



**ISIM** 


Institut Supérieur International  
de Management

# **BBA**

# **Bachelor of Business Administration**



66 Av. Valéry Giscard d'Estaing Tour HERMES, Nice, France  
900 Av. Charles Péguy, 83160 La Valette-du-Var  
04 93 44 43 91  
CONTACT@ISIM.FR / ISIM.FR



# ISIM, A UNIQUE SCHOOL BUT NOT ONLY ...


---

**ISIM** is a vocational training institute offering short courses and diploma courses on the rhythm of apprenticeship. For students, this is the advantage of an optimal adaptation to the world of business .

With this aim in mind, teaching is based on three main elements in recognised training :

- Personalized support
- Immersion in a company through apprenticeship
- Enrichment through professional skills

Thanks to our courses adapted to the job market, we offer our students a professional future by immersing them in the world of work.



# ISIM, A UNIQUE SCHOOL BUT NOT ONLY ...

---

## History & Ethos

### Founded in 2020

- We prioritize the personalization and enhancement of your individual strengths throughout your academic journey.
- Our dedicated academic team provides transparent support closely guiding you from the moment of admission until your successful completion and attainment of your degree.
- Our goal is to provide you with the skills and knowledge needed to succeed in your chosen field and to become a valuable member of the workforce.
- Our educational approach values the unique abilities of each student and focuses on helping them achieve their full potential

## International Policy

- Increase recruitment of international students
- Promotion of ERASMUS study abroad Programme
- Development and promotion of Postgraduate Programmes in English language
- Development of Joint Double Degrees with institutions abroad.
- Promote cooperation with foreign universities



# BBA

## Bachelor of Business Administration

---

The **Bachelor of Business Administration (BBA)** is an international undergraduate degree in business administration. This degree aims to provide students with a thorough knowledge of the various functions a company and the links between them, while allowing them to specialize in a specific field.

### DURATION

- 1 Year

### WHERE

- On-site

### LANGUAGE

- English

### PRICE

- 8250€ per year

### PREREQUISITE

- Admission Test

### ACADEMIC PURSUIT

- Master MBA

### OBJECTIVES

- Develop a strong knowledge base in business administration
- Cultivate leadership and intercultural communication skills
- Encourage innovation

### JOB OPPORTUNITIES

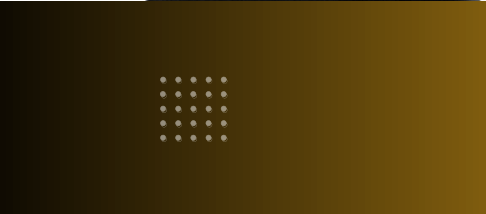
- SME Management Assistant
- Sales Representative
- Marketing Analyst
- Customer Service Manager



The **Bachelor, option Digital Marketing**, uses digital channels to sell products or promote a brand to consumers. It was developed based on the use of the Internet and connected objects.



- UE1 : Business Management**
- UE2 : Corporate Culture**
- UE3 : Human Resources**
- UE4 : Business Marketing Strategies**
- UE5 : Sales techniques**
- UE7 : Professional Skills Development**
- UE6 - Specialisation : Digital marketing and management**



The **Bachelor, Human Resources option**, covers personnel management, careers and skills, industrial and trade union relations, training, internal and external communication as well as Human Resources information systems .



- UE1 : Business Management**
- UE2 : Corporate Culture**
- UE3 : Human Resources**
- UE4 : Business Marketing Strategies**
- UE5 : Sales techniques**
- UE7 : Professional Skills Development**
- UE6 - Specialisation : Human Resources and management**



The **Bachelor, Entrepreneurship option**, is designed to enable learners to understand in depth the mechanisms of the creation of a business and the conditions for doing so.



- UE1 : Business Management**
- UE2 : Corporate Culture**
- UE3 : Human Resources**
- UE4 : Business Marketing Strategies**
- UE5 : Sales techniques**
- UE7 : Professional Skills Development**
- UE6 - Specialisation : Business Management**



Institut Supérieur International  
de Management



66 avenue Valéry Giscard d'Estaing, 06200 Nice  
90 Av. Charles Péguy, 83160 La Valette-du-Var  
04 93 44 43 91  
CONTACT@ISIM.FR / ISIM.FR