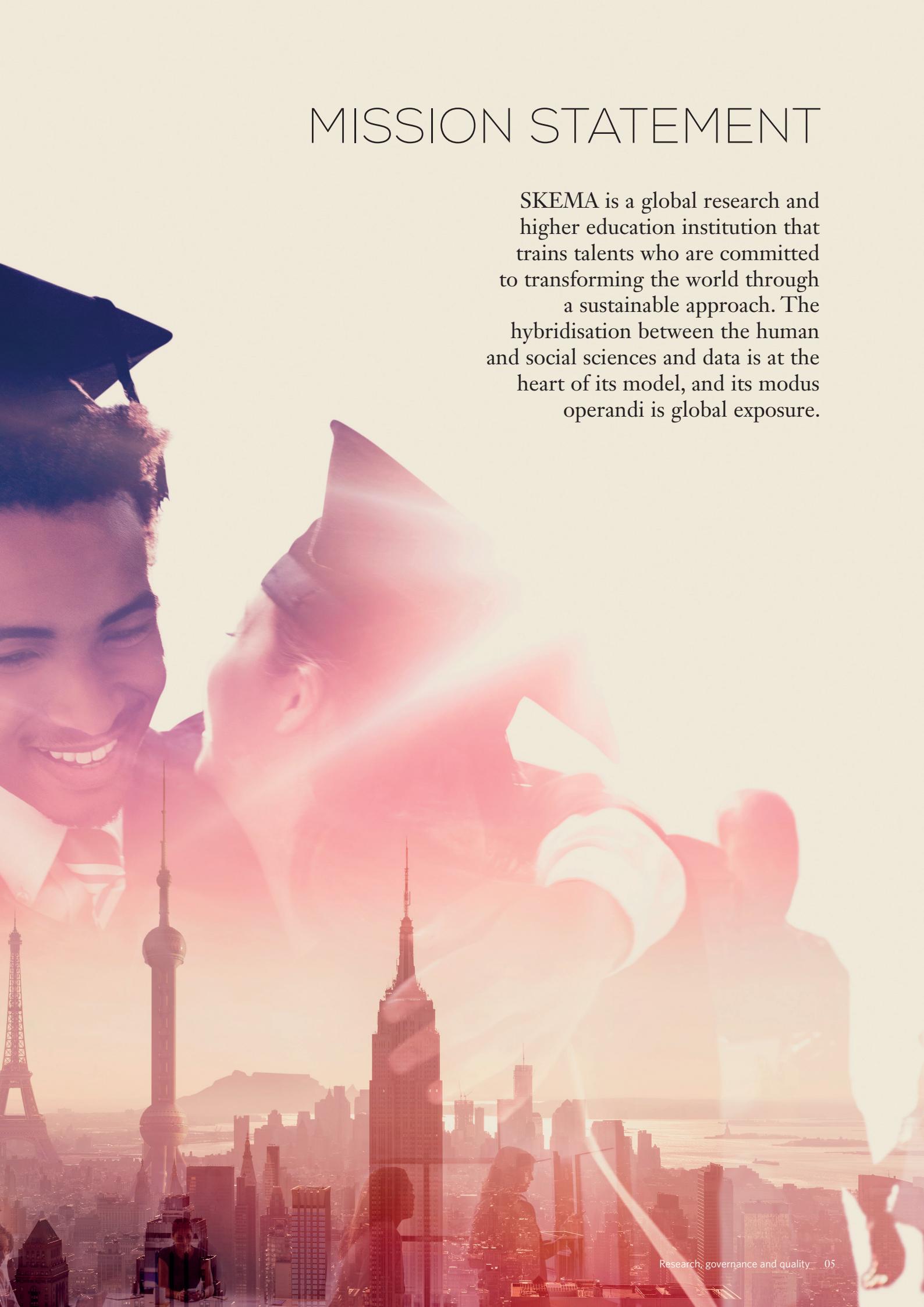
**Accredited EMBA.** Its programmes are recognised in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China.

SKEMA is certified ISO 9001 for the quality of its management and ISO 14001 (Lille and Sophia-Antipolis campuses) for its environmental management. It has also obtained the EESPIG label and is a member of the 'Conférence des Grandes Ecoles (CGE)'.



[KNOWLEDGE.SKEMA.EDU](http://KNOWLEDGE.SKEMA.EDU)

# MISSION STATEMENT



SKEMA is a global research and higher education institution that trains talents who are committed to transforming the world through a sustainable approach. The hybridisation between the human and social sciences and data is at the heart of its model, and its modus operandi is global exposure.

# SKEMA GLOBAL EXPERIENCE

Explore the uniqueness of SKEMA Business School: with 7 campuses on 5 continents, the school offers an unparalleled global experience!



## Raleigh Campus

### In the heart of the Research Triangle Park

This campus is located in the heart of North Carolina State University's Centennial Campus. Not far from the leading American technology park (Research Triangle Park), Raleigh brings together many innovative companies and research laboratories. Students have the opportunity to benefit from the infrastructures of one of the largest American universities. To this dense economic fabric, we can add many universities (16 in total) and an exceptional quality of student life...



## Belo Horizonte Campus

### Brazil's Silicon Valley

SKEMA's Brazil campus is established within the Fundação Dom Cabral in Belo Horizonte, located 360 km from Rio de Janeiro and 500 km from São Paulo. Ranked among the ten most dynamic cities for business in Latin America by the magazine América Economia, 80% of its economy is concentrated in the service sector. Belo Horizonte is considered the Brazilian Silicon Valley, with more than 200 start-ups and around ten incubators.



## Grand Paris Campus

### Opening in 2020-2021

Currently based at La Défense, SKEMA is moving in 2020-2021 to a central site 13 minutes from Les Champs Elysées: the 'Grand Paris' campus in Suresnes is the anchor point for the school's global strategy. Paris, a multicultural city and gateway to the European continent, will amplify SKEMA's international visibility and increase its capacity to 10,000 students. Hyperconnected and at the crossroads of many cultures, the Grand Paris campus will set a benchmark for the usage of new technologies.

## Sophia Antipolis Campus

### In the heart of the French Riviera

Sophia Antipolis, Europe's leading technology park, is a laboratory of 21st Century companies and a highly-skilled community. Several major engineering schools, university establishments and research institutes are located here, creating intellectual vitality with 5,000 students. SKEMA benefits from the presence of over 1,500 companies around its campus.





## Lille Campus

### **At the crossroads of Europe**

This contemporary campus, spread across 20,000 m<sup>2</sup>, is located in the heart of the city in the Euralille district, which is the metropolis' business centre. Lille has one of the largest student populations in the country. The Hauts-de-France region represents an attractive centre of economic life, home to the head offices of many groups and large companies. Multinational companies are located here; as it is the logistical centre of Europe.



## Stellenbosch - Cape Town Campus

### **Destination: South Africa**

SKEMA is setting up its new campus within Stellenbosch University, an emblematic institution near Cape Town, South Africa. Students enjoy the many facilities of Stellenbosch University: a huge documentation centre, a music school, concert halls, an athletic stadium, several Olympic swimming pools and sports grounds.

“ Our 7 campuses are more than mere international offices — they are located in thriving technology parks where connections with their respective regions enable us to contribute to the development of the local economy, while simultaneously offering all our students a truly global experience. ”

**Alice Guilhon**  
Dean, SKEMA Business School



## Suzhou Campus

### **An innovative ecosystem, a showcase for China**

The China campus is the result of a partnership with Suzhou Science and Technology Park. Nicknamed the Venice of the East due to its many canals and renowned for the beauty of its setting with its many traditional gardens, Suzhou is nonetheless one of the best cutting-edge technological centres in the world. Currently, it has more than ten million inhabitants and is developing with a new district and two large technology parks where 118 of the 500 biggest companies in the world have set up an office.





**Log in to the  
@SKEMAtalentandcareers page**  
to get news, advice, videos,  
podcasts, job offers ...  
from our careers team.



Find all our Talent & Careers videos on YouTube  
as well as testimonials from our students  
and companies looking to recruit them.

