



PRESS RELEASE
La Rochelle, 27th April 2020

La Rochelle Business School joins forces with ISIT to offer its BBA International programme in Paris

Starting from the next academic year, the International Bachelor in Business Administration (BBA) of La Rochelle Business School, Excelia Group, will be available in Paris. The programme is being launched in Paris via a partnership with ISIT Paris, (Institute of Intercultural Management and Communication), and the agreement was e-signed on 27th April. The complementary expertise of these two major Business Schools will ensure a very strong intercultural and multilingual approach to this programme, which already has a strong international dimension and has received international recognition. The BBA International of La Rochelle Business School, Excelia Group, will be taught on the ISIT campuses in Paris and Arcueil.

Excelia Group's first study location in Paris

Excelia Group is inaugurating its first study location in Paris with the launch of its internationally-recognised programme. Some 40% of the students on the BBA International of La Rochelle Business School are international students, representing some fifty different nationalities. The choice of Paris will further enhance the international appeal of the programme. It will also provide a local education offer for Parisian students, of which the number of candidates taking the SESAME entrance test is very high. In addition, the launch of this programme marks the opening of Excelia Group's first study location in Paris, an important location for this renowned Higher Education Group.

From the start of the 2020 academic year, Year 1 of the programme will be available 100% in English. Eventually, all 4 years of the BBA International will be offered in Paris, so that students can carry out the entire study programme there. Excelia Group also has plans to offer other programmes in the capital.

The added value of the intercultural and multilingual expertise of ISIT Paris

A leading Parisian school of intercultural expertise for over 60 years, ISIT Paris will bring its strong intercultural dimension to the BBA programme which will be hosted on its campus. This will involve lessons in languages, intercultural awareness and geopolitics. The objective is to increase the amount of language and civilization courses of the BBA International programme by more than half. As part of this programme, students will study for, and validate upon graduation, an ISIT certification which will confirm their intercultural

expertise. 'Hybrid projects' at Master-level will also be developed, in the same manner as the programme's latest specialisation 'NGOs, Lobbying and International Relations' which is currently under development.

For its part, ISIT, whose objective is to educate students to become multilingual and intercultural professionals, taking a multidisciplinary approach, will leverage its partnership with La Rochelle Business School to develop synergies in the field of Management, one of its core disciplines, alongside Communications, International Relations, Law and Languages.

A renowned programme with a strong international dimension

Since its launch in 1991, the BBA International of La Rochelle Business School has risen to become one of the best French programmes. With EPAS and AACSB accreditations, this State-certified programme, equivalent to 4 years of post-High School education, comprises the following:

- Core course modules including the Fundamentals of Management, and courses focussing on 4 geopolitical zones (Europe, Africa/Middle East, Asia, the Americas)
- 2 years of international experience, in a company/at a university
- 15 months of company-based internships in an international environment

From Year 1, the programme can be undertaken on a 100% English Track, and there is the possibility of a Work-Study Track in Year 4. The 600 students on the programme have the opportunity to study 3 modern languages, including German, Spanish and Italian. For their third language, they can choose from the following: Arabic, Russian, Japanese, Portuguese, Chinese, sign language and French (for international students).

A 5-year comprehensive partnership

This partnership for the BBA International is part of a wider cooperation approach to develop and promote joint initiatives based on the academic and geographical complementarity of the two institutions, with the aim of enhancing the range and relevance of the study paths and experiences of their respective students.

For more information:

excelia-group.fr/bba-international-bac4



"Creating hybrid programmes, combining different skills, by developing partnerships with other Schools (Communications, Engineering, etc.) is at the heart of Excelia Group's strategy. Today, our partnership with ISIT, a major Business School recognised for its multicultural and linguistic expertise, will further strengthen the highly international dimension of our BBA International programme and also support our development objectives, by having a presence in Paris."

Bruno Neil, CEO & Dean, Excelia Group



“In addition to the complete academic curriculum of a major Management School, ISIT Paris offers a genuine openness to the world, through an innovative and unique perspective: interculturality. Our fundamental vocation is to train students in understanding differences in the professional environment. Working in partnership with other major Business Schools, such as Excelia Group, is part of our strategic ambition to become, by 2023, the leading and most influential player in the field of intercultural education in both France and worldwide.”

Tamym Abdessemed, Executive Director, ISIT

About Excelia Group

Created in 1988, Excelia Group (formerly Sup de Co La Rochelle) is one of the leading French Higher Education Groups. With a strong presence in its local region and an international outlook, the Group comprises 5 Schools: La Rochelle Business School, La Rochelle Tourism & Hospitality School, La Rochelle Digital School, La Rochelle Academy, La Rochelle Executive Education. It currently educates some 3,800 students and boasts a global network of 17,500 graduates. The Group holds the following labels and accreditations: EESPIG, AACSB, EPAS and UNWTO.TedQual (United Nations) in the field of tourism.

About ISIT

Created in 1957, ISIT is a major Business School, offering post-High School education and awarding State-certified ‘Grade de Master’ qualifications. A member of the Conférence des Grandes Écoles since 2010, and EESPIG since 2015, ISIT has just become an Associate Member of EFMD (European Foundation for Management Development). ISIT educates students to become multilingual and intercultural professionals who are recognised and valued in the job market across all professions related to the international development of companies and organisations: Communications, Marketing, Human Resources, Translation, Conference Interpreting, International Legal Professions, Consulting, Business Development, etc. ISIT offers 9 working languages, and more than 40 language combinations are available.

For more information: www.isit-paris.fr / Twitter: [@isit](https://twitter.com/isit) / Facebook: [@Ecole.ISIT](https://www.facebook.com/Ecole.ISIT) / YouTube: [Ecole ISIT](https://www.youtube.com/Ecole_ISIT)
Instagram: [isit_interculturalschool](https://www.instagram.com/isit_interculturalschool)

To view the e-signature of the partnership between Excelia Group and ISIT, please visit their respective YouTube channels in the coming days:

[Excelia Group](#)

[Ecole ISIT](#)

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