



IMM
**Global
Education
League**



**BREST
BUSINESS
SCHOOL**



Are You Ready for a Global Management Degree Program staying in India?

BACHELOR IN INTERNATIONAL MANAGEMENT (BIM) FROM BREST BUSINESS SCHOOL, FRANCE (AACSB Accredited).

[CLICK HERE TO KNOW MORE](#)

IMM's Global Education League brings an unique opportunity A truly global Bachelor Degree in International Management.

The Institute of Marketing and Management brings to you 52 years of expertise in education. A premier Business School, it was amongst the first to offer a prestigious AICTE recognised PG Program. The brain child of visionary Dr. Jagjit Singh, IMM successfully created global intellectual capital for five decades and continues to do so even today. IMM alumni are now spread across the world leading the way in every key domain, from traditional FMCG and hospitality sectors, to new age digital businesses.

From training practicing managers to future corporate leaders like you, educating management career aspirants, readying the marketing professionals to put India on the **global marketing map** and also helping students to pursue their educational endeavours overseas, IMM Business School has come a long way.

IGEL - Now in Partnership with Brest Business School, France

IMM Global Education League and Brest Business School (BBS), France now offer you an International Bachelor Degree Program in Management (BIM) – paving the way for Indian students to study at one of France's premier educational institutes. BBS is one of the leading Grandes Écoles, France's elite educational institutions. The School boasts of a network of 6000 alumni working in 25 different countries.

The India-France MOU for Mutual Recognition of Academic Qualifications benefits young Indian students like you wishing to study in France since your degrees are now recognised by both governments.

[CLICK HERE FOR ENQUIRY](#)



Why France ?

Mais Oui!

The French Higher Education System is considered to be one of the best in the world. This makes France one of the most sought after destinations for higher education. For your future professional life, this academic stay in France will turn out to be a big plus. You will be gaining business knowledge, backed by an internationally recognised certification.

Did you know that France is the World's No.1 Tourism Destination? Every year, more tourists visit France than any other country in the world. Home to the world famous Mona Lisa, France boasts of dozens of World Heritage Sites. You can also go for a ski in the alps, tour one of the many vineyards and of course, take a dip in the three seas or immerse yourself in the multicultural environment of France.



01

France lies in the heart of Europe, its central location delivers easy access to other European destinations, making France an ideal location to study & live in.

02

France is home to leading international corporations such as Airbus, Total, Orange, LYML, L'Oreal and many more.

03

France is the world's 4th largest destination for international students.

04

French is the third most common business language in the world.

Bachelor in International Management (BIM)

A TRULY GLOBAL MANAGEMENT DEGREE WHILE STUDYING IN INDIA.

The Bachelor in International Management (BIM) of BBS readies you for your future career. The degree is recognised internationally – both by corporate and academic.

Program Highlights

- 3 Years Program to be taught at IMM campus with 2 international study trips over the tenure of 3 years.
- Language of Teaching: English
 - Digital Marketing & Business Communication Certification Modules (as value add courses) help make you corporate ready.
 - French language training and courses help bridge the cultural gap. This puts you on a solid footing when you first set foot in France.
 - Only program to offer you an International Internship Experience during every year.
- Personalised instructions both in India and France (On request).
- Internships are a mandatory part of the syllabus and these aid in making you ready for your first job.
- Final BIM Degree conferred by Brest Business School, France. The BIM is the benchmark for Baccalaureate with an international dimension.

Each student undertakes a 6 to 8 months international study experience over the tenure of 3 years which increases the employability of graduates. This could be through study at a partner institution, an internship, or by means of a humanitarian project.

[ENQUIRE NOW](#)

Why Brest Business School ?

Founded in 1962, Brest Business School is an École Supérieure de Commerce (ESC), one of France's elite educational institutes. Fully accredited by the French Ministry of Higher Education, Research and Innovation (MESRI), the Institute ranks at 38th out of 400 Business Schools in France. The school is seamlessly integrated into the local economic life and has a well-developed corporate relations network.

Brest Business School has been awarded the 'Bienvenue en France'. This Award is a recognition of the school's caring, friendly and welcoming environment for overseas students like you.

Other Accreditations

Brest Business School is a member of the French Conférence des Grandes Écoles (CGE) and also belongs to many international associations or programs - the **ERASMUS + EU** program, **AACSB** International (Association to Advance Collegiate Schools of Business), **CLADEA** (Consejo Latino Americano de Escuelas de Administración), **EAIE** (European Association for International Education), etc.



Pedagogy

New teaching methods combined with educational innovation and state-of-the-art facilities will give you the means to find, evaluate, utilize, share and create content using information technologies and the internet.

Faculty members have varied multicultural backgrounds: PhD professors with international academic qualifications, business executives from multinational companies and practicing consultants and entrepreneurs, who are well-known as experts in their fields, teach you in both the undergraduate and postgraduate programs.

[ENQUIRE NOW](#)



A good platform to groom one's career. With the dedicated faculty giving their very best, I am confident that I have taken the right decision for my career. "

Ayush Anand | BIM 2019-2021

Studying in BBS was like a dream come true. By participating in the inter-university and intra-university events conducted by the School, I have established my leadership, time management and team skills and have also been able to advance these skills to a whole new level."

Ananya Singh | BIM 2019-2021

Life @ Brest

Located on the slopes of two beautiful hills, this harbour town is spread across the two sides of the river Penfeld. In Brest, you will enjoy a mild marine climate, with the average temperatures even in the coldest months of December and January hovering around 10°C.



The 2021 Tour de France is slated to start from Brest on 26 June 2021.

Brest is a port city in France – a city of students and sailors, with a vibrant cosmopolitan atmosphere. The city is served by the International Brest Bretagne airport, an excellent highway access to Paris and Nantes, a high-speed train (TGV) service and easy links to the United Kingdom and the rest of Europe. It is one of the leading regions in Europe in the food and drink sector, naval activities, fishing, music production, tourism, publishing and logistics.

Program Fee*

Year 1	India	₹ 9 Lakhs
Year 2	India + International study trip (3-4 months)	₹ 9 Lakhs
Year 3	India + International study trip (3-4 months)	₹ 9 Lakhs

* Bank loans are available from all major national & private banks in india.

Enquire For Details

[CLICK HERE](#)



Call

011 26520892/94 | 011 41324850
+91 8595924482 | +91 8595924476

Email

igel@immindia.com
info.bim@immindia.com

Location

B-11 Qutab Institutional Area
New Delhi 110016

www.immindia.edu.in

igel@immindia.com

+91 85959 24482