

# WELCOME TO LA ROCHELLE

Located on the West coast of France,  
next to the beautiful Island of Ré

La Rochelle is a **safe** and  
**pleasant** city with an  
**exceptional** climate.

**1<sup>st</sup>** place in the category  
'Medium size cities'

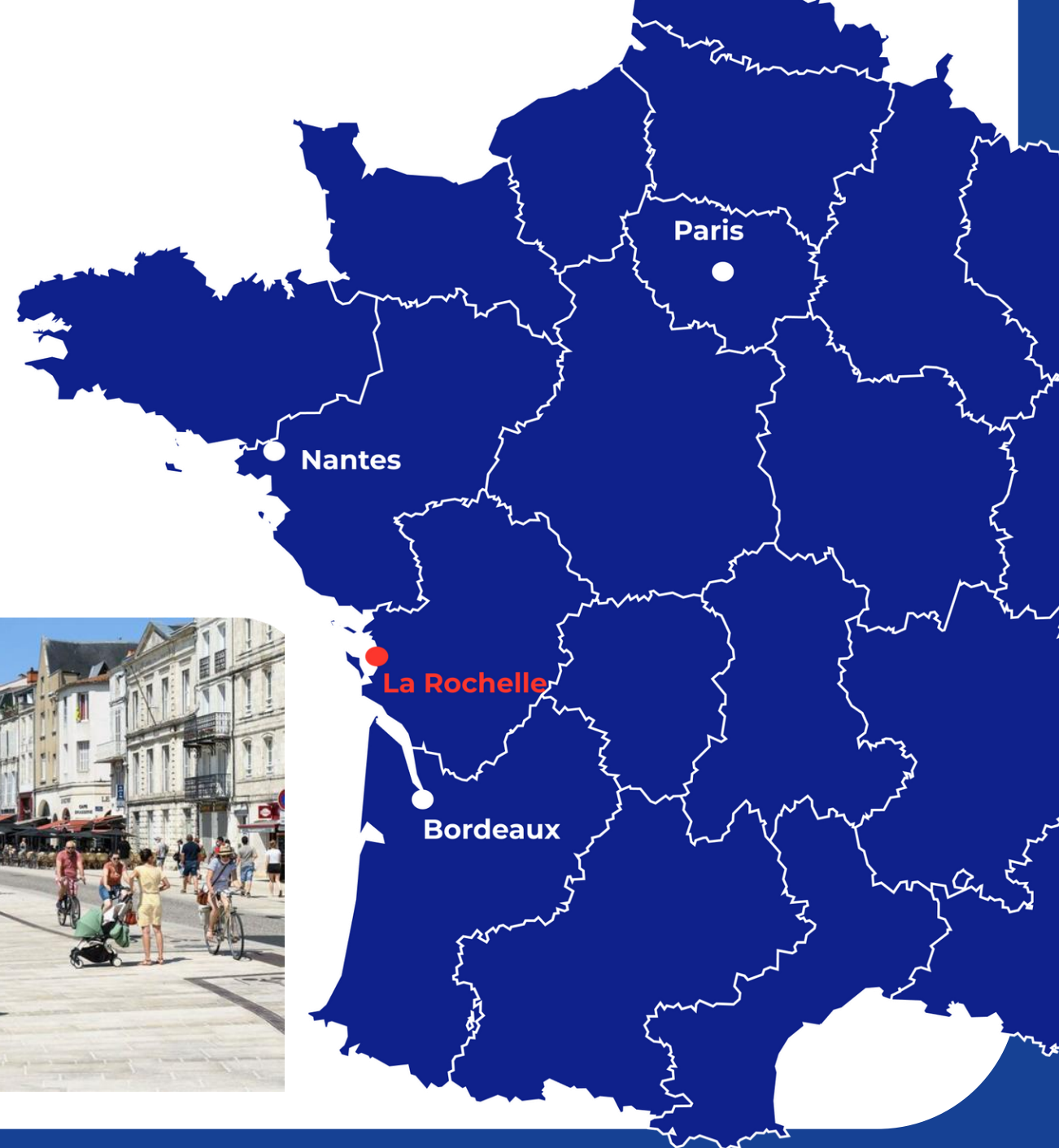
**2<sup>nd</sup>** in the criteria  
'Attractiveness'

**3<sup>rd</sup>** most visited city in  
France

 Paris 2.5 hrs.

