



PARIS - LA ROCHELLE  
**FRANCE**



The perfect pathway to a successful career

# **BUSINESS FOUNDATION PROGRAMME**



**TWO TOP FRENCH BUSINESS SCHOOLS FOR UNLIMITED POSSIBILITIES**



# BIENVENUE EN FRANCE !

We are very pleased that you are considering taking your Foundation Year in France, one of the world's most effective and recognised educational systems.

The La Rochelle Business School and ISC Paris alliance BFP gives you a unique opportunity to study in Paris or La Rochelle in two leading institutions.

Beyond learning the fundamentals of business and improving your language skills, our educational approach will help you to identify and choose the best degree pathway to match your profile and future career aspirations. The Business Foundation Programme's core mission is to provide you with an alternative route for a successful international business career. Our expert faculty and foundation team is committed to supporting you through individual coaching, advising and career guidance. We do believe that your personal and professional development is the key to boosting your career.

The intensive language and business preparation together with orientation and personal support for life at a business school will help you make an informed choice and gain direct access to undergraduate and master's degrees of your choice, either in English or in French, in one of the two top French Business Schools. Here is your chance to experience a journey to your future career at the crossroads of Europe!

## TOP 5 reasons to study in France

- 📖 A Higher Education System consistently ranked amongst the world's best
- 📖 A country at the crossroads of Europe
- 📖 A unique culture and art of living
- 📖 The home to many of the most luxurious, prestigious and innovative brands (Yves Saint Laurent, Louis Vuitton, Airbus, Thales, Hennessy Cognacs, Bordeaux wines...)
- 📖 A multicultural student friendly environment (France is the 3<sup>rd</sup> study destination for international students)



**BRUNO NEIL**  
Dean,  
ISC PARIS



**DANIEL PEYRON**  
Dean,  
La Rochelle  
Business School

# WHERE WE ARE



## La Rochelle Business School

The seaside experience



## ISC Paris

The metropolitan experience



# WHO WE ARE



With more than 30 years of experience, La Rochelle Business School and ISC Paris are among France's top 15% of Business Schools who are members of the prominent "Conférence des Grandes Ecoles" (CGE) network.

The CGE institutions promote excellence and innovation, prioritise a strong international dimension and student experience. They offer a broad range of undergraduate and master's degrees,

highly valued by employers and recognised by the French Ministry of Higher Education and Research.

The Business Foundation is a first-rate certificate programme, grounded in our combined vision and expertise, our commitment to academic excellence and student achievement built on a learner-centred approach. It provides an excellent, complete and flexible learning experience in two key French historical cities.

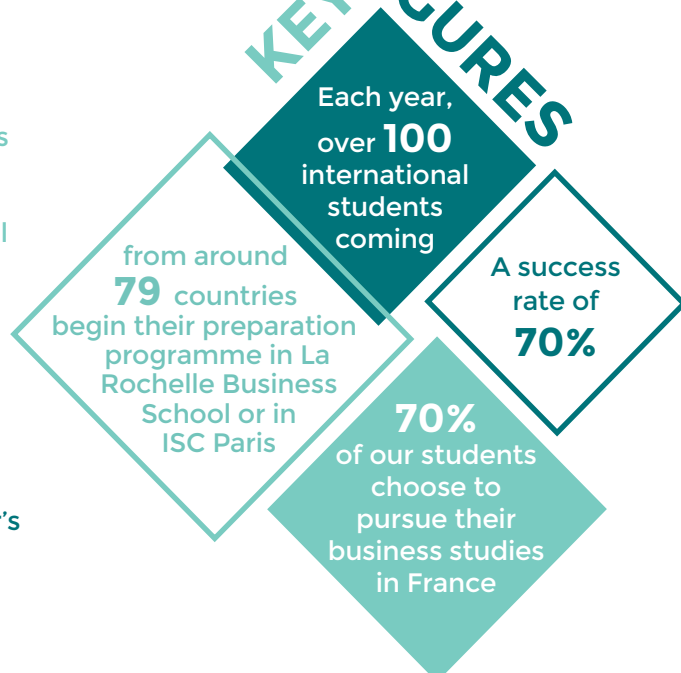
# WHAT WE DO

The Business Foundation Programme, taught in English or French, offers you a structured route to a higher education. You will acquire the fundamentals of management, language and cultural skills to pursue to a business degree. To do so, you will also receive guidance and direction to achieve both

your professional and personal aspirations. Our tailor-made innovative courses and web-based materials provide

students, from all cultural backgrounds, not only with the opportunity of studying at one of the top Business Schools but also to acquire the required skills for successful admission to a degree programme at undergraduate or master's level in France.