# TALENT & CAREERS

## YOUR CAREER STARTS HERE

The Talent & Careers teams, composed of professionals and experts, guide you in the preparation of your professional project. Our goal is to give you all the keys, resources and opportunities to successfully get on the job market.

### Joining the BBA programme will give you the opportunity to:

- ▶ Participate in workshops and specific webinars on topics such as applying (CV and cover letter)
- ▶ Benefit from personalised advice from our career consultants.
- ▶ Access cutting-edge tools / resources to facilitate your professional future, help you develop your skills, and better define your profile: partner platforms such as Abintegro, Highered, GoinGlobal, iAgora, Lockinchina, Jobteaser, but also Central Test, Aon and Praditus for practice tests, Teams for webinars and Pimp My Career for CV models.
- ▶ Get noticed by recruiters by participating in our corporate events and completing your profile on job boards.

**Participate to the SKEMA Virtual & International Career Fair from Thursday 28 January to Friday 5 February 2021.**

### SKEMA TALENT & CAREERS IN FIGURES

“I achieved my goals thanks to the personalised coaching I received from qualified professionals. I was referred to the Talent & Careers team to get professional advice regarding my resume, cover letter and the steps I needed to succeed my professional ambitions. During our regular exchanges, we defined a personalised strategy in line with my expectations. Today, I have found an internship in a company with great values and I want to thank the Talent & Careers team for their precious advice.”

**Maëlle Barrere**  
SKEMA student

**+150**

events organised each year to facilitate contact with recruiters, develop your network or simply talk about careers.

**2,500**

companies who hire our talents.

**6**

digital partner platforms that give you access to millions of offers, practice tests, business videos, CV templates, ...

# SKEMA ALUMNI

## YOUR GLOBAL NETWORK

SKEMA Alumni contributes to your professional and personal success by promoting business, career and reunion opportunities.

### THE NETWORK **IN KEY FIGURES**



### THREE SERVICE OFFERS

#### **Social meetings**

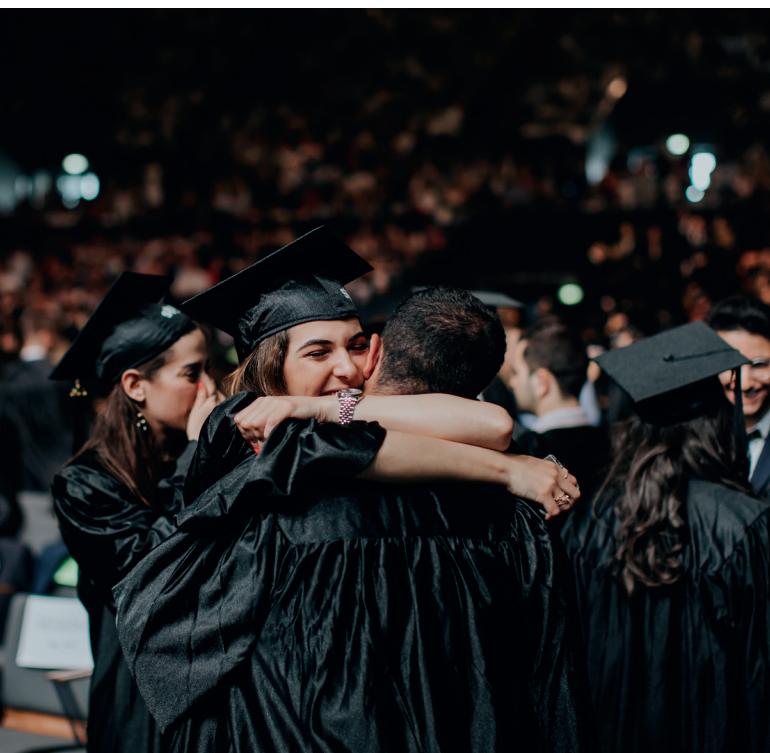
Promotional anniversaries, prestige evenings, galas, after-work events - are convivial moments to form a tight-knit network where great stories begin.

#### **Business meetings**

Conferences, round tables, business clubs - are opportunities to enrich your professional contacts and share or acquire knowledge in your sector of activity.

#### **Career services**

Its missions are to contribute to the development of your talents, support your projects, support your mobility, help your career transitions or facilitate your job searches. We offer you individual and personalised support, group workshops and webinars, as well as access to a jobboard.



**“A SKEMA graduate is never alone.**

Belonging to a network like ours is a real asset in a career. This network can be considered as your second family. Members of the network can facilitate your arrival in a new country, help you understand the fundamentals of a new sector, allow you to discuss innovations, test new business ideas that you have in mind.”

**Olivier Dufour**, SKEMA 2001  
Executive director, Page Personnel Belgium  
President of SKEMA Alumni

## SOME OF OUR ALUMNI



**SAAD CHKAIL** (SKEMA 2015)

CEO & founder,  
Goprot & SHIPPLA | Morocco



**ZAKARIA TIMSIH**  
(SKEMA 2015)

Client Relationship Manager,  
SFM Corporate Service SA |  
Geneva



**AMANDINE AZENCOTT**  
(SKEMA 2002)

CEO, co-founder  
Codage | Paris



**MAHA AL-SALEHI**  
(SKEMA 2014)

Project and communication  
manager, Euro-Mediterranean  
Information System on know-  
how in the water sector | Sophia  
Antipolis



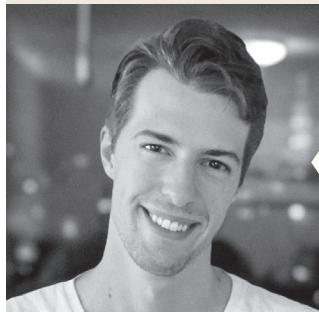
**MARION BHAGWANI-COURAL**  
(SKEMA 2016)

Senior consultant in HR strategy  
& transformation, Change  
management, HRIS - Cognizant  
Consulting | Paris



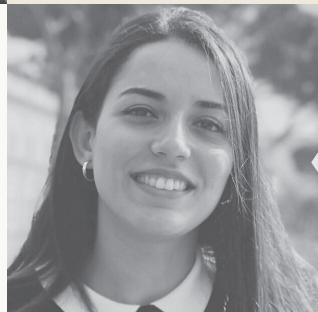
**NADA LAALOU**  
(SKEMA 2015)

Senior consultant,  
Accenture | Paris



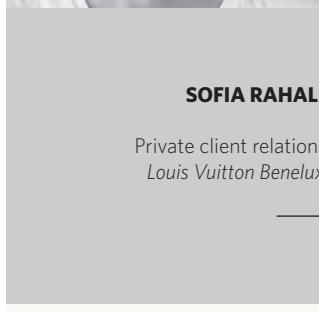
**PIERRE-HENRY QUANTIN**  
(SKEMA 2017)

Senior associate - Private equity  
fund finance and sponsor  
coverage,  
Commonwealth Bank of Australia  
| New York



**CLÉMENCE TILLEROT**  
(SKEMA 2016)

Founder, Espiègle &  
Director of training programmes,  
Meraki Training Academy | Paris



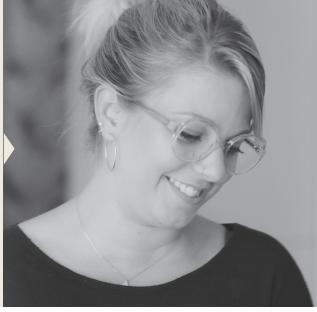
**SOFIA RAHAL** (SKEMA 2018)

Private client relations & event coordinator,  
Louis Vuitton Benelux & Nordics | Brussels



**RAPHAËL MARIAGE**  
(SKEMA 2015)

Agency partnerships  
manager, TikTok | Paris





120



# GLOBAL BBA

French campus: BBA in Global Management

Brazilian campus: Bachelor in Business Administration

American campus: BBA in International Business

The SKEMA Global BBA follows the international bachelor's degree format, the most widely accepted study format in the world, and recognised by international companies. Depending on their chosen specialisation, students may enter the job market straight after the degree or they can go on to do "Master 2" or master of science (MSc) studies.

