

# SKEMA GLOBAL BBA

Choose your way

**2022-2023 ADMISSIONS**  
**GLOBAL MANAGEMENT**  
**BUSINESS ADMINISTRATION**  
**INTERNATIONAL BUSINESS**



**skema**  
BUSINESS SCHOOL

AT HOME WORLDWIDE



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“ 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 and recently of a global pandemic, are 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 21<sup>st</sup> 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 global 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. ”

### Alice Guilhon

Dean & Executive President,  
SKEMA Business School  
President of the CDEFM — Conférence  
des Directeurs des Écoles Françaises de  
Management

**50,000**  
graduates across the world

**9,500**  
students

**+120**  
nationalities

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

**Multi-  
accredited**

EQUIS, AACSB, EFMD Accredited  
EMBA. Member of the Conférence  
des Grandes Écoles (CGE) and the  
Conférence des Directeurs des Ecoles  
Françaises de Management (CDEFM)

**Challenges**

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

More information: [skema.edu](https://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** - PProject 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** — SKILS (SKema Institute for Languages and Sport) and an **artificial intelligence** institute — SKEMA AI 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), the Research Advisory Committee (RAC) and the Strategic Orientation Committee (COS), 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, 'Licence' Degree, Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil (Certificação) and China (Ministry of Education).

SKEMA is certified ISO 9001 for the quality of its management and ISO 14001 for its environmental management. It has also obtained the EESPIG label and is a member of the 'Conférence des Grandes Écoles (CGE)' and of the 'Conférence des Directeurs des Écoles Françaises de Management (CDEFM)'.



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!

“ 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 & Executive President, SKEMA Business School



## 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

Present in Brazil since 2015, SKEMA has developed very rapidly and is now opening a brand new 'city campus' located in Funcionários, one of the most active neighbourhoods in the heart of the city of Belo Horizonte, which is set to become the digital hub of the innovation ecosystem of the capital of Minas Gerais and its 2.7 million inhabitants. This urban campus represents a new milestone in the development of SKEMA's activities in Brazil, which involve the creation of, in addition to the business school's activities, the SKEMA Law School for Business — a law school announced in the SKY25 Strategic Plan.



## Grand Paris Campus

### A 30,000 m² hub on the banks of the Seine river

The new Grand Paris Campus opened in early January 2021 in an outstanding location on the banks of the Seine river, facing the Eiffel tower. Located in Suresnes, it is the anchor of the school's global strategy. Paris, a multicultural city and gateway to the European continent, amplifies SKEMA's international visibility, and this campus increases the school's capacity to 10,000 students. The Grand Paris Campus, hyperconnected and at the crossroads of many cultures, sets a benchmark for the usage of new technologies.



## Lille Campus

### At the crossroads of Europe

This contemporary campus, spread across 20,000 m², is located in the heart of the city, in the Euraille 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.



## 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 two million inhabitants and is developing with a new district and two large technology parks where 20% of the 500 biggest companies in the world have set up an office.

## Sophia Antipolis Campus

### In the heart of the French Riviera

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



## Stellenbosch Campus

### Destination: South Africa

SKEMA has set 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 athletics stadium, several Olympic swimming pools and sports grounds.





Find out more information on the Talent & Career services



Follow SKEMA Talent & Careers on LinkedIn for the latest news, advice, videos and job offers from your careers team.



Watch our Talent & Careers videos on YouTube for testimonials from our students and companies looking to recruit them.



**“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

# TALENT & CAREERS

## PREPARE FOR YOUR PROFESSIONAL PROJECT

The Talent & Careers team guides you in the preparation of your professional project, in discovering jobs and companies you may be interested in, and in sourcing positions that match your profile.