## KEY FIGURES



STAFF EXPERTISE

PERSONAL DEVELOPMENT

IMMERSION EXPERIENCE  
ON CAMPUS

DEDICATED FOUNDATION  
TEAM

INDIVIDUAL COACHING

ORIENTATION

MULTICULTURAL CLASSES

MODERN FACILITIES

# WHY STUDY WITH US?



## OBJECTIVES AND BENEFITS OF OUR BUSINESS FOUNDATION PROGRAMME

- ✓ You will improve your general language level and develop specific academic skills.
- ✓ You will acquire a fundamental background in business and management.
- ✓ You will get new perspectives and sample your business degree.
- ✓ You will be provided with an orientation and a structured route to ISC Paris or La Rochelle Business School.
- ✓ We will facilitate your integration and help you to adapt easily and on a long-term basis, to study and life in France.
- ✓ We will enable you to pursue a career in a English or French-speaking environment.

## WHAT CAN I DO NEXT?



Our Business Foundation Programme is designed for ambitious international students aiming to integrate a top French Business School. Joining us will offer you the opportunity to join one of our degree-awarding programmes (depending on your overall results), either in Paris or in La Rochelle.

## WHY SHOULD I JOIN ONE OF THESE DEGREE PROGRAMMES AFTER MY BFP?

- ✓ **Two world class Business Schools with a developed global and cross-cultural network (partnerships with leading businesses, graduates working in 84 countries...).**
- ✓ **A welcoming and safe environment for students, with a dedicated international team providing administrative & accommodation assistance, academic orientation, individual coaching, discovery tours, student buddy programme etc.**
- ✓ **A dedicated team to help you finding the right programme matching your expectations.**
- ✓ **80% of our graduates are in employment within six months of graduation.**



	Paris	La Rochelle	Description	Length	Entry level	
Undergraduate Programmes	<b>Bachelor in Business</b>	✓ 🇫🇷 🇬🇧	✓ 🇫🇷	Bachelor in Business with 14 possible specialisations across the two campuses.	3 years	High-School or international equivalent. <i>Direct entry in Year 2 (60 ECTS) or 3 (120 ECTS).</i>
	<b>BBA International Management</b>		✓ 🇫🇷 🇬🇧	Bachelor of Business Administration educating future managers to be adaptable, mobile and think globally in a multicultural environment.	4 years	
	<b>Bachelor in Tourism Management</b>		✓ 🇫🇷 🇬🇧	Bachelor in Tourism Management with specialisations in Hospitality & Gastronomy, Event & Leisure, Travel & Tourism.	3 years	
Masters level Programmes	<b>Master in Management</b>	✓ 🇫🇷 🇬🇧	✓ 🇫🇷 🇬🇧	Master in Management for globally responsible business managers. Pathways in Marketing, Luxury, Finance, Distribution... Specialisations include Supply Chain Management, Sales & Marketing, Logistics, Start-up Management...	2 years	Bachelor degree or an international equivalent (180 ECTS). <i>A Preparatory Year is open to students who hold a 2-year university qualification (120 ECTS).</i>
	<b>Specialised Masters &amp; MBA Programmes</b>	✓ 🇫🇷 🇬🇧	✓ 🇫🇷 🇬🇧	Specialised Master or MBA degree with 30 specialisations* across the two campuses, providing an overall corporate vision and enabling students to develop key managerial skills: strong interpersonal skills, strategic vision, drive and leadership.	1 or 2 years	Bachelor degree or an international equivalent (180 ECTS to 240 ECTS).
	<b>MSc in Tourism Management</b>		✓ 🇫🇷 🇬🇧	MSc degree (90 ECTS) providing students with an in-depth understanding of strategic Tourism, Hospitality & Event Management.	1 year	Bachelor degree or an international equivalent (180 ECTS to 240 ECTS).

