

**Bachelor 1 year DD exchange
program**

at Brest Business School

from Sept 2018 to mai 2019

Eligible students: 2nd year students CUEB

Advantages & requirements

- **Advantages of French Business schools for Foreign (Chinese) students:**

- Programs are designed to provide value for future company managers, very practical and based on projects
- Long experience welcoming international students
- Medium sized school, with small sized class (each student is followed individually), individual support for all administrative issues

- **Requirements:**

- be a Bachelor student enrolled at CUEB 2nd year
- Minimum score at TOEIC 750 or TOEFL 550 , IBT 80 or IETLS 6.0 equivalent English test.
- Students will have to study 60 hours of French (no level required) before going to France (CUEB will organize for you)
- need to attend 1 module in Beijing about “Europe and European Economy”

Curriculum in Brest fall

Bachelor in International Management degree (BIM)
class starts sept 10 but “integration” on sept 6 or 7

TITLE	ects Credits	Face to face hours
CORPORATE COMPANY PROJECT 1 (Cross cultural management- RSE-Business Ethics-Projets)	6	36
NEW PRODUCTS DEVELOPMENT	5	36
Website development	5	36
management	5	36
	21	144
ELECTIVE 1	3	24
ELECTIVE 2	3	24
ELECTIVE 3	3	24
	9	72
Electives		
E.MARKETING		
INDUSTRIAL MARKETING		
ORGANIZING TIMEWORK, MANAGING PRIORITIES		
MERCHANDISING		
E.LOGISTICS		
FOREIGN LANGUAGE		

Curriculum in Brest Spring

Bachelor in International Management degree (BIM)

CORPORATE COMPANY PROJECT 2 (Cross cultural management- RSE-Business Ethics-Projets)	6	36
PROJECT FINANCING	5	36
STRATEGY & INTERNATIONAL DEVELOPMENT	5	36
BUSINESS GAME DE SYNTHESE	5	36
	21	144
ELECTIVE 1	3	24
ELECTIVE 2	3	24
ELECTIVE 3	3	24
Electives	9	72
INTERNATIONAL transport		
WEB WORKSHOP		
TAX OPTIMIZATION AND GLOBALIZATION		
GEOPOLITICS		
INDUSTRIAL GEOGRAPHY		
FOREIGN LANGUAGE		
Total year 3	60	360

Process details

- **Details of fees:**
- NO tuition fees
- 210 euros health insurance in France for students per year
- living expenses: we estimate 650 euros is enough in Brest and Clermont

- **Application form documents needed:**
 - English test
 - Certificate of registration at CUEB
 - certificate from CUEB with the list of courses attended and grades in the 1st and 2nd year
 - motivation letter
 - Resume
 - Copy of passport/ID card

 - Only 4 students admitted for each program

 - Fill Application form for BBS