



WORLD WIDE WE

International **BBA**



KEDGE
BUSINESS SCHOOL

Vijaybhoomi University

“Through this unique joint program, you will embark on a transformative academic journey, at the Kedge Business School India campus at Vijaybhoomi University. The Bachelor of Business Administration (BBA) program integrates cutting-edge business education with French language instruction, enhancing your global preparedness.

On successful Completion of your two years in India, you will have the option to complete your third and fourth years at Kedge's main campus in France. Alternatively, you may choose to extend your studies for an extra year to earn an integrated master's degree at a leading institution in the US or Europe, expanding your expertise and global exposure.

In a world that is increasingly interconnected and globalized, this program will position you as a valuable asset to your future employer or entrepreneurial venture. The curriculum is designed to help you understand local, situational, and international business dynamics—key ingredients for success in today's evolving professional landscape.

”
Valérie Angles

International BBA Director

**WELCOME
MESSAGE**



ABOUT KEDGE BUSINESS SCHOOL

KEDGE Business School is one of the Top 10 business schools in France. Based in Marseille, Paris, Bordeaux, Toulon, Avignon, Bastia, Bayonne and Mont-de-Marsan, it also has 2 campuses in China and 2 in Africa. The school has 15,600 students (23% international), 220 full-time professors (48% international), 329 international partner universities and more than 85,000 graduates worldwide. KEDGE offers 38 management and design courses for students and professionals, as well as tailor-made courses for companies at national and international level. Recognised by the French government with accredited programmes, it is ranked 29th best Business School in Europe by the Financial Times in 2022 and 18th in the world for its Executive MBA in 2023.

A leading French "Grande École"

KEDGE is one of the few "Grandes Écoles", elite French higher education institutions known for their selective admission processes, academic excellence, prestigious degrees and graduates' employability. KEDGE is among the select 1% of international business schools holding the "Triple Crown Accreditation": AACSB, EQUIS, AMBA.





India Campus at Vijaybhoomi University

The Kedge Business School campus at Vijaybhoomi University, located in Maharashtra, India, is a beacon of world-class education, combining the strengths of both Indian and European academic traditions. This unique partnership offers the Global BBA program, blending local insights with international expertise, all taught by a distinguished faculty from both India and Europe.

What sets Kedge Business School India apart is its commitment to experiential learning. The program emphasizes internships, live projects, and industry engagement, ensuring students gain real-world exposure and practical knowledge. Kedge is one of the few institutions in India to boast triple accreditation (AMBA, EQUIS, AACSB), placing it among the top 1% of business schools globally. This guarantees that your degree is not only recognized internationally but also highly respected across industries.

GLOBAL RANKINGS

Global Rankings & Accreditation

Offered by a globally ranked, triple crown-accredited business school in India, making it the only program of its kind in the country. KEDGE Business School's triple accreditation from AMBA, EQUIS, and AACSB places it among the top 1% of business schools worldwide.



International BBA (IBBA) Highlights:

4-YEAR PROGRAMME: Start your 4-year journey in India with an option to complete the last 2 years at KEDGE's France campus.

Triple Crown Accreditation: Kedge Business School is one of only 1% of business schools globally to hold all three major accreditations—AMBA, EQUIS, and AACSB.

Internship Opportunities: Gain practical experience by completing industry internships in India or France, providing exposure to different business environments and cultures.

Cost-Effective Education: The program offers a strong return on investment, with globally recognized credentials.

Explore career opportunities across Europe after completing the program

1 Year Master's Extension: Students can extend the program by an additional year to earn an integrated master's degree in the US or Europe, benefiting from visa programs like OPT (in the US) or work visas in Europe, enhancing post-graduate employment prospects.

2 Years



2 Years



1 Years



India



France



Europe/USA

SPECIALIZATIONS OFFERED

Majors:

Marketing, Finance and Entrepreneurship

Minors:

Innovation and entrepreneurship, HR, Marketing, Finance, Digital business and Analytics

Students studying at Kedge Business School can also pursue a non-professional major or minor from the following areas whilst pursuing their iBBA program.

Music, Data Science, Design, Law.



