



BREST
BUSINESS
SCHOOL



The new paths to success !

MASTER OF SCIENCE

INTERNATIONAL BUSINESS

MSc



CONFÉRENCE DES
**GRANDES
ÉCOLES**



AACSB
ACCREDITED

BREST BUSINESS SCHOOL



Luc PONTET

Dean
Brest Business School

«Brest Business School is a Grande Ecole of Management focused on e-learning, apprenticeship and international relations which opens the path to success to all learners.

Recognized by the Ministry of Higher Education, Research and Innovation since its creation in 1962, BBS is also a member of the Conference of Grandes Ecoles since 1992.»

KEY FIGURES

- 4 campuses : Brest, Paris, Beijing, Qingdao
- 20 permanent professors
- 65 partner universities
- 300 partner companies
- 5 000 students around the world
- 10 000 alumni worldwide



MSc IN INTERNATIONAL BUSINESS



Brest Business School provides a Master of Science that is accredited by the Conférence des Grandes Écoles and

includes a double degree with a international partner university.

The Master of Science (MSc) in International Business (MIB) is a 16 or 22-month degree taught entirely in English. The program is for all students holding a 3 year bachelor degree or higher. The MIB program is designed to train future international business managers and experts. The ambition of the program is to prepare learners to be successful in their future endeavors in international business.

You will learn the fundamentals of international business, as well as the technical procedures of export, import and other international business modalities. Company visits will provide you with an insight into the current challenges and procedures in international business.

STRENGTHS OF THE MIB



A rich intercultural environment : students from five continents



Exchange with teachers from different national, cultural and professional backgrounds



Collaborate with local companies involved in exporting



WHY CHOOSE THIS PROGRAM?

➡ The objective of the program is to provide you with the technical and behavioural skills leading to a management career at the international level.

➡ In addition to the courses, the Master of Science (MSc) in International Business offers you exceptional and formative experiences in the context of your associative projects, your double degree and your international career.

INTERNATIONAL EXPERIENCE

We rely on an innovative education model, enriched with new technologies and based on collaborative learning. We will assist you in becoming the leader and entrepreneur of tomorrow, capable of addressing the world's new challenges.

Our goal: to make you ready for your future career !

- Project into your future role from day one and work on economic, scientific, technological, cultural and societal topics with an international dimension.
- Get the opportunity to meet and learn alongside teachers researchers, entrepreneurs and expert form all around the world.
- Enjoy a rich international experience thanks to our partner university as part of the double degree. Go abroad, discover, exchange and share to increase your skills.

KEY FIGURES

- 35 nationalities on campus
- 135 business experts and 25 permanent teachers
- 100% of classes taught in English
- 2 international study trips

PROGRAM CONTENT

3 year Bachelor's degree candidates

SEMESTER 1

- Intrapreneurial project
- Consumer behaviour and strategic marketing
- Financial policy
- Human resources management
- Strategy management: the process
- Logistics management
- Management control
- Language skills
- Team building
- Job search techniques

SEMESTER 2

- Strategic management: implementation
- Information systems strategy
- Intercultural management
- Leadership and change management
- Research methods
- International project management
- European markets

- Emerging markets
- Leading markets
- Start seminar
- Job search techniques

SEMESTER 3

- International Operations Management
- International Trade Negotiation
- Business export strategy and development
- Approach to foreign markets
- International economic environment
- Business strategy game

SEMESTER 2 & 3

- Master thesis
- French as foreign language

SCHEDULE

Intake : February

Duration (22 months): three semesters in-class learning and one semester to write the Master Thesis.

ENTRY REQUIREMENTS

The main requirements necessary to join the Master of Science in International Business:

- Sound knowledge of English
- Hold a 3 year Bachelor's degree
- Strong motivation to engage on multicultural team work and challenging projects

PROGRAM CONTENT

4 year Bachelor's degree candidates

SEMESTER 1

- Strategic management: implementation
- Information systems strategy
- Intercultural management
- Leadership and change management
- Research methods
- International project management
- European markets
- Emerging markets
- High tech markets
- Start seminar
- Job search techniques

SEMESTER 2

- International Operations Management
- International Trade Negotiation
- Business export strategy and development
- Approach to foreign markets
- International economic environment
- Business strategy game

SEMESTER 1 & 2

- Master thesis MIB
- French as foreign language

SCHEDULE

Intake : September and January

Duration (16 months): two semesters in-class learning and one semester to write the Master Thesis.

ENTRY REQUIREMENTS

The main requirements necessary to join the master of science in international business:

- Sound knowledge of English
- Hold a 4 year bachelor's degree or higher
- Strong motivation to engage on multicultural team work and challenging projects



INTERNATIONAL EXPOSURE

The MIB program offers students to pursue a double degree course with our international partners in Ireland and India. This program includes an annual study tour to Waterford, Ireland.



TESTIMONY

«Brest Business School is a truly enjoyable and memorable academic experience for me. I like the school as it has human-sized classes and allows us to have a real exchange with the teachers. The professors are always ready to help and guide the students. The atmosphere is warm and friendly. Furthermore, because of its proximity to the sea, the living environment in Brest is very pleasant.»

Marium AKTHER - Bangladesh (2021)



HOW TO APPLY

➔ Entry requirements

- 👤 Students who have successfully completed at least a 3rd Bachelor's degree (180 or 240 ECTS, same field) can enter 1st or 2nd year of the program.

➔ Admission procedure

Initial selection : online applications

<http://talentdays.brest-bs.com/>

APPLICATION

The candidate submits the required documents on the online platform in order to create and validate their admission application, then selects an assessment date.



Transcripts
of grades



Degree
certificate



Personal
statement



CV



Application
fees

REGISTRATION VALIDATION

After all assessments are completed, the admission results are communicated directly to candidates.

Finally, the student acknowledges his enrollment.

TALENT DAY = ENTRANCE EXAM

This is a unique selection process for higher education at BBS,

Talent Day

and its primary purpose is to identify talent.

The tests take place online and have been designed to reveal your personality, your ability to react to complex situations, your appetite for initiative and leadership.

ADMISSION INTERVIEWS



1. Online interview -
30 min



2. Online english
interview - 15 min









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CONFÉRENCE DES
**GRANDES
ÉCOLES**

WEDON
E D U C A T I O N
伟东云教育



**MINISTÈRE
DE L'ENSEIGNEMENT
SUPÉRIEUR,
DE LA RECHERCHE
ET DE L'INNOVATION**

*Liberté
Égalité
Fraternité*



PRME

Principles for Responsible
Management Education



BBS

INTERNATIONAL MOBILITY CENTER

The CMI (Centre de Mobilité Internationale de Brest) helps international students to complete their visa process in partnership with Brest city council.

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