## Academic dimension

Our teaching is student-centred, emphasising interaction within small classes and encouraging a personal approach to achievement of individual objectives. Our teaching team consists of international faculty and business professionals. The programme is based on flexibility and customisation: for instance on the Sophia Antipolis campus students can decide the number and type of courses each semester. They are free to choose electives that allow them to develop the skills and knowledge necessary for their professional project. All the while, students have regular and individualised meetings with an academic advisor.

## International dimension

Students do part of their studies outside of France, with partner universities or on our own SKEMA campuses in Brazil, China or the US, for a period of 12 to 24 months. This means students become operational in foreign managerial culture and gives them the opportunity to live a unique multicampus experience. It is also possible to follow the BBA programme starting from the first year on the Belo Horizonte (Brazil) or Raleigh (USA) campus. In this case, the registration fees that apply are those of the campus. In addition to SKEMA's campuses, we offer our students an attractive network of partner universities. We have developed our partnerships with universities and schools which give our students the very best chances of success and which meet our high standards.

## Professional dimension

We are committed to giving students a head start in their professional lives. Mandatory internships, seminars on the world of work, academic projects and group work are all examples of opportunities to give students concrete experience of the challenges and rewards of professional life. So six to 12 months of professional experience are required to validate the degree.

## Double degrees

In addition to the French degree "Diplôme d'Etudes Supérieures en Management International des Entreprises\*" awarded by the French Ministry of Higher Education, Research and Innovation, students can also obtain, depending on their options and the specialisation:

- A bachelor's degree from a partner university such as North Carolina State University, Raleigh, USA, as part of a dual-degree programme
- A degree licensed in the state of North Carolina for those doing the International Business specialisation or a SKEMA Brazil degree for those doing the Global Business specialisation and spending two years on the Brazilian campus.

\*Diploma in International Business Management

# WHY CHOOSE THE SKEMA GLOBAL BBA?

**120**

nationalities  
on our campuses

A programme over  
**5 CONTINENTS**

**13**

possible  
specialisations

**2 INTAKES**

per year:  
September and January

## A GLOBAL EXPERIENCE

Students will acquire global expertise.

They will be taught the basis of management, marketing and finance as well as the fields of politics and economics in an international context.

They will learn to adapt business models to different workplaces, and how to consider legal issues.

They will also acquire awareness regarding sustainable development of a business in a globalised world.

The intercultural experience and mandatory international mobility will strengthen students' backgrounds, expertise and knowledge.

## TWO POSSIBLE INTAKES DEPENDING ON THE CAMPUS\*

SKEMA BBA offers two intakes a year: one in September and one in January.

\*contact us to know the possibilities

## ACCOMPANIMENT AT EVERY STAGE OF STUDENT LIFE

A range of services dedicated to students are available at each stage of their career. Among them:

The admissions department guides students in their enrolment at the school.

The international department is for foreign students settling in to SKEMA and for our students leaving for a study stay outside France.

Information sessions, open to parents, are held regularly organised to help students make the right choices.

Students are supported in their administrative procedures, from the application file to the visa, as well as finding accommodation.

Our careers Centre, the Talents & Career service supports students in four areas: resources (documentation, networks, etc.), support for internships and first jobs (offers, advice, etc.), corporate relations (partnerships, conferences, forums, etc.) and career development (orientation, interview preparation).  
(See page 22)

From the first day of the course, students are contributing members of SKEMA Alumni, the alumni association.  
(see page 22)

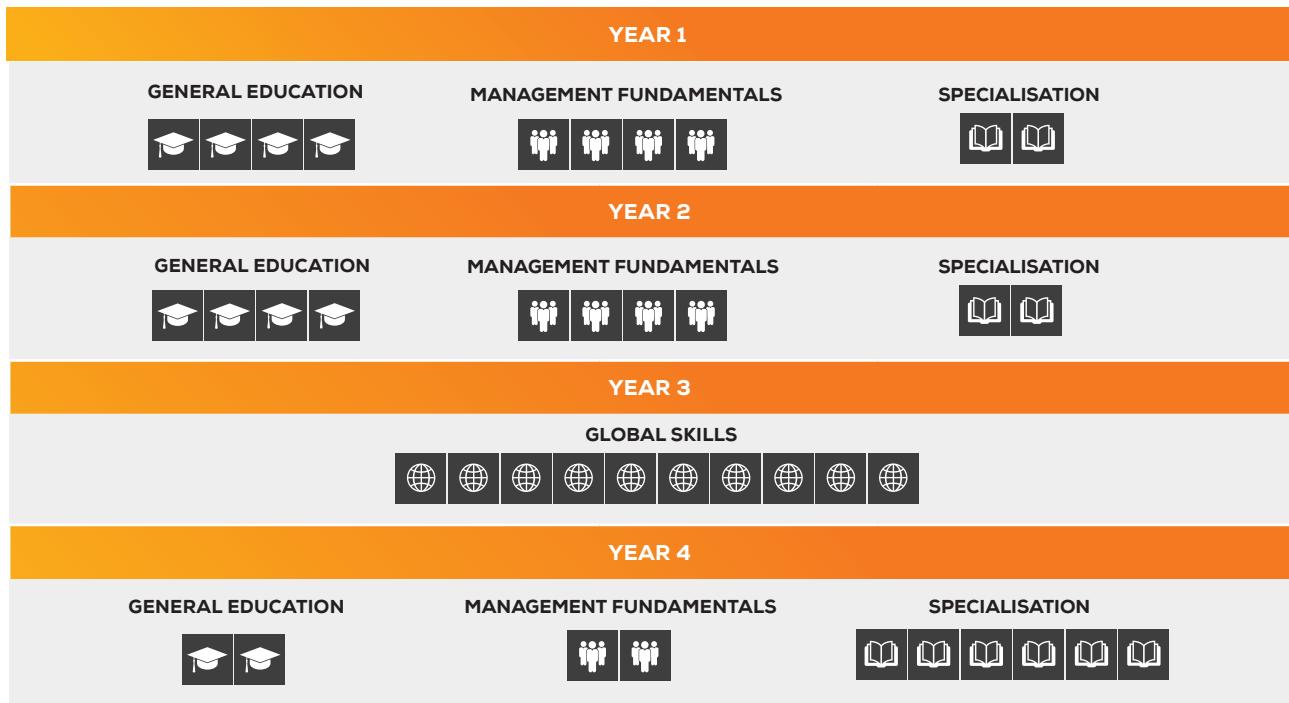
**NEW !**

The Global BBA is  
now available on the  
French campus  
in Lille



# ACADEMIC CONTENT

This diploma is worth 240 ECTS credits divided between general education courses, courses of management, courses with an international dimension and specialised courses that build expertise over the four years of study.



Graduation is dependent on validation of 40 courses. There is no maximum though, and students can freely follow more modules than the mandatory minimum at no extra cost.

## THE TYPES OF COURSES

### GENERAL EDUCATION:

These courses ensure that students gain a broad-based understanding of the global socially and ethically responsible environment in developing critical thinking and communication skills (foreign language / Business and Economic Calculus / Consumer Computer Applications, Science, Business and Professional Writing...)

### MANAGEMENT FUNDAMENTALS:

In addition to general education requirements, students complete 30 credit hours of core business fundamentals, establishing a solid foundation of common knowledge required to successfully assume responsibilities across disciplines in both the for-profit and not-for-profit sectors (Principles of Modern Management / Business Law / Marketing Principles...)

### GLOBAL SKILLS:

As they progress to the third BBA year, students will be challenged with a diverse array of subjects extending from the sciences, to public speaking, to hot topics such as corporate and social responsibility and innovation, to contemporary legal issues that underpin corporate viability. They will have access to business courses specific to the study location (Brazil, China, United States), intercultural human resources management, contract law and intellectual property courses related to their place, negotiation courses...

### SPECIALISATION & ELECTIVES:

This represents a selection of advanced courses related to the chosen specialisation that help students acquire specific knowledge and skills in relation to their professional projects in order to enhance their career path.

# Specialisations

## CORPORATE FINANCE

In today's expanding global financial domain, a company's finance department offers excellent career opportunities for those able to master the most complex financial mechanisms and products. The course gives students solid understanding of company financial practices and resources within a financial system that is complex, highly organised and ever more sustainable.