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:

- ▶ Join workshops and webinars to learn about various employability topics such as job applications, CVs and cover letters.
- ▶ Benefit from personalised advice from our consultants.
- ▶ Access cutting-edge tools / resources to facilitate your professional future, to help you develop your skills, and to better define your profile: partner platforms such as Abintegro, Highered, GoinGlobal, iAgora, Lockinchina, and Jobteaser to access job offers worldwide, but also Central Test, Aon and Praditus for practice tests, Teams for webinars and Pimp My Career for CV templates.
- ▶ Take part in events with companies all year round: get noticed by recruiters during our career fairs, learn about companies and jobs when attending round tables or career talks and discuss with alumni.

### SKEMA TALENT & CAREERS IN FIGURES

150+

events organised each year to meet recruiters, develop your network and discuss your professional project.

2,500

companies who trust us.

6

partner platforms publishing over one million job offers worldwide and providing tools and resources.

# 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

**CONTACT US:**  
[diplomes@skema.edu](mailto:diplomes@skema.edu)

[SKEMA-ALUMNI.COM](http://SKEMA-ALUMNI.COM)

### SOME OF OUR ALUMNI

	<b>SAAD CHKAIL</b> (SKEMA 2015) CEO & founder, <i>Goprot &amp; SHIPPLO</i>   Morocco		<b>AMANDINE AZENCOTT</b> (SKEMA 2002) CEO, co-founder <i>Codage</i>   Paris
	<b>ZAKARIA TIMSIH</b> (SKEMA 2015) Client Relationship Manager, <i>SFM Corporate Service SA</i>   Geneva		<b>MARION BHAGWANI-COURAL</b> (SKEMA 2016) Senior consultant in HR strategy & transformation, <i>Change management, HRIS - Cognizant Consulting</i>   Paris
	<b>MAHA AL-SALEHI</b> (SKEMA 2014) Project and communication manager, <i>Euro-Mediterranean Information System on know-how in the water sector</i>   Sophia Antipolis		<b>PIERRE-HENRY QUANTIN</b> (SKEMA 2017) Senior associate - Private equity fund finance and sponsor coverage, <i>Commonwealth Bank of Australia</i>   New York
	<b>PIERRE-HENRY QUANTIN</b> (SKEMA 2017) Senior associate - Private equity fund finance and sponsor coverage, <i>Commonwealth Bank of Australia</i>   New York		<b>NADA LAALOU</b> (SKEMA 2015) Senior consultant, <i>Accenture</i>   Paris
	<b>SOFIA RAHAL</b> (SKEMA 2018) Private client relations & event coordinator, <i>Louis Vuitton Benelux &amp; Nordics</i>   Brussels		<b>CLÉMENCE TILLEROT</b> (SKEMA 2016) Founder, <i>Espiègle</i> & Director of training programmes, <i>Meraki Training Academy</i>   Paris
	<b>RAPHAËL MARIAGE</b> (SKEMA 2015) Agency partnerships manager, <i>TikTok</i>   Paris		<b>CLÉMENCE TILLEROT</b> (SKEMA 2016) Founder, <i>Espiègle</i> & Director of training programmes, <i>Meraki Training Academy</i>   Paris



FOUR-YEAR UNIVERSITY LEVEL DEGREE ACCREDITED BY THE FRENCH MINISTRY OF EDUCATION



# 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.

### 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.

### 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.

### 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*

### 4x4 BBA mobility option

The 4x4 BBA is a global and flexible programme allowing students to spend their 4 years of BBA on 4 different SKEMA campuses (years 1 and 2 on the two French campuses, years 3 on an international campus, year 4 being linked to the campus specialisation). They can prepare gently for the international mobility, discover different countries and cultures, live an extraordinary student life and expand their CVs thanks to professional experiences in different economic universes.

\* For the campuses in Sophia Antipolis, Raleigh, Belo Horizonte and Suzhou.

