

**EMBA**  
Business School

Une école supérieure

 CCI MÉTROPOLITAINE  
BRETAGNE OUEST

**Ciel Bretagne**

École de français langue étrangère

Une école

 CCI MÉTROPOLITAINE  
BRETAGNE OUEST

育嘉高等管理學院  
ÉCOLE DE MANAGEMENT  
BRETAGNE ATLANTIQUE

 CCI QUIMPER  
CORNOUAILLE

**INTERNATIONAL CLASSES**

**EMBA Business School & CIEL Bretagne**

# STEP 1: INTERNATIONAL CLASS

Thanks to the International Class, you spend between a semester and an academic year at EMBA Business School (in Quimper) with a specific academic program designed to prepare you for admission to the ISUGA Program.

This academic program comprises :

- French courses, designed by the **CIEL Bretagne**, a well-known French as a foreign language school ;
- Economics and social sciences ;
- French and European cultures & economies ;
- Contemporary history – Europe & Asia.



**At the end of this year, you will be ready to join the ISUGA Program !**

## STEP 2: ISUGA PROGRAM

**International outlook and specialists of Asia !** For the last 30 years the ISUGA PROGRAM has been training students to become International business managers, specializing in the Asian markets, in particular Japan, China and Korea.

Breaking new ground when it was established in 1990, ISUGA remains unique in France by combining these key competencies:

- **Professional orientation of the courses ;**
- **Multicultural and Economic expertise** in Asia and Europe ;
- **Intensive language teaching** in Chinese, Korean, Japanese or French ;
- **Up to 3 university semesters in Asia and 2 internships ;**
- **2 languages of instruction:** French and English.

By the end of the **5-year program**, culminating in the qualification of a **Mastère in Management in international business development**, EMBA Business School gives students the necessary academic knowledge and professional skills to embark on successful careers in International Business and Marketing.

# WHY STUDYING INTERNATIONAL BUSINESS & ASIA?

- A tremendous and dynamic continent !
- India, Japan, China, the 3 greatest powers in Asia
- China: 1st supplier of India
- Japan: a strong ambition to develop business partnerships with India
- India and the world (2022 data):
  - Exportations: + 14%
  - Importations: +26%
- European Union: 2<sup>nd</sup> business partner of India
- India: 10th business partner of European Union



# STUDYING IN AN INTERNATIONAL CAMPUS

- An international campus with students coming from Korea, Japan, China, etc. ;
- A partnership with the **Confucius Institute of Brittany**, and the possibility to take the HSK Test (Chinese language) on campus ;
- A partnership with the **King Sejong Foundation**, and the possibility to take the TOPIK test (Korean language) on campus ;
- **Specific support for international students:**
  - A Digital Welcome guide for all international students
  - Accommodation proposed by the school
  - A Buddy program as of the first days in Quimper
  - Cultural activities to discover Asian cultures !



# STEP 3: INTERNATIONAL BUSINESS & ASIA EXPERTIZE

With the **Master of Manager of International Business Development** (RNCP Title\*), you find a job as a:

- Business development manager,
- International import-export manager,
- Corporate strategy manager,
- Marketing manager,
- Subsidiary manager,
- Company director,
- Etc.



\*RNCP stands for National Register for Professional Certification and is the French qualification framework. A RNCP accreditation to a professional title and certificate gives it public recognition by the government. The RNCP is constantly updated and publicly accessible.

# APPLICATION PROCESS

- Get your application form by sending an email to: [contact@emba-bs.com](mailto:contact@emba-bs.com)
- Receive an invitation for an interview (on Teams)
- Once admitted, send your registration form and receive your letter of admission
- For any question, feel free to contact:
  - Delphine N'DION, Head of the ISUGA Program: [d.ndion@emba-bs.com](mailto:d.ndion@emba-bs.com)
  - Sandrine KEREBEL, Head of the French studies: [Sandrine.KEREBEL@formation.bretagne-ouest.cci.bzh](mailto:Sandrine.KEREBEL@formation.bretagne-ouest.cci.bzh)or
- Visit the websites: <https://www.emba-bs.com/en/> and <https://www.ciel.fr/>