## MARKETING

Students choosing to specialise in this discipline will acquire a good understanding of the complex relationship between producers and consumers whose needs and price sensitivity they will analyse. They will then be ready to specialise further in one of the many domains of marketing, like international marketing, e-marketing, marketing B to B.

## ENTREPRENEURSHIP & BUSINESS ADMINISTRATION

This specialisation prepares future managers, intra- or entrepreneurs for both the quantitative and qualitative aspects of company life: calculating objectives, improving operational performance, managing budgets, managing human relations within teams, and more. Students also acquire a good knowledge of the legal aspects relative to creating and running a company, as well as those concerning new models of value creation.

## LUXURY BRAND MANAGEMENT

This specialisation is devoted to participants who are attracted by a fast-growing market: luxury and fashion. Not only does it provide fundamental knowledge (design, innovation, sales, KPI, P&L, merchandising...), it also helps for further in-depth understanding of various countries' methods, customer behaviour, entry modes, terms of payments. Sessions are led by professionals making them highly relevant and immediately useful for those willing to join the desired companies at the earliest.

## ACCOUNTING

This specialisation produces graduates who have the tools they need to be professionally operational in a company's accounting department. This specialisation is a robust concentration in accounting. Internal audits, consolidating company accounts, and learning how to use accounting software are elements of this specialisation's courses.

### Courses

- ▶ Introduction to Business
- ▶ Financial Markets and Institutions
- ▶ Financial Analysis and Decision-making
- ▶ Business Plan
- ▶ Cost Accounting, Controlling and Auditing
- ▶ Mergers, Acquisitions and Firm Strategy
- ▶ Risk Management and Insurance Principles
- ▶ Data Modelling and Mining

### Careers

- ▶ Financial analyst
- ▶ Auditor
- ▶ Business advisor
- ▶ Management controller
- ▶ Wealth manager

### Recommended SKEMA MSc:

Auditing, Management Accounting & Information Systems, Corporate Financial Management, Financial Markets & Investments

### Courses

- ▶ Introduction to Business
- ▶ Creativity Management
- ▶ Management and Communication
- ▶ Business electives
- ▶ Intellectual Property and Ethical Marketing
- ▶ Operational and Digital Marketing
- ▶ Brand Management

### Careers

- ▶ Direct marketing manager
- ▶ Product manager
- ▶ Research marketing
- ▶ Brand manager
- ▶ Marketing manager
- ▶ Digital marketing manager

### Recommended SKEMA MSc:

International Marketing & Business Development, Digital Marketing

### Courses

- ▶ Introduction to Business
- ▶ Financial Markets and Institutions
- ▶ Business electives
- ▶ Entrepreneurship and Small Business Management
- ▶ Management of Information Systems
- ▶ Human Resources Management
- ▶ ERP & CRM training
- ▶ Brand Management

### Careers

- ▶ Entrepreneur
- ▶ Project manager
- ▶ Business start-up consultant
- ▶ Brand manager
- ▶ Business owner

### Recommended SKEMA MSc:

Entrepreneurship & Innovation, International Human Resources & Performance Management

### Courses

- ▶ Introduction to Business
- ▶ Luxury Services and Products Management
- ▶ Pricing and Communication in Luxury and Fashion
- ▶ Digital Marketing
- ▶ Luxury Brand Management

### Careers

- ▶ Communication
- ▶ Visual merchandiser
- ▶ Sales
- ▶ Public relations
- ▶ POS manager
- ▶ Event manager
- ▶ Visual merchandiser

### Recommended SKEMA MSc:

Luxury Hospitality and Innovation, Luxury & Fashion Management, Global Luxury Management

### Courses

- ▶ Introduction to the Business World
- ▶ Financial Markets and Institutions
- ▶ Financial Analysis and Decision Making
- ▶ Advanced Cost Accounting
- ▶ Advanced Management Accounting
- ▶ Accounting and Financial Reporting
- ▶ Management of Corporate Accounts
- ▶ Internal Audit
- ▶ Business Elective

### Careers

- ▶ Accounting assistant
- ▶ Financial controller
- ▶ Internal auditor
- ▶ Financial analyst
- ▶ Consolidator accountant
- ▶ Payroll manager

### Recommended SKEMA MSc : MSc

Auditing, Management Accounting & Information Systems, MSc Corporate Financial Management

## ENGINEERING SCIENCE & INNOVATION MANAGEMENT

This generalist engineering science specialisation is centred on project management and includes real-life activities. Students may specialise in mechanical engineering through our partnerships or choose to focus on the managerial side.

### Courses

- ▶ Introduction to Business
- ▶ Body Statistics
- ▶ Body Dynamics
- ▶ Mechanics of Deformable Materials
- ▶ Physics and General Chemistry
- ▶ Thermodynamics

### Careers

- ▶ Consultant
- ▶ Product designer
- ▶ Project manager innovation technology transfer
- ▶ Research engineer and development manager

### Recommended SKEMA

**MSc:** Project and Programme Management & Business Development

## ARTIFICIAL INTELLIGENCE

Artificial intelligence utilises artificial intelligence to understand the world of tomorrow. This specialisation with dual skills in science and management, is based on a foundation of mathematical and computer skills to master the basics of data processing. These skills are then applied to different areas of the business world of tomorrow, be it marketing, finance or the analysis of biological or medical data, without neglecting the ethical aspects related to this type of treatment.

This specialisation prepares students for future careers, some of which do not yet exist.

### Courses

- ▶ Fundamental Mathematics
- ▶ Linear Algebra
- ▶ Statistics and Econometrics
- ▶ Algorithms and Databases
- ▶ Programming in R and Python
- ▶ Machine Learning
- ▶ Application to Companies (finance, business development, competitiveness, ...)

### Careers

- ▶ Data analyst
- ▶ AI integrator
- ▶ Data designer
- ▶ Ethics officer
- ▶ Data protection officer

### Recommended SKEMA MSc:

MSc Artificial Intelligence for Business Transformation

## MARINE & ENVIRONMENTAL MANAGEMENT<sup>\*\*</sup>

This multidisciplinary specialisation is dedicated to studies of interactions between humans and their environment. The topics of sustainable development are the stakes of the future: whether in terms of research aspects or applied projects related to development, the environmental dimension comes into account in all studies and decisions.

### Courses

- ▶ Introduction to the World of Business
- ▶ Principles of Environmental Science
- ▶ Elective Courses of management
- ▶ Environmental Law
- ▶ Quality management
- ▶ Innovation of Sustainable Markets
- ▶ Natural Resource Management
- ▶ Innovation and Life Cycle Management

### Careers

- ▶ Project manager / sustainable development manager in companies
- ▶ Independent expert
- ▶ Manager in research firm

## SUSTAINABLE DEVELOPMENT & SOCIAL RESPONSIBILITY<sup>\*\*</sup>

This type of training meets the needs of companies who must integrate the environmental dimension in their development and their investments. This specialisation trains responsible managers to master the tools of sustainable development with, in addition, a perfect knowledge of environmental issues.

### Courses

- ▶ Introduction to Business
- ▶ Principles of Environmental Science
- ▶ Elective Management courses
- ▶ Environmental Law
- ▶ Quality Management
- ▶ Environmental Economics
- ▶ Natural Resources Management
- ▶ Innovation and Life Cycle Management

### Careers

- ▶ Auditor
- ▶ Project manager / sustainable development manager in companies
- ▶ Independent expert



UNIVERSITÉ  
CÔTE D'AZUR

\*\* During the fourth year of the two specialisations Environmental Management and Sustainable Development & Social Responsibility, students can enrol on a common track "IDEX" with the Université Côte d'Azur to prepare a master degree.

## GLOBAL BUSINESS

This specialisation prepares students to become decision takers in multicultural international environments. Courses focus on understanding the economic, social, cultural and ethical dimensions of global business. Students are made aware of how companies develop their global strategies. This programme allows students to experience immersion in distinct cultures for a whole academic year with our international campuses.