# 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)

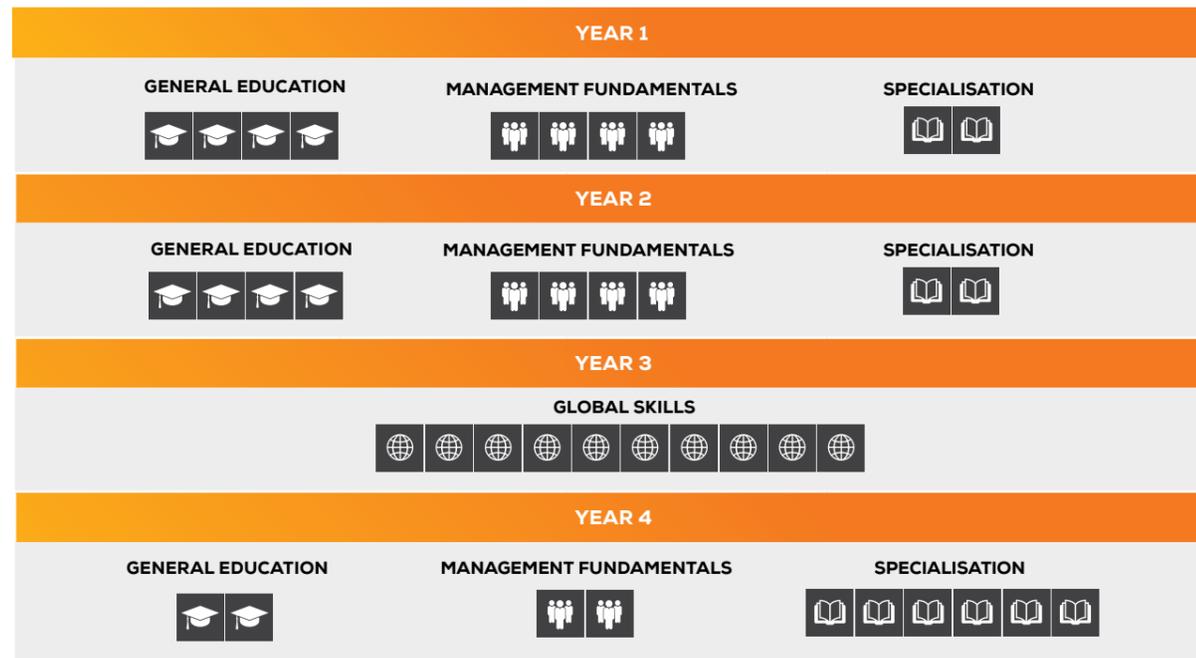
From the first day of the course, students are contributing members of SKEMA Alumni, the alumni association. (see page 22)

**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

## 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 & Institutions
- ▶ Financial Analysis & Decision Making
- ▶ Corporate Financial Management
- ▶ Accounting Information Systems
- ▶ Advanced Financial Accounting
- ▶ Advanced Managerial Accounting
- ▶ Financial & Internal Auditing
- ▶ Capstone Projects I and II

### 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

## 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

## 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.

### Courses

- ▶ Introduction to Business
- ▶ Financial Markets and Institutions
- ▶ Financial Analysis and Decision Making
- ▶ Business Elective - Lower Division
- ▶ Control and Audit
- ▶ Risk Management and Insurance Principles
- ▶ Data Modelling and Mining
- ▶ Mergers and Acquisitions
- ▶ Capstone Projects I and II

### Careers

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

**Recommended SKEMA MSc:** Auditing, Management Accounting & Information Systems, Corporate Financial Management, Financial Markets & Investments

## 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 Business
- ▶ Fundamentals of e-Business Models
- ▶ Introduction to Digital Transformation
- ▶ Entrepreneurship & Small Business Management
- ▶ E-Commerce & Omnichannels
- ▶ E-Business & Social Networks
- ▶ User Experience
- ▶ Data Analytics and Traffic Management (SEO, SEA)
- ▶ Capstone Projects I and II

### 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

## 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

## 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.

### Courses

- ▶ Introduction to Business
- ▶ Financial Markets and Institutions
- ▶ Business Elective - Lower Division
- ▶ Entrepreneurship & Small Business Management
- ▶ Management Information Systems
- ▶ Enterprise Resource Planning and Digital CRM
- ▶ International Management
- ▶ Brand Management
- ▶ Capstone Projects I and II