\* Specialisations: Audit & Consultancy - Banking, Insurance & Asset Management - Capital Markets - Sustainable Development, CSR & Environmental Strategy - International Business Strategy - Premium & Luxury Marketing Management - Purchasing & Supply Chain Management - International Hospitality - Luxury Hotel Management - Event Management - International Sport Management - Digital Marketing - Collaborative Strategies - Human Resources Management - Fragrances & Cosmetics - International Finance - International Project Development Management - Communications & Advertising - Brand Management - Web Management - Entrepreneurship - Healthcare Management - Strategic Management of Information - Management Control - Finance and Financial Engineering - Cultural and Artistic Management.

# WHAT WILL I STUDY?



## LANGUAGE TRACKS

**French:** La Rochelle Business School

**English:** ISC-Paris or La Rochelle Business School

*Personalise your BFP! Possibility on the English track to study one semester in Paris and one in La Rochelle.*

### PROGRAMME OVERVIEW\*

#### ✓ LANGUAGE SKILLS

- > Intensive language skills for business students (English or French according to the track you are enrolled in)
- > Official language test

#### ✓ PERSONAL DEVELOPMENT

- > Theatre workshops, mentoring with former BFP students, company visits
- > Study skills
- > Individual academic advising and counselling
- > Preparation for degree applications and interviews
- > Immersion experience in the degree programme of your choice

#### ✓ SOCIETY & CULTURE

- > French and European cultures: understanding societies, cultures and environments through art, history, tangible & intangible heritage to better understand the 21<sup>st</sup> century
- > Study trip to both campuses

#### ✓ BUSINESS SKILLS

- > French & European Economies: unity or diversity?
- > Cross-cultural & Ethics Management
- > Introduction to Marketing

#### SEMESTER 1

22 ECTS

4 ECTS

4 ECTS

-

#### SEMESTER 2

14 ECTS

4 ECTS

-

12 ECTS



## TWO INTAKES

**1. September intake:** a one-year intensive programme (60 ECTS) for students with A2 language proficiency\*\* to bridge the gap between previous study and what is expected for study in France.

**2. January intake:** a 6-month fast track programme (30 ECTS) for students with B1 language proficiency\*\*.

## DIRECTOR OF STUDIES MARIA BELHAJ

“ Our Mission: to ensure your future! The Business Foundation Programme is well structured to ensure you are equipped with the right skills, attitudes and aptitudes. More than professors, our faculty are there to provide one-to-one guidance and support. Their pedagogical approach offers a wide range of activities and learning strategies to help you achieve your goals. I wish you every success as you embark on your new French life! ”





## THEATRE WORKSHOPS

As a future business professional, you will have to present and defend your ideas and projects to various audiences. Our theatre workshops are a way of learning by doing. In a relaxed atmosphere, you will develop your self-confidence and oral skills through sketches, improvisations, public speaking, etc.



## STUDY TRIP

### TO LA ROCHELLE AND PARIS

A unique opportunity to discover France and meet students of the Programme on both campuses!

This one-week trip between the two campuses will enable you to discover two cities and schools, to meet international students, to share and learn your various experiences and to participate to a business game between the two classes.



## PERSONAL DEVELOPMENT

A mix of learning experiences which will enable you to build and define your personal and professional career plan.

Self-knowledge, learning about different careers, internship search skills, post-experience debriefings, CV writing and interview skills, personal and professional networking...

Personal development will help you to successfully prepare for each stage of your journey towards employment.





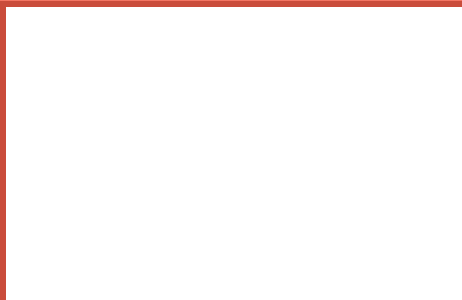
# HOW DO I APPLY?