### Courses

- ▶ Introduction to Business
- ▶ History and Culture (US/China/Brazil)
- ▶ Globalisation and Development
- ▶ Management in North America/Asia/ Brazil
- ▶ Marketing to US/Chinese/Brazilian customers
- ▶ Legal Issues in US/China/Brazil
- ▶ International Logistics and Trade in US/ China/Brazil
- ▶ Entrepreneurship and Innovation in US/ China/Brazil

### Careers

- ▶ Buyer
- ▶ Sales agent
- ▶ Business unit manager
- ▶ Supply chain manager
- ▶ Export manager

### Recommended SKEMA MSc:

International Business , Supply Chain Management & Purchasing, Entrepreneurship & Innovation, International Strategy & Influence

## SUPPLY CHAIN

This specialisation focuses on the analysis, design, management, and operation of supply chains in manufacturing and professional service industries. It allows students to gain significant knowledge in production and operations management and also in supply chain and total quality management. It helps them understand core processes and business models for managing global supply chains. Students will learn how to view the supply chain as a whole, how to integrate and synchronise intra- and inter-organisational processes, and how to create customer value.

### Courses

- ▶ Purchaser
- ▶ Production Management
- ▶ Logistics Management and the Supply Chain
- ▶ Project Management
- ▶ Total Quality Management.
- ▶ Systems Management of Information

### Careers

- ▶ Buyer
- ▶ Logistics consultant / auditor
- ▶ Purchasing manager
- ▶ Supply chain manager
- ▶ Quality manager
- ▶ Logistics platform manager

### Recommended SKEMA MSc:

Supply Chain Management & Purchasing, Project and Programme Management & Business Development

## INTERNATIONAL BUSINESS

Students in the International Business major will acquire global business expertise. They will be taught the basis of management, marketing and finance as well as the fields of politics and economics in an international context. Students will be able to adapt business models to different workplaces, and how to consider legal issues. Students will also have awareness of sustainable development of a business in a globalised world. The intercultural experience and the mandatory international mobility will strengthen students' backgrounds, expertise and knowledge.

### Courses

- ▶ Management Fundamentals
- ▶ Analytical and IT tools Applied to Management
- ▶ Principles of Management and Marketing, Business Law
- ▶ Professional Communication, Social Responsibility
- ▶ Specialisation Course: Business Intelligence / Corporate Finance
- ▶ Global skills related to the study area

### Careers

- ▶ Business development manager
- ▶ International team manager
- ▶ Specialist in international trade markets
- ▶ Import/export specialist

### Recommended SKEMA MSc:

International Business, Business Consulting & Information Systems Management, Project and Programme Management & Business Development, International Strategy & Influence

## E-COMMERCE AND DIGITAL STRATEGY

This specialisation prepares students for issues related to the constantly evolving need for digital transformation in companies. The management and development of an E-commerce website, prospecting and developing traffic are also part of the specialisation. Graduates will be able to determine strategy in order to improve, monitor and analyse web-traffic.

### Courses

- ▶ Introduction to the Business World
- ▶ Business Model Fundamentals
- ▶ Introduction to the Digital Transformation Process
- ▶ Entrepreneurship and Management of SMEs
- ▶ Multichannel E-commerce
- ▶ Social Networks
- ▶ Electronic Traffic Management
- ▶ User Experience
- ▶ Data Analytics

### Careers

- ▶ E-Business consultant
- ▶ Customer service manager
- ▶ Webmaster
- ▶ Traffic manager
- ▶ Web product manager
- ▶ Salesman
- ▶ Web designer

### Recommended SKEMA MSc :

MSc Business Consulting & Digital Transformation, MSc Digital Marketing

## SK SKEMA CAMPUS

- DOUBLE DEGREES
- EXCHANGES
- DOUBLE DEGREES + EXCHANGES



## PARTNER UNIVERSITIES - EXCHANGE FOR THE ONE-YEAR MOBILITY TRACK \*

### Australia

- ▶ Griffith University

### Austria

- ▶ MCI Management Center Innsbruck

### Belgium

- ▶ KU Leuven

### Canada

- ▶ Bishop's University
- ▶ Concordia University

### China

- ▶ Beijing Foreign Studies University (BFSU)
- ▶ Beijing Normal University (BNU)
- ▶ Hong Kong Baptist University
- ▶ Shanghai University of Finance and Economics

### Denmark

- ▶ Copenhagen Business School

### Germany

- ▶ EBS Business School
- ▶ Frankfurt School of Finance & Management
- ▶ International School of Management

### Greece

- ▶ Athens University of Economics & Business

### Hongria

- ▶ Budapest Business School

### Italy

- ▶ LUISS Business School

### Japan

- ▶ Nihon University

### Latvia

- ▶ RISEBA University of Business, Arts and Technology

### Lituania

- ▶ ISM University of Management and Economics

### Mexico

- ▶ Tecnológico de Monterrey

### Netherlands

- ▶ NHL Stenden University of Applied Sciences

### Norway

- ▶ NHH Norwegian School of Economics

### Peru

- ▶ Universidad del Pacifico

### Poland

- ▶ Cracow University of Economics

### United Kingdom

- ▶ Nottingham Trent University
- ▶ Solent University
- ▶ University of Surrey
- ▶ University of Sussex
- ▶ University of East London

### United States

- ▶ California State University Fullerton
- ▶ Florida International University
- ▶ North Carolina State University
- ▶ San Francisco State University
- ▶ Tulane University
- ▶ University of Florida
- ▶ University of Hawaii at Manoa
- ▶ Western Carolina University

### Singapore

- ▶ Nanyang Polytechnic

### South Korea

- ▶ Chonnam National University
- ▶ Sejong University

### Taiwan

- ▶ Chung Yuan Christian University
- ▶ Yuan Ze University

### Turkey

- ▶ Bilkent University
- ▶ Sabanci University

# INTERNATIONAL EXPERIENCE



## PARTNER UNIVERSITIES TRANSFER FOR THE TWO-YEAR MOBILITY TRACK (DOUBLE-DEGREE COURSE)\*

### Australia

- University of Queensland - *Brisbane*

### Canada

- Bishop's University - *Sherbrooke*
- Concordia Montreal - *Montréal*
- Université Laval - *Québec*

### United States

- California State University - *Fullerton*
- Florida Institute of Technology - *Melbourne*
- Florida International University - *Miami*
- North Carolina State University - *Raleigh*
- Western Carolina University - *Cullowhee*

### Ireland

- University of Limerick - *Limerick*

### United Kingdom

- University of the West of England - *Bristol*
- University of Plymouth - *Plymouth*
- University of Kingston - *London*
- University of Aberdeen - *Aberdeen*

\* Possible destinations depend on the student's campus and year of entry

For any questions concerning the preparation of your departure on an international campus:  
[international.campuses@skema.edu](mailto:international.campuses@skema.edu)

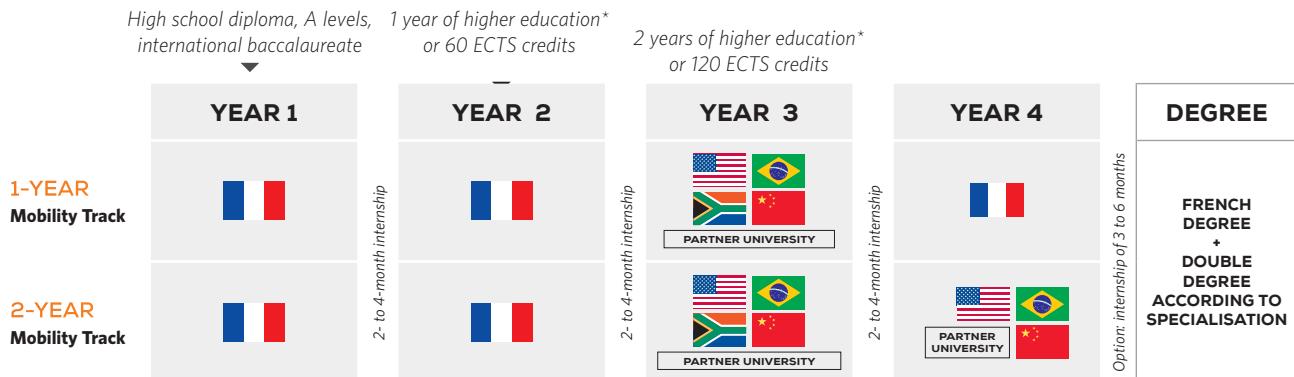


\* List subject to change

# STARTING FROM FRENCH CAMPUSES

## BBA Global Management programme

Spend one year or two years abroad. Depending on the specialisation and desired degree, students may choose either one of SKEMA's campuses (South Africa, Brazil, China or USA) or transfer to one of our partner universities.



