L I A C
Loyola-International Academic Collaboration
Loyola College, Chennai-600 034

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 2018 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 IÉSEG School of Management, Lille, France. The Program provides students with general management education. Students gain knowledge in the following management disciplines:
1 Marketing
2 International Negotiation
3 Human Resources Management
4 Audit and Control
5 Accounting and Finance
6 Operations Management
7 Information Systems
8 Supply Chain Management
9 Econometrics
10 International Economics
11 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.
- IÉSEG has obtained the “AACSB” (Association to Advance Collegiate Schools of Business) Accreditation.
- IÉSEG had been awarded International EQUIS Accreditation.
- IÉSEG had been awarded AMBA Accreditation.

Merited and interested students upon completion of the BBA Course, are encouraged to continue their studies at IÉSEG 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 IÉSEG’s partner universities abroad.

IÉSEG School of Management, Lille, France

- It is ranked 31st for the Best “Master’s in Management” in the world by the Financial Times 2017.
- 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 fifth time in 2017.

Financial Times “Best Masters Programme in Management “category as 31st 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 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.

<table>
<thead>
<tr>
<th>Bachelor Program</th>
<th>BBA</th>
<th>Year 1</th>
<th>SEMESTER I</th>
<th>SEMESTER II</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>English</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>French</td>
<td>French</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>General Economics</td>
<td>Micro Economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Business Mathematics – I</td>
<td>Civil Law</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Business &amp; Management</td>
<td>Statistics for Business I</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Financial Accounting – I</td>
<td>Work Sociology</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cross Cultural Management</td>
<td>Financial Management I</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
<th>SEMESTER III</th>
<th>SEMESTER IV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>French</td>
<td>French</td>
</tr>
<tr>
<td></td>
<td>Macro Economics</td>
<td>Business Mathematics - II</td>
</tr>
<tr>
<td></td>
<td>Business Law</td>
<td>Operations Management</td>
</tr>
<tr>
<td></td>
<td>Introduction to Marketing</td>
<td>Econometrics</td>
</tr>
<tr>
<td></td>
<td>Financial Accounting – II</td>
<td>Organisational Behaviour</td>
</tr>
<tr>
<td></td>
<td>Statistics for Business – II</td>
<td>Financial Management – II</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3</th>
<th>SEMESTER V</th>
<th>SEMESTER VI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Management Control</td>
<td>Finance</td>
</tr>
<tr>
<td></td>
<td>Information Systems</td>
<td>Operations Management</td>
</tr>
<tr>
<td></td>
<td>Marketing Research</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td></td>
<td>Cost Accounting</td>
<td>Strategy</td>
</tr>
<tr>
<td></td>
<td>Data Analysis</td>
<td>Introduction to Negotiation</td>
</tr>
<tr>
<td></td>
<td>Optimization Methods</td>
<td>Labour Law</td>
</tr>
<tr>
<td></td>
<td>Electives</td>
<td>Electives</td>
</tr>
<tr>
<td></td>
<td>Foreign Languages</td>
<td>Foreign Languages</td>
</tr>
</tbody>
</table>

***** Parallel Admission Process*****

<table>
<thead>
<tr>
<th>Year 4</th>
<th>SEMESTER I</th>
<th>SEMESTER II OR III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strategic Analysis</td>
<td>Strategic Seminar in a Major</td>
</tr>
<tr>
<td></td>
<td>Change Management</td>
<td>Research Seminar in a Major</td>
</tr>
<tr>
<td></td>
<td>Research Methodology</td>
<td>Corporate Social Responsibility</td>
</tr>
<tr>
<td></td>
<td>8 Electives</td>
<td>Leadership Management</td>
</tr>
<tr>
<td></td>
<td>Date Analysis</td>
<td>7 Electives</td>
</tr>
<tr>
<td></td>
<td>Optimization Methods</td>
<td>Foreign Languages</td>
</tr>
<tr>
<td></td>
<td>Foreign Languages</td>
<td>English</td>
</tr>
</tbody>
</table>

***** Parallel Admission Process*****

<table>
<thead>
<tr>
<th>Year 5</th>
<th>SEMESTER II, III OR IV</th>
<th>SEMESTER III OR IV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Management Internship for 6 Months</td>
<td>Dissertation or Consulting Project</td>
</tr>
</tbody>
</table>

***** Parallel Admission Process*****
**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.

**Specialisations**

- 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 (2018 onwards)

**Campus:** Lille and Paris

**Multiple Job opportunities in France and abroad**

IÉSEG 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 need to ensure that they successfully advance in their professional career. It will also help to tap into IÉSEG’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:**

未经授权，克隆此段内容是侵权行为。
PRAYER OF ST. IGNATIUS OF LOYOLA

Teach us Lord,
to serve You as You deserve,
to give and not to count the cost,
to fight and not to heed the wound,
to toil and not to seek for rest,
to labour and not to ask for any reward,
save that of knowing that
we do Your holy will. Amen.

“Let Your Light Shine”
For further information visit:

LIAC
Loyola-International Academic Collaboration
JT 12, Ill Floor, Jubilee Building,
Loyola College, Chennai - 600034

Web : www.loyolacollege.edu/liac
Email : liac@loyolacollege.edu
Facebook: bbaFranceloyola
Dial : 044-28178369 / 9176886106