



START IN

INDIA



GRADUATE IN

FRANCE



# France

## Your Management Education Edge.

The French Higher Education System is considered to be one of the best in the world, making France one of the most sought-after destinations for higher education.

For your future professional life, this academic stay in France will turn out to be a big plus. You gain business knowledge, backed by an internationally recognised AACSB Degree.

### Did you know that France is the World's No.1 Tourism Destination?

Every year, more tourists visit France than any other country in the world. Home to the world famous Mona Lisa, France boasts of dozens of World Heritage Sites. You can also go for a ski in the Alps, tour one of the many vineyards and of course, take a dip in the three seas or immerse yourself in the vibrant multicultural atmosphere of France.

# Why France?

## Quality education. Affordable tuition.

**World-class Education** - Courses by top universities and Grandes Écoles.

**Affordable Tuition** - High-quality education at attractive fees.

**Prime Location** - Heart of Europe, easy access to many destinations.

**Schengen Visa** - Entry to 25 European countries and post-study work Visa.

**Career Boost** - Degrees recognised by 1,000 French companies in India.

**Industry Leaders** - Home to Airbus, Total, L'Oréal, and many more.

**Economic Powerhouse** - Abundant career opportunities for you.

**Business Language** - French is the third most common business language in the world.

**Innovation Hub** - Young talent thrives in innovation and entrepreneurship.

**Vibrant Culture** - Multicultural society with a rich history and dynamic future.

**Art of Living** - Enjoy world-renowned cuisine, theatre, and music.

**Cultural Richness** - Something for everyone, from arts to fine dining.



# Institute of Marketing & Management (IMM)

## Helping students launch their careers in Europe.

Discover excellence in business education at the Institute of Marketing and Management (IMM), where tradition meets innovation for over 55 years.

IMM Business School's Post-Graduate and Under-Graduate Programs are recognised by AICTE, Ministry of Education, Government of India.

We empower students to thrive in the dynamic world of International Business. With a rich history of academic prowess and five decades of innovation, IMM lays a strong foundation for your educational journey.

Immerse yourself in our vibrant learning environment, where cutting-edge curriculum, industry-aligned courses, and hands-on experiences prepare you for the global marketplace.

## Why IMM?

Located in the bustling student hub of **Qutub Institutional Area**, South Delhi.

**State-of-the-art campus** with smart classrooms, digital aids, and an AI Research Centre.

**Expert faculty** with real-world experience to guide your learning.

Dive into French language training for **global opportunities**.

**Technology-driven teaching** for core management subjects.

**Specialized workshops** on Data Science, AI, ML, and more.

Soft skills training, **corporate grooming**, and mentorship programs.

Industry visits and **talks with leaders** for practical insights.

**Membership in clubs** for networking and skill-building.

Engage in conferences, tours, and internships for **holistic growth**.

Avail high-value merit-based global scholarships from our partner **JJ Foundation**.

**Credits of IMM India** are carried to BBS France Program that includes internships.





# Brest Business School (BBS)

**Think global and manage business with French flair.**

Transition seamlessly from Institute of Marketing & Management (IMM) India to Brest Business School (BBS) France, where a world-class education awaits.

At BBS, an esteemed Ecole Supérieure de Commerce established in 1962, you'll find a vibrant academic community dedicated to shaping future leaders of the world.

## **What Makes Brest Business School Stand Out?**

- Accredited by AACSB International, BBS is renowned for its commitment to excellence in business education.
- Through interdisciplinary learning, experiential education, and industry partnerships, BBS equips you to excel in the global marketplace.
- Extensive collaborations with European and international institutions ensure a diverse and dynamic learning experience.

## **Why BBS?**

- BBS's innovative educational approach, driven by cutting-edge technologies and collaborative learning, prepares you effectively for future careers.
- Interact with a diverse range of educators and experts from across the globe, enriching your learning experience.

## **Unlock Your Potential at BBS.**

- The BBS curriculum, designed in consultation with industry partners, ensures you acquire both technical prowess and essential behavioural skills.
- Enjoy active participation from companies in shaping course content, ensuring alignment with industry needs and expectations.





Join the Bachelor in International Management or Master in Marketing programs at Brest Business School and embark on a transformative educational journey that prepares you for success on a global stage.

# Program Highlights

## Bachelor in International Management (BIM)

**Comprehensive Curriculum** - Includes seminars, professional and personal projects, scenarios, cultural exchanges, and team-building exercises.

**Work Opportunities** - French law allows International BIM students to work part-time, providing income and enriching work experience.