## 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

## 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

- ▶ Introduction to Business
- ▶ Creativity Management
- ▶ Financial Analysis and Decision Making
- ▶ Introduction to Business Intelligence
- ▶ Management Information Systems
- ▶ International Financial Management
- ▶ International Negotiations
- ▶ Special Topics in International Business
- ▶ International Strategy
- ▶ Capstone Project

## 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.

### Courses

- ▶ Introduction to Business
- ▶ Creativity Management
- ▶ Introduction to Luxury
- ▶ Business Elective - Lower Division
- ▶ Luxury Services and Products Management
- ▶ Pricing and Communication in luxury and Fashion
- ▶ Digital Marketing
- ▶ Luxury Brand Management
- ▶ Capstone Projects I and II

### Careers

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

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

### Careers

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

### Recommended SKEMA MSc:

Entrepreneurship & Innovation, International Human Resources & Performance Management

### 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

### 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

### 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

## MARINE & ENVIRONMENTAL MANAGEMENT

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

## 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.

### Courses

- ▶ Introduction to Business
- ▶ Creativity Management
- ▶ Management Communication
- ▶ Business Elective - Lower Division
- ▶ Intellectual Property and Ethical Marketing
- ▶ Retail Marketing
- ▶ Digital Marketing
- ▶ Brand Management
- ▶ Capstone Projects I and II

## 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

- ▶ Introduction to Business
- ▶ Creativity Management
- ▶ Financial Analysis and Decision Making
- ▶ Financial Markets and Institutions
- ▶ Management Information Systems
- ▶ Principles of Purchasing
- ▶ Production and Operations Management
- ▶ Statistics for Quality Engineering
- ▶ Capstone Projects I and II

## SUSTAINABLE DEVELOPMENT & SOCIAL RESPONSIBILITY\*\*

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
- ▶ Business Elective - Lower Division
- ▶ Environmental Legislation
- ▶ Quality Management
- ▶ Technology Management & Life Cycle
- ▶ Environmental Economics & Policy
- ▶ Natural Resource Management
- ▶ Capstone Projects I and II

### Careers

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

### Careers

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

### Recommended SKEMA MSc:

International Marketing & Business Development, Digital Marketing

### 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

### Careers

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



\*\* During the fourth year of the specialisation Sustainable Development & Social Responsibility, students can enrol on a common track with the Université Côte d'Azur to prepare a master degree.

# INTERNATIONAL EXPERIENCE

- 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
- Taiwan**
  - ▶ Chung Yuan Christian University
  - ▶ Yuan Ze University
- Denmark**
  - ▶ Copenhagen Business School
- Germany**
  - ▶ EBS Business School
  - ▶ Frankfurt School of Finance & Management
  - ▶ International School of Management

- Greece**
  - ▶ Athens University of Economics & Business
- Hungary**
  - ▶ Budapest Business School
- Italy**
  - ▶ LUISS Business School
- Japan**
  - ▶ Nihon University
- Latvia**
  - ▶ RISEBA University of Business, Arts and Technology
- Lithuania**
  - ▶ ISM University of Management and Economics
- Mexico**
  - ▶ Tecnológico de Monterrey
  - ▶ Universidad Panamericana
- 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
  - ▶ University of Portsmouth
- United States**
  - ▶ California State University Fullerton
  - ▶ Florida International 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
- Spain**
  - ▶ ESIC Business & Marketing School - Barcelona
  - ▶ ESIC Business & Marketing School - Valencia
- Turkey**
  - ▶ Bilkent University
  - ▶ Sabanci Universit

## 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

- Ireland**
  - ▶ University of Limerick - Limerick

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

- United Kingdom**
  - ▶ University of the West of England - Bristol
  - ▶ University of Plymouth - Plymouth
  - ▶ University of Kingston - London
  - ▶ University of Aberdeen - Aberdeen
  - ▶ University of Hull - Hull

\* Possible destinations depend on the student's campus, specialisation 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)

