Asia Europe Business School
Double Degree Global BBA
Bachelor of Business Administration

YOUR NEW FRONTIER

Web:
www.em-lyon.com.cn/aebc-bba

Contacts
For further information, please send your message to both:
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or by post to:
Room 203 International Students Office,
Physics Building, East China Normal University,
Shanghai, 200062, China
Tel: +86-21-62232013 +86-21-62238353
Fax: +86-21-62238352
http://lxs.ecnu.edu.cn/EN/

Asia Europe Business School
SHANGHAI CAMPUS
Zizhu International Education Park,
Minhang District, Shanghai, China

PARIS CAMPUS
Boulevard Diderot, Paris, France

SAINT-ETIENNE CAMPUS
51, cours Fauriel, Saint-Etienne, France
Two international institutions joining forces to create a new business school

Asia Europe Business School
Jointly created by emlyon business school and ECNU, located in Shanghai, the most vibrant Asian metropolis, AEBBS is the unique business school that crafts cross-disciplinary talents. AEBBS has the ambition to build the future global business leaders and ambassadors of the new Silk Road, combining Eastern and Western wisdom, best management practices, and a high level of social responsibility.

Developed to train global entrepreneurs, AEBBS will combine the excellence of ECNU in the humanities and social sciences with emlyon business school’s excellence in entrepreneurial management and innovation. By 2020, the school is expected to have students in various programs: bachelor, master, MBA, Ph.D, etc.

The campus is located in a brand new building with modern equipments, in Zizhu International Education Park, near the Minhang Campus of ECNU.

Distinctive Features
- Double degree: one top French business school and one leading Chinese university
- Four years of global experience: with enriching and vibrant experience in China and France
- Double language competency: speaking fluent Chinese and English, and some French, will give you a distinct edge
- A tradition of teaching innovation: digital and blended learning, project-based learning
- High employability: internships totally 11 months in China, France, and other countries
- Triple international accreditation: AACSB, EQUIS, AMBA (top 1% of world business schools)
- A range of specializations: international business, finance, luxury management, marketing, and more... gaining early insight into career prospects
- A mission of teaching innovation: digital and blended learning, project-based learning
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Program at a Glance

<table>
<thead>
<tr>
<th>Program</th>
<th>Double Degree Global BBA</th>
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</thead>
<tbody>
<tr>
<td>Duration</td>
<td>4 years</td>
</tr>
<tr>
<td>Language</td>
<td>English with additional Chinese or French language course</td>
</tr>
<tr>
<td>Teaching approach</td>
<td>Alternating courses, tutored projects, periods in companies and overseas</td>
</tr>
<tr>
<td>Location</td>
<td>2 years in Shanghai China, 2 years in Paris or Saint-Etienne, France</td>
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<tr>
<td>Degree</td>
<td>Double Degree: Global BBA emlyon business school degree (France) - Bachelor degree of Management, East China Normal University (China)</td>
</tr>
<tr>
<td>Start of program</td>
<td>Early September 2016</td>
</tr>
<tr>
<td>Deadline for application</td>
<td>August 5th, 2016</td>
</tr>
<tr>
<td>Tuition fee*</td>
<td>First two years on Shanghai Campus: 7,500 euros/year or 59,000 RMB/year Year 3 and 4 in Paris or Saint-Etienne Campus: 10,500 euros/year or 77,000 RMB/year</td>
</tr>
<tr>
<td>Application fee</td>
<td>120 USD or 800 RMB</td>
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<tr>
<td>Scholarships</td>
<td>Up to 3,000 euros/student, depending on criteria of merit</td>
</tr>
</tbody>
</table>

Admission Timetable

<table>
<thead>
<tr>
<th>Round</th>
<th>Deadline for application documents</th>
<th>Date of interview</th>
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<tbody>
<tr>
<td>1</td>
<td>May 4th, 2016</td>
<td>June 14th, 2016</td>
</tr>
<tr>
<td>2</td>
<td>June 3rd, 2016</td>
<td>July 2nd, 2016</td>
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<tr>
<td>3</td>
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Note: early applications are encouraged, as offers of admission and scholarship will be made on a first-come-first basis to qualified candidates.

