



# Loyola College

Chennai



International Twinning Programme  
BBA- FRANCE

COURSE CATALOGUE

## Loyola College, Chennai

The Loyola College Society runs many institutions of excellence (Loyola College, LIBA, LICET, LIAC, Loyola College of Education, IDCR, PULC and LIVE) and has many international collaborations with renowned and prestigious institutions across the globe. Loyola College, a Catholic Minority Institution, was founded by the Society of Jesus (Jesuits) in 1925, with the primary objective of providing University Education in a Christian atmosphere for deserving students irrespective of caste and creed. The aim of the college is to educate young men and women to serve their fellow men and women in justice, truth and love.

Loyola College has been ranked No.6 in the Country by the NIRF 2019 rankings, released by the Ministry of Human Resource Development, New Delhi, India.

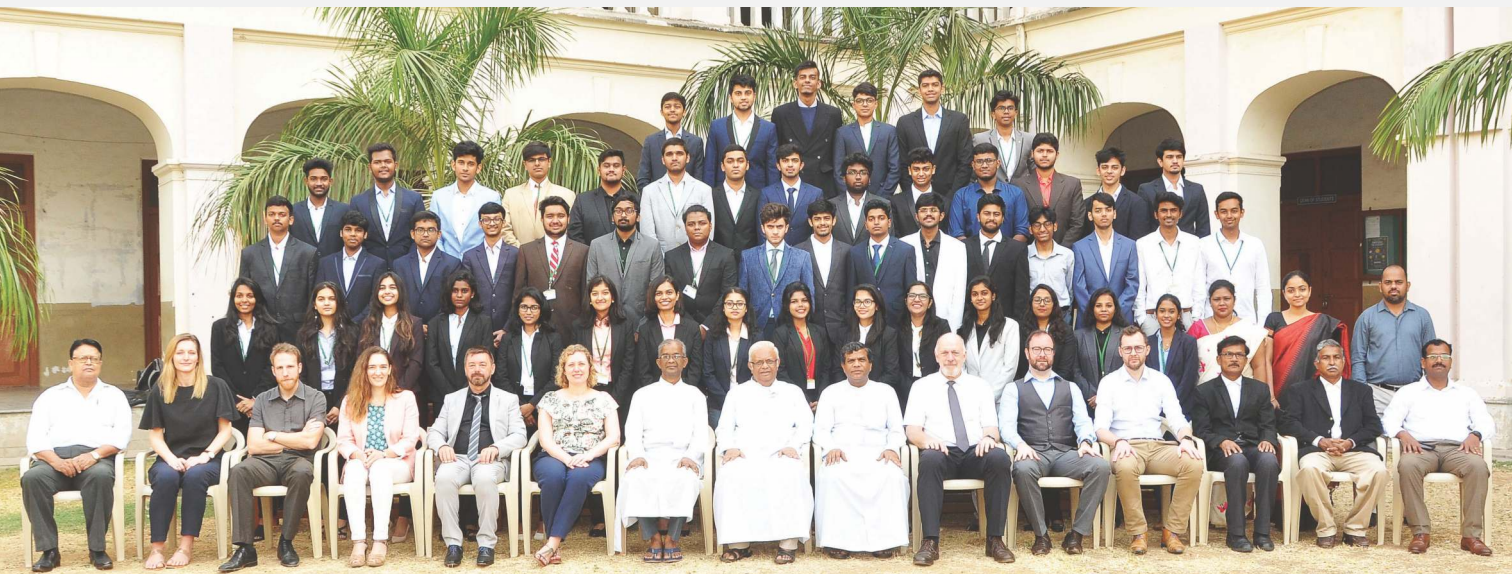
Loyola College has continued to remain, for the past 15

years, in the list of Top 10 Colleges in India ranked by the India Today Magazine.

- The NAAC has re-accredited the college with a 3.70 CGPA, the highest received by any college in South India.
- Loyola College is one of the very few colleges in India to be awarded the status of "College of Excellence" by the UGC.
- It has a well-equipped library with more than one lakh books and eBooks.