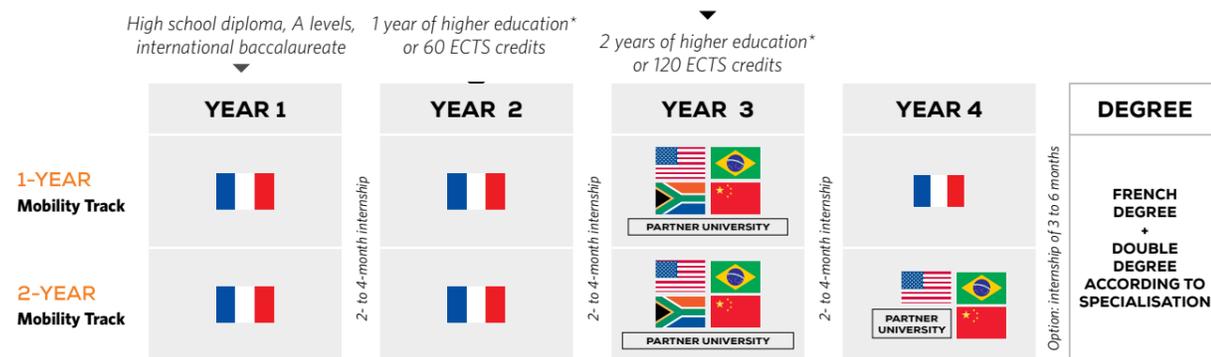


\* List subject to change

# 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.

AREA/FIELD**	SPECIALISATIONS	1-YEAR Mobility Track	2-YEAR Mobility Track
MANAGEMENT	ACCOUNTING	✓	✗
	E-COMMERCE & DIGITAL STRATEGY	✓	✗
	LUXURY BRAND MANAGEMENT	✓	✗
	SUSTAINABLE DEVELOPMENT & SOCIAL RESPONSIBILITY	✓	✗
	CORPORATE FINANCE	✓	✓
	ENTREPRENEURSHIP & BUSINESS ADMINISTRATION	✓	✓
	MARKETING	✓	✓
	GLOBAL BUSINESS	✓	✓
	INTERNATIONAL BUSINESS	✓	✓
SCIENCE & MANAGEMENT	MARINE & ENVIRONMENTAL MANAGEMENT	✓	✓
	ENGINEERING SCIENCE & INNOVATION MANAGEMENT	✗	✓
ARTIFICIAL INTELLIGENCE	ARTIFICIAL INTELLIGENCE	✗	✓

🇫🇷 Lille or Sophia Antipolis SKEMA campuses (France)

🇺🇸 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 ministerial structures in charge of the high level.
- 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  
Pivot, Club NUREMBERG Div2  
Vice champion of France U17  
Started the BBA: September 2018  
Specialisation: Event Management



#### ANAÏS BRECHE

Trampoline  
Member of Pôle France, Antibes  
Bronze medal by team at the European Championships in Sochi in 2021  
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  
9<sup>e</sup> at the Olympic Games in Tokyo in 2021  
First at the European Championship by team in 2021  
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

RENTÉE	Baccalauréat français	Baccalauréats internationaux	Admission en 2 <sup>ème</sup> année	Admission en 3 <sup>ème</sup> année
Septembre	 Concours SESAME	 Concours SKEMA	 Concours SKEMA	 Concours SKEMA
Janvier	 Concours SKEMA	 Concours SKEMA	 Concours SKEMA	 Concours SKEMA

## NATIONAL 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.

**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](http://concours-sesame.net)**

### SESAME key dates

**Written tests:** 13 April 2022 (online)

**Eligibility results:** upcoming dates

**Oral tests:** upcoming dates

**Admissions results:** upcoming dates

Participation fee for the bank :€150+ €30 per programme  
For scholarship applicants: 50% discount



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

**2022-2023 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



You hold an **International Baccalaureate** and / or wish to **apply in second or third 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 (only open on the Sophia Antipolis campus)

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

\*For second or third year admissions, contact us.