 Nantes 1.5 hrs.

 Bordeaux 1.5 hrs.



# LA ROCHELLE A great place to live and study

Culture, tourism and sport related events  
all year long!

- Music Festival Francofolies (July)
- Red Bull Cliff Diving
- International Film Festival (June)
- Grand Pavois Boat Show (September)
- Vertical Ocean Camp
- Sunny Side of the Doc (June)
- ...



Increase of 25% students for 10 years  
1 in 5 students from abroad in La Rochelle



# YOUR FRENCH EXPERIENCE STARTS IN EXCELIA

---



[Your French EXperience starts in Excelia - YouTube](#)

# ABOUT EXCELIA

Created in **1988** by the chamber of commerce in La Rochelle

Internationally recognized higher education group



**5000**  
students on several  
campus  
La Rochelle - Tours -  
Orléans - Paris

**25%**  
international  
students

**80**  
nationalities

Multiple accredited non-profit  
institution



## **WHY CHOOSE EXCELIA** 7 reasons why

---

- **Excelia has been awarded the quality label "Bienvenue en France"**
- **We promote interculturalism → students and alumnis of more than 80 different nationalities**
- **We provide a dedicated international team → individual support**
- **We boast a strong international dimension: 54% of our teaching team are international research-active faculty or international industry professional lecturers.**

# LIVE AT EXCELIA

## Available facilities:

- amphitheatres for large groups and lectures
- classrooms for small groups and workshops
- Co-modal rooms for hybrid teaching mode
- Student support team on site
- Cafeteria
- Sport facilities



Library



School building





# SEMESTER EXCHANGE AT EXCELIA

---

## Semester Exchange at Excelia

Check our courses available !

[Programmes' details | Excelia \(excelia-group.com\)](https://www.excelia-group.com)





# OUR SEMESTER EXCHANGE PROGRAMS

Programmes  
fully taught in English

Bachelors

**Bachelor Business and Administration International**  
(La Rochelle)

**Bachelor Business** (La Rochelle)

**Bachelor Tourism and Hospitality Management**  
(La Rochelle and Tours)

**Bachelor in Communications and Digital Strategies**  
(La Rochelle)

**French as a Foreign Language** (La Rochelle - French Language Institute)

Master

**Master in Management  
and  
Master of Science (MSc)**  
(La Rochelle)

[Programmes' details |  
Excelia \(excelia-group.com\)](#)



**excelia**  
BUSINESS SCHOOL



# BBA International

## Double Degree

---







BBA international | Mission

**Make a**  
**Global Impact**  
**that matters**



# humacité©

A committed mission to develop another view on the world and its diversity, while empowering your social & societal impact

- ▶ 300 partners (associations & NGO)
- ▶ 3-months mission
- ▶ France or abroad



A committed mission to empower your environmental impact

- ▶ Eco-citizen action
- ▶ Linked to Sustainable Development Goals
- ▶ 1 to 2-months mission



# Curriculum BBA4 FALL

2 specializations : International Sales Management AND International Corporate Finance

ENGLISH TRACK - FALL SEMESTER					
COMMON COURSES					
Code		Courses			ECTS
BBA4_2425_LR_CL_S1_A_FINSBGM1G0001		International Business Game			3
BBA4_2425_LR_CL_S1_A_CLTCLTM1G0028		Geopolitics : Americas			3
BBA4_2425_LR_CL_S1_A_STRSTRM1G0072		International Strategic Management and CSR			3
BBA4_2425_LR_CL_S1_F_LANFRA00G0001		French for International Students beginners 1*			3
BBA4_2425_LR_CL_S1_F_LANFRA00G0003		French for International Students intermediate 1*			
BBA4_2425_LR_CL_S1_F_LANFRA00G0005		French for International Students advanced 1*			
TOTAL ECTS COMMON COURSES					12
MAJORS (CHOOSE 1)					
International Sales Management			International Corporate Finance		
Code	Courses	ECTS	Code	Courses	ECTS
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGM1S0323	Innovation Marketing and Value Co-creation	6	BBA4_2425_LR_CL_FINA_S1_A_FINCPTM1S0001	Techniques of Audit	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGM1S0324	Global Account Management	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0001	Financial Markets	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGM1S0325	Distribution, Channel Management and e-commerce	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0004	Mergers and acquisitions	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGM1S0326	Brand Management and Merchandising	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0015	Sustainable Finance (Financial Risk Management)	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGM1S0327	International Sales Management	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1G0276	Corporate Governance and Ethics	3
			BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0014	Data Visualization Dashboard	3
TOTAL ECTS		18	TOTAL ECTS		18
TOTAL ECTS COMMON COURSES + MAJORS					30