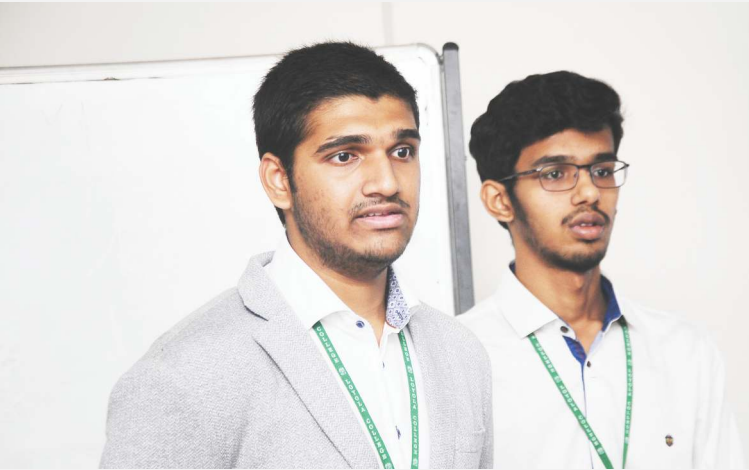
### For Non-Francophone Students

They are expected to take a French Language Course without exception, the French Language course is mandatory for all Non FRANCOPHONE students. The BBA programme is comprised of 180 ECTS credits to be completed in 3 academic years.





## BACHELOR PROGRAMME



### OBJECTIVES:

The Bachelor of Business Administration (BBA –France) is a 3 year Under Graduate Twinning Programme of Loyola College, Chennai and Lille Catholic University, France., where the students pursue their First 2 years of study at Loyola College, Chennai and the 3rd Year of study at IESEG School of Management, Lille, France. The Program provides students with general management education. Students gain knowledge in the following management disciplines:

- Marketing
- International Negotiation
- Human Resource Management
- Audit and Control
- Accounting and Finance
- Operations Management
- Information Systems
- Supply Chain Management
- Econometrics
- International Economics
- Cross Cultural Management

### Uniqueness of the Programme:

The structure of the BBA Programme is designed to help our students achieve the following:

- A deep knowledge of and proficiency in the fundamental discipline.
- A high level of professionalism in Management disciplines.
- Solid Managerial and Behavioural Skills.

### Highlights of the Programme:

- Learn Business Management in one of the top business schools in Europe.
- An opportunity to participate in International Exchange programmes in 281 partner universities in 69 countries including India's IIM's.
- Complete an Internship in France
- IESEG has obtained the "AACSB" (Association to Advance Collegiate Schools of Business) Accreditation
- IESEG had been awarded international EQUIS Accreditation
- IESEG had been awarded AMBA Accreditation



Merited and interested students upon completion of the BBA Course, are encouraged to continue their studies at IESEG in the two year M.Sc. in Management to specialize in their chosen area. Tutors dedicate significant attention to students personal growth, helping them develop an analytical mindset, cultural sophistication and sound decision making skills. Students also get professional experience through internships and develop international competencies by optionally spending an entire semester of the first year at one of IESEG's partner universities abroad.



## IESEG SCHOOL OF MANAGEMENT, LILLE, FRANCE

It is ranked 26th for the Best "Master's in Management" in the world by the Financial Times 2018.

One of the largest private schools in France - The Lille Catholic University.

It is ranked No.1 among the French Post Baccalaureate schools (where students can enter bachelor programmes after finishing their higher secondary studies - baccalaureate).

- € 9,691 per year - Tuition fee.
- 81% permanent staff are international.

Opportunities are available for students to take part in the exchange programmes in one of our 281 partner universities in 69 different countries including India's prestigious IIMs.

Opportunities are available to do an internship in France or anywhere in the world.



# 7 Reasons To Choose IÉSEG



## 1 International Recognition:

IÉSEG is part of the less than 1% of elite business schools worldwide that achieved a triple accreditation. The school is ranked for the sixth time in 2018.

Financial Times "Best Masters Programme in Management" category as 26th in the world and 7th among French business schools.

## 2 Academics & Research Excellence:

The entire institution is committed to the quality of the academic experience and to provide students with the support that they need to succeed in their respective careers. The IÉSEG Research Center enjoys a unique association with CNRS, Europe's largest research organization, and the rankings confirm again that IÉSEG is among one of the best institutions. The school is ranked 8th in academic excellence and is recognized as the 2nd Business School in France for research.

## 3 Live in France study in English:

International students joining IÉSEG appreciate the opportunity of balancing rigorous academic studies with the pleasure of the French way of life. All programmes are offered in English and French language lessons are included at all levels.

## 4 One School, Two Campuses:

Students will either be studying at our Paris campus in the vibrant and bustling business hub of La Defense (1,500 business, including 15 of the top 20 French national companies and 15 out of the top 50 World companies) or at our original campus in the center of the picturesque city of Lille, a lively student city in the heart of Europe, conveniently located with five European capitals within a 300 km radius.