**No IELTS or TOEFL Required** - Courses are taught in English, making the transition seamless.

**Elevate Your Future** - Join the Bachelor in International Management program at Brest Business School and embark on a transformative educational journey that prepares you for success on a global stage.

**Global Perspective** - Gain insights and connections across continents.

**Experiential Learning** - Emphasis on real-world experience through mandatory internships, industry immersion, and professional development.

**Career Ready** - Graduate with the skills, knowledge, and confidence to thrive in today's globalized world.

**Entrepreneurial Spirit** - Develop your entrepreneurial skills in a stimulating and supportive environment.

**Recognized Degree** - The BIM degree is a benchmark for international business education, recognized by companies and universities worldwide.

## Master in Management (MIM)

**New Worlds Forum Global Expertise** - You attend conferences with renowned experts on key contemporary themes learning from experts.

**Sciences' Lab** - Get hands-on with introductions to cutting-edge science and technology.

**Innovation & Design** - Dive into coding, design, and innovative thinking.

**Mandatory 6 months Apprenticeship.**


**Learn Differently** - Benefitting from an innovative educational model, leveraging new technologies and emphasizing collaborative learning, preparing you for the careers of tomorrow.

**Interactive Learning** - Utilize social networks, maintain a blog, and work via our collaborative online platform, The Brain.

**Reveal Your Talent** - Tailor your education to your skills and goals with flexible options and choose the program.

**Shape the Future of Business** - The Master in Management program at Brest Business School equips you to navigate challenges, discover your talents, and find the career path that suits you best. You will train to become a new manager or entrepreneur, ready to meet the demands of a rapidly changing world.

**A World of Innovation** - In this Grande Ecole Program, you proactively prepare for your future career from day one. Work on projects that span the economy, science, technology, culture, and society, helping you step outside your comfort zone.



## Apply Now and unlock your potential as a global business leader.

Join us on a transformative journey of discovery, growth, and success with these unique AACSB Accredited Degree Programs.

Rest assured, your qualifications and degree from both IMM India and BBS France, are mutually recognized by both countries. As part of a bilateral agreement between India and France, your academic achievements hold value and credibility in both nations, opening doors to endless opportunities for further study, employment, and professional growth.

Also meet our BBS Global Student Ambassador - **Tannay Jit Singh**, and discuss how you can fulfil your entrepreneurial dreams with IMM & BBS.

**Note:** All students enrolling for BIM and MIM are eligible for merit-based scholarship from JJ Foundation. Kindly contact IMM India office for further details.

# Course Outlines

## Bachelor in International Management (BIM)

### 1st Year at IMM, India

Introduction to Marketing • Introduction to Accounting • Introduction to Economics • Introduction to Human Resources • Introduction to Organizational Behaviour • Introduction to Finance • Digital Marketing • Data Analysis & Statistics • Business English & Communication • French-I

### 2nd Year at IMM, India

Economic Policies • Marketing Mix • Sales Prospecting • Business Negotiation • Advanced Accounting • E-Commerce • Development of New Product • Company Law • International Law • Internship Project

### 3rd Year at BBS, France

International Management & Trade • Entrepreneurship Culture • International Finance • Geopolitics • Supply Chain Management & Logistics • Research Methods • Big Data Management • International Law • Event Management • Diversity Management • Final Business Games

### BIM Fee\*^ Structure

1st Year – INR 3,50,000 • 2nd Year – INR 3,50,000^^ • 3rd Year – INR 9,00,000

## Master in Management (MIM)

### 1st Year at IMM, India

Team Building • Team Building Seminar • CSR International Project • International Business • Economic Analysis and Strategies • Ethics Management and Corporate • Social Responsibility • Project Management • Intrapreneurial Project • Consumer Behaviour and Strategic Marketing • Financial Policy • Human Resources Management • Strategic Management: The Process • Logistics Management • Management Control

### 2nd Year at BBS, France

Advanced Accounting • Economic Policies • Marketing Mix • Sales Prospecting • Company Law • Business Negotiation • E-Commerce • Development of New Product • International Law • Internship Project

### MIM Fee\*^ Structure

1st Year – INR 6,00,000^^ • 2nd Year – INR 13,00,000

\*Subject to revision based on exchange rates.

^ Merit-based Scholarships are available from JJ Foundation. Inquire with IMM India office for further details.

^^ Includes an optional 7-Day all expenses paid global immersion trip to Brest Business School campus for an invigorating workshop and the enchanting city of Paris at an additional cost of INR 1,00,000.





Globally recognised AACSB accredited  
Bachelor and Master degree programs.

### **J J Foundation**

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