Career Development
AEBBS’s Career Development Center (CDC) provides personalized consulting and placement assistance, powered by its strong relationship with local and multinational companies, and through its powerful alumni network. Highly valuable service includes: career mentoring, career coaching, career consulting day, company visits, summer internship programs, employer presentations, job postings.
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Asia Europe Business School

TWO INTERNATIONAL INSTITUTIONS JOINING FORCES TO CREATE A NEW BUSINESS SCHOOL

emlyon business school
• History: founded in 1872 in France
• Ranking: one of the Top 5 business schools in France
• International students: 4,100 students in graduate programs; 40% non-French. 88 nationalities represented; 5,000 managers trained in Executive Education
• International faculty: 112 permanent faculty members, of which 40% are non-French
• International partners: 110 universities or business school, and 140 corporates
• Multi-campus: 5 campuses: Paris, Shanghai, Lyon, Saint-Etienne, Casablanca
• Global alumni network: a network of 26,000 alumni in 107 countries
• Signature of emlyon business school: international, entrepreneurial focused program
• emlyon business school incubator: 950 companies, 11,000 jobs directly created, 95% survival rate after 5 years since 1984

East China Normal University
• History: founded in 1951 in Shanghai
• Ranking: One of the Top 25 universities in China and Top 4 in Shanghai, sponsored by the national programs “Project 985” and “Project 211”
• International students: 13,500 students or more; 1,100 nationalities represented; 150 internationally renowned universities and academic institutions
• International partners: 150 internationally renowned universities and academic institutions
• International students: around 5,000
• Campuses: two campuses in Minhang and Putuo District, Shanghai. A total area of over 207 hectares

PROGRAM AT A GLANCE

Program:
Double Degree Global BBA

Duration:
4 years

Language:
English with additional Chinese or French language course

Teaching approach:
Alternating courses, tutored projects, periods in companies and overseas

Location:
2 years in Shanghai China,
2 years in Paris or Saint-Etienne, France

Degree:
Double Degree:
- Global BBA emlyon business school degree (France)
- Bachelor degree of Management, East China Normal University (China)

Start of program:
Early September 2016

Deadline for application:
August 5th, 2016

Tuition fee*:
First two years on Shanghai Campus:
7,500 euros/year or 55,000 RMB/year
Year 3 and 4 on Paris or St-Etienne Campus:
10,500 euros/year or 77,000 RMB/year

Application fee:
120 USD or 800 RMB

Scholarships:
Up to 3,000 euros/student, depending on criteria of merit

CAREER DEVELOPMENT
AEBS’s Career Development Center (CDC) provides personalized consulting and placement assistance, powered by its strong relationship with local and multinational companies, and through its powerful alumni network. Highly valuable service includes: career mentor, career coaching, career consulting, company visits, summer internship programs, employer presentations, job postings.

APPLICATION REQUIREMENTS
Documents:
1. Resume/CV
2. Application form (visit http://lxs.ecnu.edu.cn/EN/or contact us)
3. Personal statement and study plan (maximum 2 pages)
4. Official diplomas of high school and transcript related (graduating malen should provide an official proof of graduation for the time being)
5. A prepared personal presentation (E-portfolio) in a creative digital format
6. English test for non-native English speaking students: TOEFL score of 80ibt (with no section less than 20) or IELTS score of 6,5 (with no component less than 6)
7. A passport photo
8. Photo copy of passport
9. Proof of existence of application fee

A face-to-face or Skype interview will be organized after evaluating the candidates’ documents and test score. The admitted students are required to present the official diploma of high school by September 1.

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FMCG
Luxury
Financial institutions & insurance
Heavy industry/Manufacturing/Environment/Pharmaceutical
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Europe campus
Paris & Saint-Etienne, France

Asia campus
Shanghai, China