Admission results sent by e-mail within 6 days after interviews

## GOOD TO KNOW: A FOUNDATION TEAM READY TO HELP!

We understand that your choice of your Business Foundation Programme is very important to you and your family. Please, note that our international team is always available to answer any question you may have, we would be happy to provide you with information, help and advice on any matter regarding living and studying in France at any time.



## TUITION FEES

2016-2017 tuition fees: €5,670 for a semester or €8,275 for a year\*.

\* Tuition fees include administrative fees, multi-service student ID access and compulsory Health care insurance; they do not include study trip in La Rochelle or Paris. These fees are provided for information purposes and are subject to change from one year to the next.





# Average monthly expenses for an international student

✓ <b>Accommodation &amp; bills</b> Rent, water, electricity, taxes...	>	From €430 to €1,000 - housing benefit*
✓ <b>Transports</b> Bus, subway, bike passes	>	Bus/subway pass: from €23 to €80 Bike pass: from €10 to €40
✓ <b>Food</b> Groceries and campus cafeterias (from €3.20 a meal)	>	From €200 to €500
✓ <b>Personal spending / extras</b> Clothes, outings...	>	From €150 to €400
✓ <b>Total estimated</b>	>	From € 813 to €2,020

\*The French government provides housing assistance called "APL" (Personalised Housing) for international students in possession of a visa validated by the OFII sticker. Amount: up to €200 a month. Calculation based on your incomes and spending.

Expenses vary from the campus location in La Rochelle or Paris. Please, note that your living costs will depend on your lifestyle.



## ACCOMMODATION

Both in Paris and La Rochelle, our campuses provide accommodation assistance and guarantee accommodation for international students:

- ✓ Host Family accommodation
- ✓ Flats/Apartments
- ✓ University Residences



## LRBS & ISC ONLINE HOUSING PLATFORMS

Our campuses both have an online platform to make it easier for you to find a suitable place to live in Paris and in La Rochelle.

Host Families, private apartments, student dorms... YOU choose which one suits you best! There are furnished or non-furnished studios or apartments, house-share possibilities or a room in a host family. Most are close to the Schools and you have the possibility of locating them online.



## ADMINISTRATIVE ASSISTANCE

Visa, healthcare procedure, bank account opening...

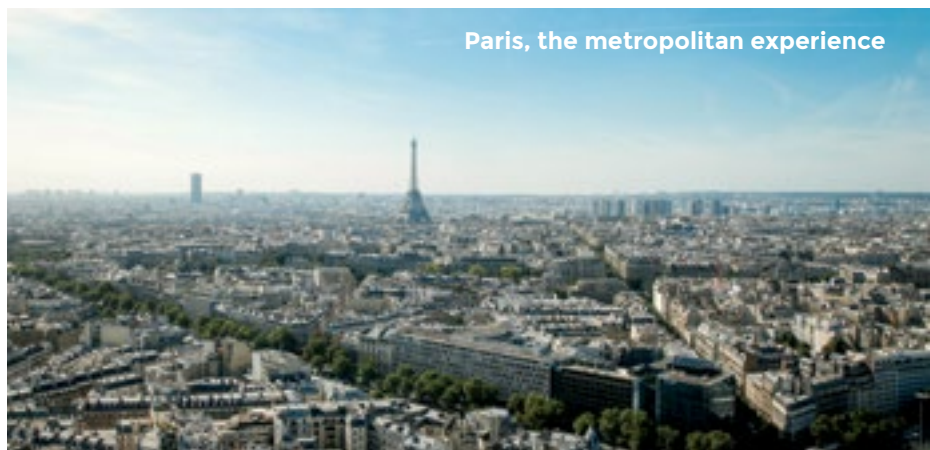
The Foundation team aims to make your stay in France as happy and successful as possible. We are available at any time to help you and to answer any practical or administrative question.