	Admission possible in 2 <sup>nd</sup> year	Admission possible in 3 <sup>rd</sup> year
<b>1-year mobility track specialisations</b>	yes	yes
<b>2-year mobility track specialisations</b>	Global Business, Supply Chain and International Business	no

### 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\*\*

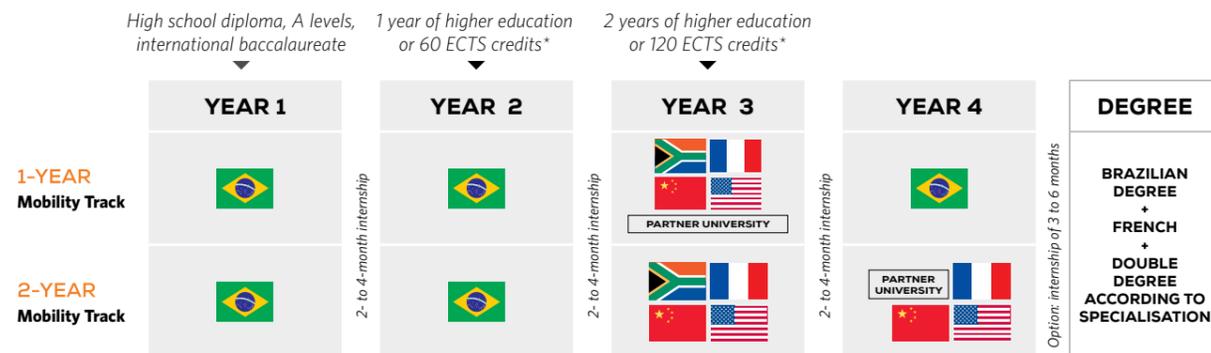
Worth scholarship: €1,500

\*\* 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
SUSTAINABLE DEVELOPMENT & SOCIAL RESPONSIBILITY					French degree
INTERNATIONAL BUSINESS					French degree + American degree + Partner university bachelor(*)

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

# 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.

**2022-2023 TUITION FEES: R\$ 2.800 / 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 2022-2023.  
They may be subject to change.  
The final amounts will be those mentioned in the contract at the date of registration.

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

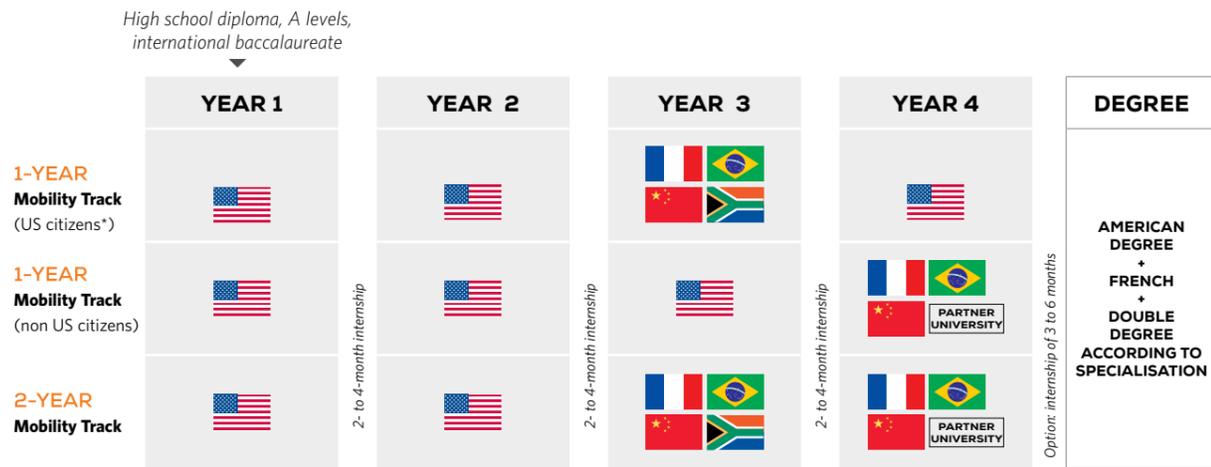
Raleigh SKEMA campus (USA)  
 Suzhou SKEMA campus (China)

