

September 2021: new features of the Bachelor's in International Management at EM Normandie Business School

#International #EnglishTrack #Work-StudyProgrammes #Electives

EM Normandie is making some changes to its certified Bac+3 Bachelor's in International Management (BMI) for the new academic year in 2021. The course will still reflect the Business School's focus on a student experience enabling learners to thrive on both a personal and professional level, but new innovative features will be added, reinforcing the international aspect, increasing the choice of path and campus with a work-study programme option in Paris, and offering new modules and specialisms.

More focus on the international aspect

The first year of the Bachelor's in International Management is open to final year college students and undergraduates who have passed the Passerelle Bachelor competitive entrance exam, via the "Parcoursup" platform. Learners with a baccalaureate plus 2 years of undergraduate study may enter in third-year on submission of a successful application. The course's international dimension has been further developed and will now offer students the opportunity to **study the entire programme in English**, enabling them to acquire the knowledge, global perspective and experience required for an international career in the future. The **first year in English** (as well as the French track) can be taken on the brand-new campus in Le Havre. As part of this year, which focuses on teaching the fundamental principles of management, students participate in an association project and carry out a 2-month internship providing an introduction to the world of work.

In second-year, students may choose between taking the **first semester in English in Le Havre and spending the second semester studying abroad**, or **going abroad for the whole year** to one of the School's 45 partner universities offering courses mainly in English. The training also includes an international business challenge in the form of competitions between teams.

A tailored programme

From the second semester of first-year, post-baccalaureate students will be able to choose an **elective in each semester**, until semester 2 of second-year. These business and general knowledge electives will give students an appreciation of general society and other disciplines, whilst strengthening **soft skills** such as communication, judgment and decision-making.

In third-year, students can spend another year abroad and study for a **double degree** in Germany or Norway, or take a tailored programme for a year in France in French and / or English. They will be able to choose **5 electives from** 10 options in semester 1, to take alongside lessons in methodology, an association or community project and foreign language lessons. In semester 2, they will choose from **three options** in

English and / or French (Digital Business, Logistics, Service industries). They will also take part in a **Cloud-based business consolidation game** and a 3-to-6-month **advanced training internship**.

Personalised support for students reinforced by the Career Path

In the current climate, it is more important than ever to support young people in developing their personal and professional ambitions. This is why EM Normandie is strengthening its **Career Path** mechanism, which serves all students, from the moment they join the School, throughout their course and after graduation thanks to the input of the Alumni network.

Seminars are arranged during each year of the course, and every student receives individual follow-up from HR specialists, who are there to answer their questions, provide guidance and make learners aware of their development, talents and values. Follow-up includes face-to-face or remote personalised coaching, workshops for discussions, help with CVS and LinkedIn profile building, mock job interviews, personality tests and mentoring by Alumni.

It is all about supporting students in the process of continuous improvement and giving them the tools to stand out by promoting what they have to offer to recruiters. Students also have a number of opportunities to meet with professionals during career workshops with graduates, short internship forums, work-study programme Jobdating events (long internships and first jobs), and access to an online platform with tutorials, tools, applications and Jobboards with internship, work-study programmes and job offers in France and abroad.

More about EM Normandie

Founded in 1871 as one of the very first Grande Ecole Business Schools, EM Normandie enjoys nowadays the status of an institution of reference in the Business School world. The School is accredited by EQUIS, AACSB International. 5,000 students and professionals are welcomed in its programmes and the Alumni EM network federates some 20,000 members spread across the world. The School operates 5 campuses: Caen, Le Havre, Paris, Oxford and Dublin.

EM Normandie trains the managers of tomorrow, as future responsible executives prepared for leading change in a multicultural environment, and it also supports those already in employment and senior managers throughout their careers.

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