Please, note that all students coming to France must have valid ID documents.

- ✓ EU Students do not need a study visa. The same applies for students from the following countries of the European Economic Area: Iceland, Liechtenstein, Norway, Andorra and Switzerland.
- ✓ Non-EU students and who are studying for more than 3 months in France must apply a long stay student visa. This visa enables students to enter and stay in France.

# 2 CAMPUSES

WITH DEDICATED FACILITIES AND SERVICES... LOCATED IN TWO KEY FRENCH HISTORICAL CITIES



Paris, the metropolitan experience



La Rochelle, the seaside experience



## PARIS

### THE CAPITAL OF FRANCE

Paris is a historical, highly colourful, intensely cultural, and dynamic city. From Montmartre to the Eiffel Tower, via the Louvre, the Champs-Élysées and the boulevard Saint-Germain, Paris has a blend of many flavours.

Paris, City of Light, reveals multiple faces, for you to discover throughout your stay, by day, as well as by night... Via its museums, monuments, bars, bistros, concert halls, theatres and exhibitions, you will be totally immersed in the very heart of its cultural diversity. Get ready! Paris is swarming with fun, amazing and impressive events and festivals. The French capital is a city open to the outside world via international and European transportation networks, an ideal location as a base from which to explore and visit European cities.

## LA ROCHELLE

### A HUMAN-SIZED CITY WITH A GLOBAL OUTLOOK, IDEALLY LOCATED ON THE ATLANTIC COAST

Ranked 1<sup>st</sup> city in France for its student environment (sport and cultural activities, attractive social life, safe environment...), and well connected with an international airport covering 15 European cities, La Rochelle is a destination of choice for international students.

La Rochelle offers a wonderful quality of life and enjoys an annual rate of sunshine similar to that of the French Riviera. The architectural beauty of the city centre, the variety of local gastronomy and the proximity of famous sites such as Ré Island, Bordeaux, Cognac and the Loire Valley Castles, make La Rochelle one of the most visited cities in France with major events such as the largest French musical festival "Francofolies", the largest floating boat show "Grand Pavois"...

## ISC PARIS

ISC  
PARIS  
BUSINESS SCHOOL

The Campus is located in Paris, where the majority of leading French multinational corporations are based, and the world's best city to be a student.

The school benefits from the business reputation of the French capital, a major location where professional forums, conferences and trade fairs are held. Studying at ISC Paris can open doors to multiple careers in a variety of areas, in fashion, finance, high tech, hospitality, information systems, international trade, luxury, distribution, technology, and multimedia.

All our programmes in Business and Management Studies, with 20 different areas of specialisations, give students access to unlimited competences which will surely boost their careers.

- **2,400** full-time students & **300** international exchange students • **16,600** Alumni • **151** partner universities in **49** countries • **18** associations • Faculty of **200** professors and business professionals • **63** full-time professors • **1,200** affiliated companies (job offers, Internships, etc.)



## LA ROCHELLE BUSINESS SCHOOL

A few steps from the historic centre of La Rochelle, La Rochelle Business School has an outward-looking and international view of the corporate and institutional world.

Driven by its natural ability to innovate, La Rochelle Business School is a major local and national player thanks to its strong corporate relations and research driven collaborations, in particular in Tourism and Sustainable Development.

Our internationally recognised Management Programmes, all offering the opportunity to personalise your pathway according to your career plan and personal aspirations will enable you to acquire the human, technical and cultural skills and competencies to enhance your employability in the business field of your choice.

- **3,100** students on campus • **79** nationalities • **13,900** graduates working in **84** countries • **170** university partners in **48** countries • **3,000** corporate & NGO institutions welcoming our students every year • **103** permanent professors (of which **39%** are international) & **59** research professors • **193** management practitioners

# STUDENT TESTIMONIALS



**MENGYING, CHINA**



I joined the programme at La Rochelle Business School in September 2015. La Rochelle is a beautiful city on the coast, close to big cities such as Nantes and Bordeaux which I had the opportunity to visit during week-ends... it has been an experience of a lifetime!