Stellenbosch - Cape Town SKEMA campus (South Africa)

# 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.



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>	USA	USA	France, Brazil, China	France, Brazil, China	French degree + Partner university bachelor(*)
<b>CORPORATE FINANCE</b>	USA	USA	France, Brazil, China	France, Brazil, China, Western University	French degree + Partner university bachelor(*)
<b>MARKETING</b>	USA	USA	France, Brazil, China	France, Brazil, China, Western University	French degree + Partner university bachelor(*)
<b>GLOBAL BUSINESS</b>	USA	USA	Brazil, France, China, South Africa	Brazil	French degree + Brazilian degree (**)
<b>SUPPLY CHAIN</b>	USA	USA	Brazil, France, China, South Africa	China	French degree

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

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

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

South Africa: 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.

**2022-2023 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 2022-2023. They may be subject to change. The final amounts will be those mentioned in the contract at the date of registration.

# A SUCCESSFUL CAREER START

# STUDENT LIFE

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



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



**AVERAGE SALARY**



**OF GRADUATES  
WORK INTERNATIONALLY**

## OUR GRADUATES CHOOSE TO WORK IN

Marketing and communications 29%	Project management, digital and IT 8%
Business development and sales 25%	Executive management, entrepreneurship 7%
Consulting, audit, finance 18%	Purchasing & logistics 4%
Sustainable development, CSR 8%	Others 1%

## THEY RECRUIT OUR TALENTS

Abbott	Coca-Cola	Ingenico
Amazon	Epicerie verte	L'Oréal
Auchan	EY	Marine nationale
Banque Nationale du Canada	Ferrari	PwC
Bayer	Forton Cushman and Wakefield	Tesla
CBE Group	Google	The Purpose Group
Chemical Assistance	Industrial Bank Co., Ltd.	

Source: Talent & Careers employability survey, BBA class of 2020.

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.

## AMONG ALL THAT YOU WILL DISCOVER WITHIN THE CAMPUSES, HERE ARE SOME EXAMPLES

**BUREAU DES SPORTS (BDS)**  
Promotion of sports practice within the school. Organisation of sport and charitable events. Participation in inter-school tournaments such as the Northern Cup.

**SKEMA YACHTING // OCÉANE**  
For all sailing enthusiasts: participation in regattas and cruise organisation.

**BUREAU DES ELÈVES (BDE)**  
Animation of school life through the organisation of several theme evenings and the end of year Gala. Organisation of the flagship intercampus event, the SEI (integration seminar). Promotion of the cohesion, solidarity and tolerance values within the class.

**SKEMA RALEIGH STUDENT ORGANIZATION**  
On the US campus, this has four main areas: sport, communication, culture and home.

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

**HE FOR SHE**  
Solidarity association which goal is to promote gender equality. Organisation of awareness raising events.

**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.

**ENACTUS**  
Social and solidarity entrepreneurship.

**SKEMA CONSULTING ("CONSEIL")**  
Junior consulting, conducts market studies for companies.

**THE SHOP**  
Design and sale of SKEMA branded products (textiles, goodies etc.).

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/Lille*  
International Business — *Raleigh*

## ESDHEM

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

## GRANDE ÉCOLE PROGRAMME

Master in Management

## MASTÈRE SPÉCIALISÉ® 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 Agreement with NYU SPS
- Luxury Hospitality and Innovation SKEMA X École 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

### 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 — *Dual degree with Berkeley Global*
- Academic Diploma Program in Digital Marketing and Business & Management of Entertainment — *Dual degree with UCLA Extension*
- Triple Master LOYOLA X SKEMA X LMU (MBA/PGE/Master)

## PHD & 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

international.admissions@skema.edu  
Paris : +33 (0)1 71 13 39 22  
Lille : +33 (0)3 20 21 59 69  
China : +86 512 6260 2865