(\*) Sophia Antipolis campus only.

Total internships and professional experience: minimum 6 months, maximum 12 months

**FOR PARALLEL ADMISSIONS IN YEARS 2 OR 3, CONSULT US TO KNOW THE DIFFERENT POSSIBILITIES.**

If year 3 is done on the French campus, year 4 must be done on an international SKEMA campus.

### 1-YEAR MOBILITY SPECIALISATIONS

Fourth year on this SKEMA campus : ● Sophia (France) ● Lille (France) ● Raleigh (USA) ● Belo Horizonte (Brazil) ● Suzhou (China)

- Corporate Finance
- Marketing
- Luxury Brand Management
- Marine and Environmental Management

- Sustainable Development & Social Responsibility
- Entrepreneurship & Business Administration
- Accounting
- E-Commerce & Digital Strategy

- International Business
- Global Business
- Supply Chain

### 2-YEAR MOBILITY SPECIALISATIONS STARTING ON THE FRENCH CAMPUSES

Every student receives the French degree: Diplôme d'Études Supérieures en Management International des Entreprises as well as an additional degree where applicable (see table)

Specialisations	YEAR 1 Sophia Antipolis	YEAR 2 Sophia Antipolis	YEAR 3 Choices	YEAR 4 Choices	Additional DEGREE
<b>CORPORATE FINANCE</b>					Partner university bachelor
<b>MARKETING</b>					Partner university bachelor
<b>ENTREPRENEURSHIP &amp; BUSINESS ADMINISTRATION</b>					Partner university bachelor
<b>MARINE &amp; ENVIRONMENTAL MANAGEMENT</b>					Partner university bachelor
<b>SUSTAINABLE DEVELOPMENT &amp; SOCIAL RESPONSIBILITY</b>					Partner university bachelor
<b>ENGINEERING SCIENCE &amp; INNOVATION MANAGEMENT</b>					Partner university bachelor
<b>ARTIFICIAL INTELLIGENCE</b>					American degree
<b>GLOBAL BUSINESS</b>					Brazilian degree (*)
<b>SUPPLY CHAIN</b>					
<b>INTERNATIONAL BUSINESS</b>					American degree

(\*) If years 3 and 4 are completed at Belo Horizonte (Brazil)

Lille or Sophia Antipolis SKEMA campuses (France)  
 Belo Horizonte SKEMA campus (Brazil)

Raleigh SKEMA campus (USA)  
 Suzhou SKEMA campus (China)

Stellenbosch - Cape Town SKEMA campus (South Africa)

## ATHLETE AND STUDENT:

### On the Sophia Antipolis campus, it's possible with SKEMA's Global BBA

For more than 20 years, SKEMA has offered sports students facilities that allow them to succeed in their dual project: access a higher education degree while continuing their high-level sports career.

SKEMA's athlete-student track gives students the benefit of a flexible approach towards their studies for success in both their further education and sports careers.

#### SUPPORT SERVICES FOR ATHLETES :

- Flexibility of study duration.
- Tutoring service – an academic tutor and a sports tutor.
- Flexible arrangements for exams in case of competitions with possibility of exemption..
- A personalised timetable with exemption from attendance at lessons (for training or competitions) within the maximum authorized limit.
- Professionalisation assistance agreement in partnership with the region's Directorate for Youth, Sports and Social Cohesion.
- Financial arrangements: scholarships for these students can go up to €2,000 per year and free access to the summer session (May-June)

For more information : <https://www.skema.edu/programmes/bachelors/programme/athlete-students>



#### BENEDIKT MAUKNER

Basketball  
French team U16, U18  
Pivot, Club des Sharks Pro B  
Vice champion of France U17  
Started the BBA: September 2018  
Specialisation: Event Management



#### ANAÏS BRECHE

Trampoline  
Member of Pôle France, Antibes  
Vice European team champion, 2018, Baku, Azerbaijan  
Third at the 2019 French Championships  
Ninth in synchro at the World Championships in Tokyo in 2019  
Started the BBA: September 2018  
Specialisation: Corporate Finance



#### ROUGUY DIALLO

Triple jump  
French 2019 Champion (indoor and outdoor)  
Tenth at the 2019 World Championships in Doha  
Seventh at the European Indoor Championships 2019 in Glasgow  
Eighth at the European Championships in 2018 in Berlin  
Bronze medal at the French Championships  
Third at the European Championships, 2017, Bydgoszcz  
Vice champion of France indoor, 2016.  
Started the BBA: September 2013  
Specialisation: Entrepreneurship & Business Administration  
Curriculum developed over six years to adapt to training courses and sports competitions



# FRENCH CAMPUSES ADMISSIONS

You hold a French baccalaureate and want to apply for the year 1, for the September intake?

Admission via the Parcoursup platform by selecting the Sesame\* test bank.

Sesame is a bank of tests common to 17 programmes from 14 business schools, all delivering a degree accredited by the French Ministry of Education, Research and Innovation, at fourth-year university level (Master 1) or fifth-year university level (Master 2).

It consists of written, oral and English tests.

For January intake, consult the exam rules at <https://www.skema.edu/programmes/bachelors/admissions/admission-procedure>

## **REGISTRATION FOR THE SESAME ENTRANCE EXAM VIA THE PARCOURSUP PLATFORM (end of January to mid-March 2020).**

[www.parcoursup.fr](http://www.parcoursup.fr)

## **REGISTRATION AT THE BANK SESAME VIA concours-sesame.net**



### **Sésame key dates**

**Written tests:** 7 April 2021

**Eligibility results:** 16 April 2021

**Oral tests:** from 17 April to the 2 May 2021

**Admissions results:** from 27 May to 16 July 2021

Participation fee for the bank :€150+ €30 per programme

For scholarship applicants: 50% discount



### **2021-2022 TUITION FEES: €12,000\***

\* Year spent on a SKEMA campus. For double degree tracks with a partner university: € 1,500 / year to SKEMA + the partner university's tuition fees. The tuition fees are subject to change. The updated amount of tuition fees will be available on our website [www.skema.com](http://www.skema.com) and the final amount will be indicated on your contract.

## **Scholarships\*\***

"Very good" mention at French baccalaureate: €8,000

"Good" mention at French baccalaureate: €2,000

Highest ranked candidate on the entrance exam session: €9,000

\*\* Deductible from the tuition fees and not cumulative

# INTERNATIONAL AND SECOND OR THIRD YEAR ADMISSIONS

Do you hold an International Baccalaureate and / or wish to apply in 2nd or 3rd year (Sophia Antipolis campus only)?

- ▶ Applicants who have a minimum of a baccalaureate equivalent foreign diploma (12 years of primary and secondary school)
- ▶ Students who have already completed one or two years of higher education

may apply directly to the Sophia Antipolis SKEMA campus according to the SKEMA entrance exams terms, via the online platform [myskemapply.skema.edu](http://myskemapply.skema.edu).

## **SKEMA ENTRANCE EXAMS TERMS:**

- ▶ Academic records: transcripts from the two last years of school
- ▶ List of extracurricular activities: reference letters, activity reports for voluntary work and other, sports results, artistic work, other diplomas, and other relevant documents... (5 documents maximum)
- ▶ English: evaluated by an official TOEFL iBT®, IELTS, TOEIC® or Cambridge test.
- ▶ Individual interview

**The SKEMA admissions process consists of four evaluations, the weightings of which are detailed in the table below.**

SKEMA entrance exam		
Test	Weightings (year 1, 2 and 3)	Weightings (year 1) for candidates exempt from English*
Academic record	35%	35%
Interview	45%	50%
List of extracurricular activities	10%	15%
English	10%	-

Table given for information only and subject to change

\* In the case where a candidate whose first language is English or any candidate who has been educated for at least one year in an English course may, with the agreement of the admission jury, be exempted from the English test.