La Rochelle Business School offers a both a lively and studious atmosphere, with a wide range of activities and courses. The School is very committed to integrating international students into their new French life, it reassured me when I arrived and I really appreciated all the support I got from the Foundation team to overcome any difficulties. The BFP helped me to improve my language skills and discover the fundamentals of business and management. Working with case studies developed my practical and teamwork skills and broadened my knowledge and experience.

This first study track really was an excellent preparation for my chosen programme - the Bachelor in Tourism Management at La Rochelle Business School; I feel confident I have the academic skills to succeed and I am ready to welcome new challenges!



**CATHLEEN, USA**

My whole stay in Paris is the best memory for my first exchange program overseas. I liked ISC Paris, its teachers and the courses are interesting. I liked everything that was going on in ISC PARIS! The International office is really helpful and takes a good care of international students. The Cosmopol team is lovely and their activities and trips are always outstanding. Thank you for the great experience. I've grown so much!



BFP

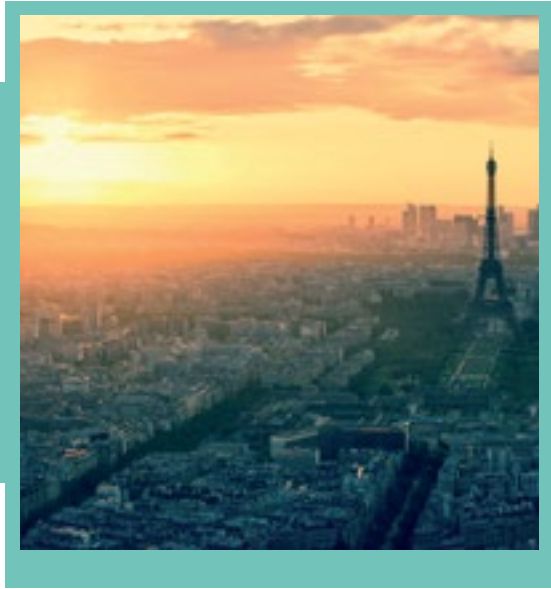
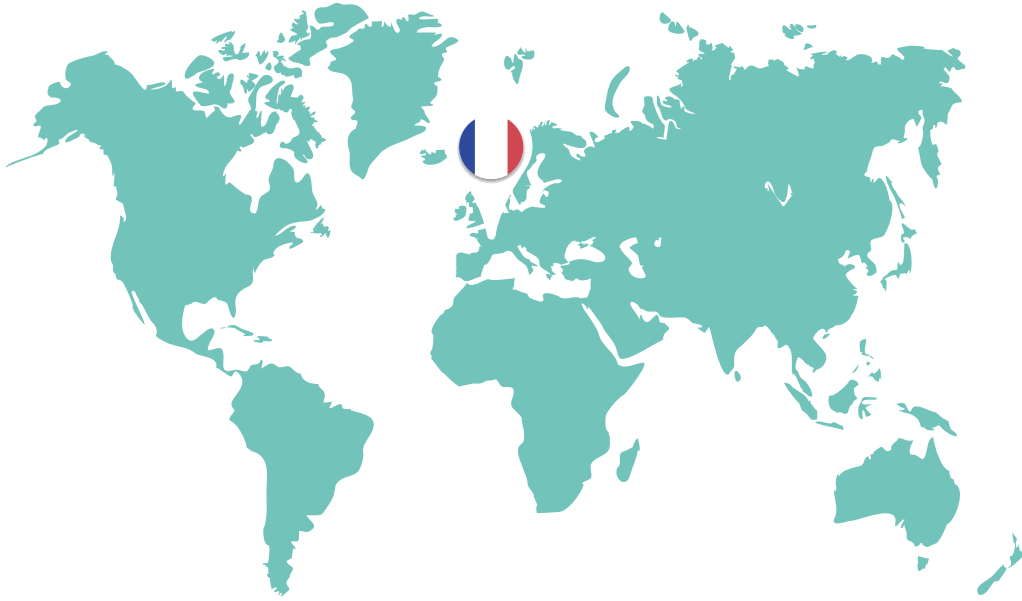


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