○ – ECTS Score (P/F) – Pass or fail ● – Blended Course

S1 30ECTS

BUSINESS
SIMULATION

METHODOLOGY 1:
Learn to learn

Introduction to
sustainable
development

English
IELTS
preparation 1

Quantitative
Methods

Principles of
marketing

Foreign
Language

Business
Law

Micro-macro
economics

S2 30ECTS

Partners'
specificities:
Maths

METHODOLOGY 1:
Learn to learn

Introduction to
sustainable
development

English
IELTS
preparation 1

Project
management
methods

Quantitative
Methods

Principles of
marketing

Foreign
Language

Partners'
specificities:
Excel

Business
Law

Micro-macro
economics

S3 30ECTS

Administration of
international
sales & purchases

MARKETING:
Decision making &
market research
Sustainable
Marketing
Digital Marketing
communication

One track to choose amongst this & below:

FINANCE:
Intro to Financial
Analysis
Finance &
decision making
Financial
Economics

**SUPPLY CHAIN
MANAGEMENT:**
Fundamentals
Digital
issues in SCM
Sustainability

**EMERGING
MARKETS:**
Foreign
investment
Buying &
Selling
Business Culture
& Contract

International
Business

International
Law

Foreign
Language

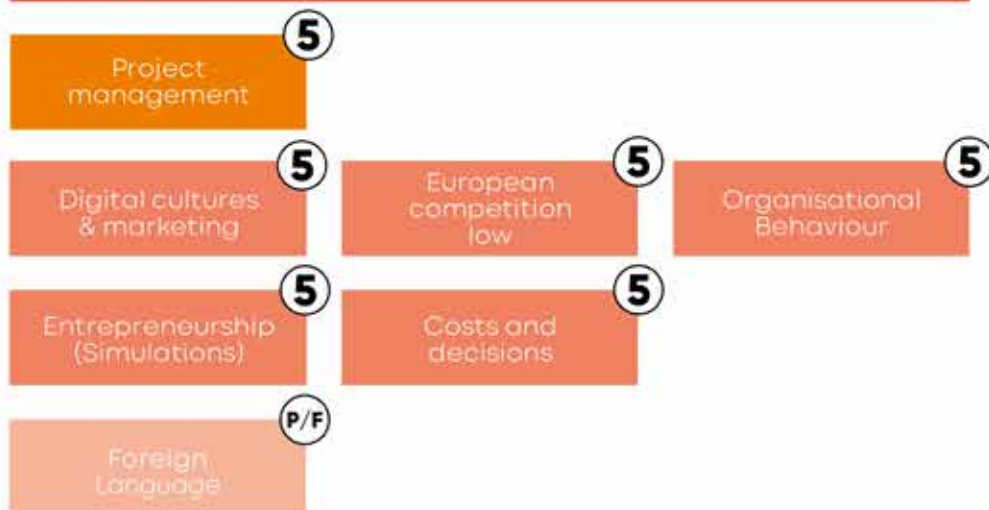
S4 30ECTS

6 Months Internship
or Working
Experience

IBBA YEAR 1 & 2

○ – ECTS Score (P/F) – Pass or fail ● – Online Course

S5 30ECTS



S6 30ECTS



S7 30ECTS



S8 30ECTS



IBBA YEAR 3 & 4

FEES:

INR 6L / Year

Euro 8000 / Year

(If you opt to do 3rd &
4th Year in France Campus)

For more details on the Scholarships and
Grants please get in touch with our
program office at:

Shalini Gumber
Head Of Admissions & Outreach

☎ **6366568114**

✉ **admissions@kedgebs.in**
shalini.gumber@kedgebs.in



FEES & SCHOLARSHIPS



STUDENT LIFE

Collaboration at its Heart

Kedge Business School India is proud of its inclusive and diverse student community. The school fosters a vibrant campus culture where students from various fields blend effortlessly, creating an environment ripe for cross-disciplinary collaboration. This approach encourages innovation and shared learning through projects, cultural activities, and joint initiatives that span multiple disciplines.

Students are not limited to business studies; they have the freedom to explore non-professional majors or minors in fields like Music, Data Science, Design, or Law. This flexibility enriches the academic experience, providing students with a well-rounded skill set that is both creative and analytical. Whether you're interested in the arts, technology, or legal studies, the multidisciplinary education offered by Kedge ensures that you graduate with a unique, adaptable skill set that is highly valued in today's job market.