\*\* For second year applications, a TOEFL iBT > = 70 is required - For third year applications, a TOEFL iBT > = 80 is required.

## Scholarships for international students\*\*

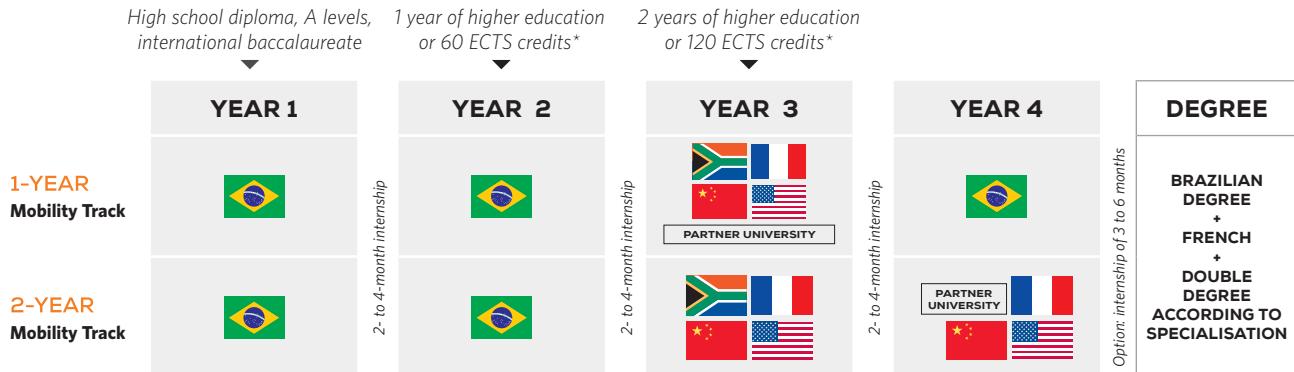
Worth scholarship: €1,500

\*\* Deductible from the tuition fees

# STARTING FROM BELO HORIZONTE (BRAZIL)

## Bachelor in Business Administration programme

Do one or two international semesters, either on one of SKEMA's campuses (South Africa, France, China or USA), or on exchange at one of our partner universities depending on the specialisation and desired degree.



*Internships and professional experience: minimum six months, maximum 12 months*

Mobility can be done in year 4 at the student's request.

\* contact us to know the possibilities

### 1-YEAR MOBILITY SPECIALISATIONS

► Global Business

### 2-YEAR MOBILITY SPECIALISATIONS STARTING ON THE BRAZILIAN CAMPUS (BELO HORIZONTE)

Every student receives the Brazilian degree: Bachelor in Business Administration as well as an additional degree where applicable (see table)

Specialisations	YEAR 1 Belo Horizonte	YEAR 2 Belo Horizonte	YEAR 3 Choices	YEAR 4 Choices	Additional DEGREE
ENTREPRENEURSHIP & BUSINESS ADMINISTRATION					French degree + Partner university bachelor(*)
CORPORATE FINANCE					French degree + Partner university bachelor(*)
MARKETING					French degree + Partner university bachelor(*)
LUXURY BRAND MANAGEMENT					French degree
GLOBAL BUSINESS					French degree
SUSTAINABLE DEVELOPMENT & SOCIAL RESPONSABILITY					French degree
INTERNATIONAL BUSINESS					French degree + American degree + Partner university bachelor(*)

(\*) If year 4 is completed in a partner university

Belo Horizonte SKEMA campus (Brazil)

Raleigh SKEMA campus (USA)  
 Suzhou SKEMA campus (China)

Stellenbosch - Cape Town SKEMA campus (South Africa)

# BELO HORIZONTE ADMISSIONS

Applicants can apply directly to the Belo Horizonte campus following the guidelines below:

## Admission conditions

- ▶ Applicants must hold a high school diploma or equivalent.
- ▶ Academic results and references:
  - ▶ High school transcripts
  - ▶ Cover letter or letter of recommendation (teacher, school counsellor, tutor)
- ▶ List of extracurricular activities
- ▶ Interview
- ▶ English level\*

SKEMA entrance exam		
	Weightings (year 1)	Weightings (year 1) for candidates exempt from English*
Academic record	35%	35%
Interview	45%	50%
List of extracurricular activities	10%	15%
English	10%	-

*Table given for information only, subject to change.*

\* Candidates whose first language is English or who have taken at least one year of English language training may be exempted from the English test, with the agreement of the admission panel.

## 2021-2022 TUITION FEES: 2 650 BRL / MONTH (ON 12 MONTHS)

For double degree tracks with a partner university: € 1,500 / year to SKEMA + the partner university's tuition fees. The tuition fees are subject to change. The updated amount of tuition fees will be available on our website [www.skema.com](http://www.skema.com) and the final amount will be indicated on your contract.

## Scholarships

Students can receive a scholarship if they fit the requirements. To learn more about the terms and conditions, applicants must contact admission team.

### APPLICANTS CAN APPLY DIRECTLY TO THE BELO HORIZONTE CAMPUS

The tuition fees mentioned in this brochure are for the academic year 2021-2022. They may be subject to change. The final amounts will be those mentioned in the contract at the date of registration.

# STARTING FROM RALEIGH CAMPUS (USA)

## BBA in International Business programme

Spend one or two years abroad. Depending on the specialisation and desired degree, students may choose either one of SKEMA's campuses (South Africa, France, China or USA) or transfer to one of our partner universities.

High school diploma, A levels,  
international baccalaureate

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	DEGREE
<b>1-YEAR Mobility Track (US citizens*)</b>					<b>AMERICAN DEGREE + FRENCH + DOUBLE DEGREE ACCORDING TO SPECIALISATION</b>
<b>1-YEAR Mobility Track (non US citizens)</b>					<b>PARTNER UNIVERSITY</b>
<b>2-YEAR Mobility Track</b>					<b>PARTNER UNIVERSITY</b>

Option: internship of 3 to 6 months

*Internships and professional experience: minimum six months, maximum 12 months*

\*US citizens and/or resident students: Mobility can be done in year 4 at the student's request.

### 1-YEAR MOBILITY SPECIALISATIONS

► International Business

### 2-YEAR MOBILITY SPECIALISATIONS STARTING ON THE AMERICAN CAMPUS (RALEIGH)

Every student receives the BBA in International Business degree as well as an additional degree (see table)

Specialisations	YEAR 1 Belo Horizonte	YEAR 2 Belo Horizonte	YEAR 3 Choices	YEAR 4 Choices	Additional DEGREE
<b>ENTREPRENEURSHIP &amp; BUSINESS ADMINISTRATION</b>					French degree + Partner university bachelor(*)
<b>CORPORATE FINANCE</b>					French degree + Partner university bachelor(*)
<b>MARKETING</b>					French degree + Partner university bachelor(*)
<b>GLOBAL BUSINESS</b>					French degree + Brazilian degree (**)
<b>SUPPLY CHAIN</b>					French degree
<b>INTERNATIONAL BUSINESS</b>					French degree + American degree + Partner university bachelor(*)

(\*) If year 4 is completed at the partner university. (\*\*) If years 3 and 4 are completed at Belo Horizonte (Brazil)

Sophia Antipolis SKEMA campus (France)  
 Belo Horizonte SKEMA campus (Brazil)

Raleigh SKEMA campus (USA)  
 Suzhou SKEMA campus (China)

Stellenbosch - Cape Town SKEMA campus (South Africa)

# RALEIGH ADMISSIONS

Applicants can apply directly on the Raleigh campus, following the guidelines below:

## Admission conditions

- Applicants must hold a ~~high school~~ diploma or equivalent.
- Academic results and references:
  - High school transcripts (official copy to be sent directly to SKEMA Business School in Raleigh, NC)
  - Cover letter or letter of recommendation (teacher, school counsellor, tutor)
  - Self-reported SAT or ACT score with an official copy (optional for international students)  
SAT and ACT scores submitted electronically by the test organisation are accepted.
- List of extracurricular activities
- Interview
- English level\*

\* If English is not your first language, you will be asked to provide proof of your proficiency in English by submitting the results of your TOEFL iBT® or IELTS tests. The minimum requirements are: TOEFL iBT® 70 or higher, and IELTS 6.0 or higher.