## 5

## International Experience:

The institution may have a French location, but once you step into IÉSEG you enter a Global melting pot that's represented by more than 100 nationalities. Each year, approximately 2270 exchange and international degree-seeking students are welcomed, and more than 80% of IÉSEG students spend at least a semester abroad, adding an extra international dimension to their studies.

## 6

Excellent Services  
for International Students:

The administrative staff and dedicated international services team both in Lille and Paris campuses provide international students with comprehensive support services in every aspect of their academic and personal life before and after their arrival at IÉSEG.

## 7

Professional  
Network Opportunities:

IÉSEG has established excellent relationships with local and international companies and organisations for many years. Various events are organised throughout the year so that students have the opportunity to meet and exchange ideas with the company executives (e.g. corporate talks, company meetings, career fairs, industrial visits, etc.).



## An Effective Programme over 5 Years

This prestigious five-year programme takes students from the beginning of their higher education studies right through to a master's degree. The three year BBA programme provides students with a solid foundation in business and management while the two-year M.Sc. programme offers an excellent launch pad for anyone who would like to specialize in a particular business field.

Bachelor Program  Bachelor of Business Administration	Year 1	Semester I English French General Economics Business Mathematics – I Business & Management Financial Accounting – I Cross Cultural Management	Semester II English French Micro economics Civil law Statistics for business I Work Sociology Financial management I
		Semester III English French Macro economics Business law Introduction to marketing Financial accounting – II Statistics for business II	Semester IV English French Business Mathematics – II Operations Management Econometrics Organisational Behaviour Financial Management II
	Year 2	Parallel Admission Process	
	Year 3	Semester V Management control Information systems Marketing research Cost accounting Data analysis Optimization methods Electives Foreign languages	Semester VI Finance Operations management Human resources management Strategy Introduction to negotiation Labour law Electives Foreign languages
		Parallel Admission Process	
Master Program M.Sc. in Management	Year 4	Semester I Strategic analysis Change management Research methodology 8 Electives Data analysis Optimization methods 8 Electives Foreign languages	Semester II or III Strategic seminar in a major Research seminar in a major Corporate social responsibility Leadership management 7 electives Foreign languages
	Year 5	Semester II, III or IV Management Internship 6 months	Semester III or IV Dissertation or Consulting Project

## MASTER'S PROGRAMME



The perfect spring board to specialize in a particular business field. Programme Objectives:

The purpose of the last two years of the programme is to shape students into Operational managers with a strategic perspective, the ability to adapt to international and multicultural environment and to contribute to changing management processes. The



two-year Master of Science in Management offers an excellent launchpad for anyone who would like to specialize in any particular business field.

### Advantages of the Programme:

It is fully recognized by the French Ministry of Education.

An "A la carte" curriculum to customize each student's course plan.

There are 9 fields of specialization available.

### Curriculum

Students have a high level of flexibility to customize and recognize the programme, where participants undertake two semesters of coursework, a one semester-long internship with a company in France or abroad and subsequently complete a Master's thesis or a consulting project. More than 200 courses are available as electives.





## Specializations

- Audit and Control
- Finance
- Human Resources Management
- Information System Management
- International Negotiation and Sales

## Management

- Marketing
- Operations Management
- Economics and International Trade Strategy
- Entrepreneurship and Innovation

## Examples of electives

- Business Sustainable Development
- Industry Changes Innovation Management
- Doing Business in Latin America
- Interpersonal Communication Applied to Negotiation
- Entrepreneurial decision making

Duration : 2 Years

Language: English

Starting : September or January from 2019 onwards

Campus : Lille and Paris

## Multiple Job opportunities in France and abroad

IESEG has a dedicated team to advise students in their studies on their professional project and to accompany them in their job search. The approach is personalized according to every student's needs to ensure that they successfully advance in their professional career. It will also help to tap into IESEG's relationships with companies, recruiters, executives and alumni.

The belief that companies should be an integral part in the education and training of our students is paramount. We have developed strong and long lasting partnerships with local and international companies over the years. Our graduates are highly sought after by major international businesses and corporations. About two thirds of our students already have a job lined up by the time they finish their studies, and nearly all are employed within six months of graduation.

### Eligibility Requirements for the BBA France Programme:

- An Overall of 60% in the Higher Secondary Examination
- A Pass in the Entrance Exam conducted by Loyola & IESEG in the month of May.









For further information visit:

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EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