# Curriculum BBA4 SPRING

ENGLISH TRACK - SPRING SEMESTER		
COMMON COURSES		
Code	Courses	ECTS
BBA4_2425_LR_CL_S2_A_FINCPTM1G0001	Cost and Budgeting	3
BBA4_2425_LR_CL_S2_A_FINFINM1S0006	International Financial Management	3
BBA4_2425_LR_CL_S2_A_RHMMANM1G0016	Management and Leadership	3
BBA4_2425_LR_CL_S2_A_RHMGRHM1G0005	Human Ressources Management	3
BBA4_2425_LR_CL_S2_A_MKGMKGM1S0328	Fundamentals of Luxury Brand Management and Marketing	6
BBA4_2425_LR_CL_S2_A_MKGMKGM1S0329	Responsible Luxury and Sustainability	3
BBA4_2425_LR_CL_S2_A_MKGMKGM1S0330	Challenges in Luxury Markets	6
BBA4_2425_LR_CL_S2_F_LANFRA00G0002	French for International Students beginners 2*	3
BBA4_2425_LR_CL_S2_F_LANFRA00G0004	French for International Students intermediate 2*	
BBA4_2425_LR_CL_S2_F_LANFRA00G0006	French for International Students advanced 2*	
TOTAL ECTS COMMON COURSES		30
TOTAL ECTS BBA4		60

## DEDICATED SERVICES TO ALL EXCHANGE STUDENTS

---

**Welcome Days  
including fun  
activities and  
free French  
language  
courses during  
the semester**



# DEDICATED SERVICES TO ALL EXCHANGE STUDENTS

---

The International Relations Office is here for you to help you prepare your arrival and to welcome you.

The International Team will gladly take care of you during your stay at Excelia.

**Enjoy the Excelia student life with our 50 student associations!**



- Pick up service
- Buddy program
- Accommodation platform
- Welcome days
- Icebreaker events
- Activities throughout the semester



# LIFE ON CAMPUS

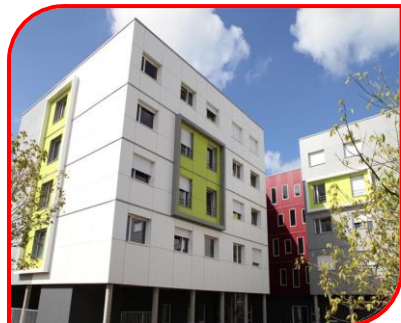


## What to put in your suitcase ?

A little bit of everything! including **jumpers, sweaters** and a **raincoat**.

**Temperatures:** in summer from 20°C to +30°C / in winter, from 5°C to 9°C.

A laptop in order to do your homework and group presentations.



## Accommodation

Excelia has brought together all the different accommodation services into a platform **“Studapart”** to make it easier for students to find a suitable place to live in La Rochelle or in Tours. Many offers from **private landlords** and **real estate agencies** around campus, are grouped on the school's housing platform and daily updated.

## Public transportation



La Rochelle and Tours have their own bus networks called **“Yélo”** and **“Fil Bleu”**. They both also provide access to **bike rental for 1 semester or full academic year**.

# DISCOVER EXCELIA AND THE WELCOME DAYS September 2023

---



[Welcome Days 2023 \(aftermovie\) \(youtube.com\)](#)



# FOR MORE INFORMATION

---

## Institutional contacts:

- **Camille BERGE**

International Office Manager and International  
Coordinator Master in Management Program

[bergec@excelia-group.com](mailto:bergec@excelia-group.com)

- **Melissa GUICHARD**

International Coordinator BBA

[guichardm@excelia-group.com](mailto:guichardm@excelia-group.com)

- **Sarah BARRERE**

Acting Studies Director BBA International

[barreres@excelia-group.com](mailto:barreres@excelia-group.com)

You want to see some more? [Check our Youtube channel!](#)