EXTEND IBBA

Extend IBBA with 1 Year Masters in France

Elevate your career prospects with our exclusive 1-year Master's program at Kedge Business School, France. Following the completion of your International BBA, you can specialize in a field of your choice by extending your studies for an additional year. This program not only provides advanced expertise but also grants a 2-year visa, valid throughout the European Union, enabling you to explore employment opportunities across Europe. Enhance your global career with a high ROI, international exposure, and a prestigious Kedge Master's degree.





STUDENT LIFE AT KEDGE INDIA



AND EMPLOYMENT OPPORTUNITIES ?

TWO CHOICES FOR OUR GRADUATES:

Elevate your career prospects with our exclusive 1-year master's program at leading institutions in the US or Europe. After completing your International BBA, you can specialize in a field of your choice by extending your studies for another year. This program not only provides advanced expertise but also opens doors to global employment opportunities. A master's degree from the US will grant you an OPT visa, while a master's from Europe will provide a work visa valid throughout the European Union. Enhance your global career with high ROI, international exposure, and a prestigious master's degree from a top-tier institution.

Students who decide to start careers as soon as they finish the IBBA are well placed to find work with decent salaries. The International BBA was ranked top by Le Point in 2019 in terms of professional outlook and starting salary.

Nearly half our students choose to start work straight away, whereas the other half continues their studies, either with a two-year Master course at a Grande Ecole, or following a specialised programme.

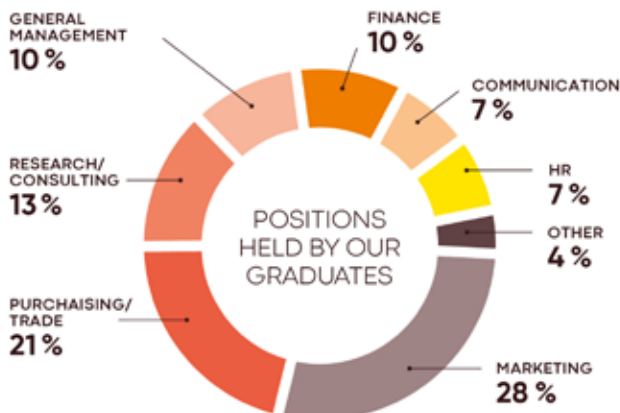
49 %

GET A JOB
STRAIGHT AWAY



46 %

CONTINUE
THEIR STUDIES



MASTER
IN MANAGEMENT /
PROGRAMME
GRANDE ÉCOLE

OR

Specialised
MASTER OR MASTER
of Science

OR

MASTER 2
in another
university or
abroad

5 %

COMPLETE A
PERSONAL PROJECT

CAREER & ALUMNI NETWORK

The Center for Continuous Learning and Employability (CCLE) at Kedge Business School, India is dedicated to empowering students to achieve their career goals through a variety of strategic initiatives. These include networking events, industry visits, mentorship from seasoned professionals, hands-on experience with live projects, and award-winning internship programs. Our mission is to ensure that each student's career aspirations are fully supported and realized.

CCLE offers a structured and scientifically driven approach to career development, catering to students pursuing corporate roles, developmental careers, or entrepreneurship. Our specialized tracks include:

- **FutureWorks:** Industry sessions
- **AlterLighting:** Live projects
- **XploreOut:** Immersive participation
- **MiracleX:** Enhanced mentoring
- **FutureConnect:** Career transitions

These resources enable students to build valuable connections and gain practical experience, helping them excel in their chosen fields.

APPLICATION PROCESS

01. The admission process starts with an online application on the Kedge Business School Website: kedge.vijaybhoomi.edu.in.

02. Successful completion of application form is followed by an auto-generated email requiring the applicant to write Keep Learning Scholastic Aptitude Test (KLSAT). The test can be written online. An applicant is required to have a laptop/desktop and a broadband connection to write the KLSAT online. This is not required if the applicant has an SAT score.

03. Upon attainment of qualifying marks, an applicant is invited to appear in the Admission Selection Process (ASP) which involves interaction with a diverse Interview Panel from Kedge Business School Faculty.

04. If an applicant is found suitable for selection in the ASP, a provisional offer letter is issued to the candidate.

05. The candidate is required to pay the registration fee and secure admission.



France Campus

KEDGE BUSINESS SCHOOL CAMPUS

India Campus

For Admission Enquiry, reach out to
Shalini Gumber
Head Of Admissions & Outreach
Mobile No. 6366568114
Email ID. admissions@kedgebs.in
shalini.gumber@kedgebs.in