

Nancy, 10 September 2025

Programmes

ICN Business School's International BBA receives official recognition from the French Ministry of Higher Education and Research

This autumn 2025, ICN Business School is launching its International Bachelor of Business Administration for the first time. This new programme, designed to train professionals capable of thriving in international management environments and roles, has now received official recognition (*visa*) from the French Ministry of Higher Education and Research.

In an increasingly globalised and fast-evolving professional world, training managers who can navigate international contexts with ease and adapt to ongoing change is essential. It is with this in mind that ICN has developed its International BBA — a rich, ambitious and career-oriented programme for students holding the *baccalauréat* or a qualification equivalent to one year of post-secondary education. Over the course of the four-year programme, students will be able to move between campuses (Nancy, Paris La Défense, Berlin) and acquire the theoretical foundations essential to a multicultural career. They will also build their employability through international academic and professional experiences.

At the heart of this programme lies one of the school's greatest strengths: ATM (Art, Technology, Management) pedagogy. This cross-disciplinary approach enhances students' ability to engage with the transformation of their environment through a variety of lenses — societal, geopolitical, technological, environmental and beyond — equipping them to tackle the challenges of tomorrow.

In September 2025, the IBBA welcomed its inaugural cohort of *baccalauréat* holders on the Paris La Défense campus. From autumn 2026, the programme will also be open to students who have completed one year of post-secondary education. Upon graduation, IBBA students will have the opportunity to continue their studies by joining the second year of ICN Business School's MSc programmes (Master's level, Bac+5).



"It is with pride and ambition that we welcome our first IBBA cohort this autumn 2025. The comprehensive 360° academic content, combined with meaningful international experiences, will meet the expectations of our students who are eager to discover the world!" says Alice DUFOUR, Director of Bachelor Programmes..

Find out more about the International BBA : <https://www.icn-artem.com/formation/international-bba/>

Watch the ICN Business School IBBA launch video!



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COMMUNIQUÉ DE PRESSE

ABOUT ICN BUSINESS SCHOOL:

Triple-accredited AACSB, AMBA and EQUIS, and a member of CDEFM within the Conférence des Grandes Écoles, ICN Business School trains students and executives to develop innovation through creativity within organisations. The school offers an #ArtTechnologyManagement pedagogy across its 3 campuses.

The ICN community is guided by three core values: openness, commitment and team spirit. ICN Business School also comprises:

- 3,500 students, including 38% international students;
- 89 permanent faculty members and 27 affiliated faculty;
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany);
- 10 representative offices abroad: in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam and the Middle East;
- Nearly 130 partner universities worldwide;
- 30 student associations;
- 150 corporate partners;
- 25,000 graduates.

Founded in 1905 within the university system, ICN became ICN Business School as a private institution in 2003. The school is a private higher education institution, state-recognised and EESPIG-qualified. It awards a degree conferring Bachelor's level for its Bac+3 programmes (Bachelor in Management) and Master's level for its Grande École programme, Bac+5.

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