SKEMA entrance exam		
	Weightings (year 1)	Weightings (year 1) for candidates exempt from English*
Academic record	35%	35%
Interview	45%	50%
List of extracurricular activities	10%	15%
English	10%	-

Table given for information only, subject to change.

\* Candidates whose first language is English or who have taken at least one year of English language training may be exempted from the English test, with the agreement of the admission panel.

### 2021-2022 TUITION FEES: \$20,000 / YEAR

For double degree tracks with a partner university: € 1,500 / year to SKEMA + the partner university's tuition fees.  
The tuition fees are subject to change. The updated amount of tuition fees will be available on our website [www.skema.com](http://www.skema.com) and the final amount will be indicated on your contract.

## Scholarships

Students can receive a scholarship of up to \$6,000 depending on their grade level.

### APPLICATIONS CAN BE COMPLETED ON THE COMMON APPLICATION

The tuition fees mentioned in this brochure are for the academic year 2021-2022.  
They may be subject to change.  
The final amounts will be those mentioned in the contract at the date of registration.

# SUCCESSFUL CAREER START\*

\* SKEMA Talent & Careers employment survey - BBA class of 2019



**RATE OF RECRUITMENT  
6 MONTHS AFTER GRADUATION  
(EXCLUDING FURTHER STUDIES)**



**AVERAGE SALARY**



**OF GRADUATES  
WORK INTERNATIONALLY**



**OF GRADUATES GO ON TO DO  
A MASTER'S DEGREE**

## TOP RECRUITERS

AccorHotels  
Amazon  
BNP Paribas  
CGI  
Coca-Cola

FlyDubai  
Google  
ING  
Ladurée  
L'Oréal

Opensourcing  
PwC  
Sopra Steria  
Tesla

# Student life

SKEMA has a rich and varied student life. With some 70 student societies and clubs covering a broad range of interests and activities, there is something for everyone.

At SKEMA, you will be able to enjoy the energy and enthusiasm of our student organisations, which are funded by the school, the student union, and sponsors.

Members of these societies and clubs take on the kinds of responsibilities that are transferable and relevant to their careers. Above all, these societies are an opportunity to live life to the fullest and share in unforgettable experiences while creating friendships.

## SOME EXAMPLES

### ARTS SOCIETY

Organises artistic activities, plays, urban arts, dance, music, exhibitions, travel...

### SKEMA CONSULTING ("CONSEIL")

Junior consulting, conducts market studies for companies.

### ENACTUS

Social and solidarity entrepreneurship.

### HOPE

Awareness raising of social and sustainable development issues. HOPE holds events throughout the year to raise funds and carry out various missions locally or internationally. On the three French campuses and on the Brazilian campus.

### SKEMA YACHTING

For all sailing enthusiasts: participation in regattas and cruise organisation.

### SKEMA JOB SERVICE

Temporary jobs for students such as sales events and direct marketing.

### SKEMA BUSINESS SCHOOL U.S. STUDENT ORGANISATION

On the US campus, this has four main areas: sport, communication, culture and home.

### COLLECT'ACTIVE

Student society in Suzhou to help new students settle into their new homes and inform them about environmental issues and sustainable development in China.

**THE COFFEE :** The Coffee's mission is to take care of the cafeteria and foyer of BBA students. Our room is a gathering place for students, we have table football, music and a small outdoor courtyard.

► [asso-skema.fr/en](http://asso-skema.fr/en)

SKEMA's student organisations website: [asso-skema.fr](http://asso-skema.fr)

SKEMA Against Cancer show organised by the Arts society



Sailing race organised by SKEMA Yachting



## “A wide choice of partner universities

I chose SKEMA for the wide choice of partner universities and to seize the opportunity to study abroad.

I appreciated the wide variety of courses that were given to us. This gave me exposure to the various problems that we may come across in the future, and to think about the solutions that I will be able to put in place. I realised the impact that man can have on the world and that it is up to him to make it better.

The teachers have a lot of experience and that gives us the knowledge and tools we will need for our careers. I now want to continue my studies with a master's degree on SKEMA's Paris campus.”

**Anastasiia**  
BBA US



## “This programme exceeded my expectations

Thanks to the tutoring system that guided me throughout the four years, I managed to decide which sector I wanted to work in (import export).

After two years in Sophia Antipolis, obtaining the basic knowledge needed for any manager, I chose to continue with the two-year year mobility track on the Suzhou and Raleigh campuses.

Through various challenges and projects, the programme awoke my entrepreneurial spirit.

Discovering new cultures developed my flexibility, which will help me throughout my career, and it has already helped me in all the internships I have done.

The course of study has exceeded expectations. It's improved me not only as a manager but as an individual. I am continuing my studies on SKEMA's MSc in Entrepreneurship and Innovation because I trust the excellence of SKEMA.”

**Ivan**  
BBA France



## “An environment that has broadened my vision of the world.

I first heard of SKEMA from a trusted professor.

Since I started at SKEMA, I have had the opportunity to excel in an environment that has not only exceeded my expectations but has also expanded my world vision.

Through challenges, we are pushed to experience and develop projects that put us in touch with various professional opportunities.

All that with the support of professors with extensive market experience and academic qualifications. Besides, the possibility of having international experience on campuses all over the world adds a lot to our lives.”

**Rafael**  
BBA Brazil





# SKEMA BUSINESS SCHOOL

Belo Horizonte Lille Paris Raleigh Sophia Antipolis Stellenbosch - Cape Town Suzhou

## GLOBAL BBA

Business Administration - Belo Horizonte  
Global Management - Sophia Antipolis  
International Business - Raleigh

## ESDHÉM

Prep school + French "licence" degree  
► Management  
► Law

## GRANDE ÉCOLE PROGRAMME

Master in Management

## MASTÈRES SPÉCIALISÉS® PROGRAMMES

CGE certified

- MS Auditing, Management Accounting & Information Systems
- MS Wealth Management
- MS Supply Chain Management and Purchasing
- MS Project and Programme Management & Business Development
- MS Marketing Data & e-Commerce
- MS Corporate Fiscal Management

## TWO-YEAR MSc

## MASTERS OF SCIENCE PROGRAMMES

CGE certified

### Marketing

- International Marketing & Business Development
- Luxury & Fashion Management
- Global Luxury and Management
- Luxury Hospitality and Innovation
- SKEMA X ECOLE FERRIÈRES dual degree
- Digital Marketing

### Finance

- Corporate Financial Management
- Financial Markets & Investments
- Auditing, Management Accounting & Information Systems
- Sustainable Finance & Fintech

### Management

- Project and Programme Management & Business Development
- Digital Business, Data Analysis and Management
- International Human Resources & Performance Management
- Supply Chain Management & Purchasing
- Strategic Event Management & Tourism Management
- Management Science

*Double degree with Tongji University*

### Business & Strategy

- International Business
- Entrepreneurship & Innovation
- Business Consulting and Digital Transformation
- International Strategy & Influence
- Artificial Intelligence for Business Transformation - SKEMA X ESIEA joint degree
- Entrepreneurship & Sustainable Design

*SKEMA X THE SUSTAINABLE DESIGN SCHOOL joint programme*

## OTHER PROGRAMMES

- Academic Diploma Program in Entrepreneurship, Technology & Start-up Management - *Double diplôme avec Berkeley Global* - Not MSc
- Triple Master *LOYOLA X SKEMA X LMU* (États-Unis/France/Allemagne)

## PhD AND DOCTORAL PROGRAMMES

## GLOBAL EXECUTIVE MBA

## EXECUTIVE MASTÈRE SPÉCIALISÉ® PROGRAMMES

## EXECUTIVE PROGRAMMES FOR MANAGERS

- Online programmes
- Short programmes
- Customised programmes
- Programmes leading to a qualification

## SUMMER SCHOOLS

## SKEMA BUSINESS SCHOOL

[www.skema.edu](http://www.skema.edu)  
[info-bba@skema.edu](mailto:info-bba@skema.edu)  
Tél.: +33 (0)3 20 42 47 23 ou +33 (0)3 20 21 59 69

