



**THE TIMES OF INDIA**  
B-SCHOOL RANKING SURVEY 2020

**IDRAC**  
BUSINESS SCHOOL

**DEVENEZ  
REMARQUABLE**

Explore Education Beyond Borders with

# **BACHELOR IN MARKETING AND BUSINESS**



[www.idracindia.org](http://www.idracindia.org)



## PROGRAM HIGHLIGHTS:

The Bachelor in Marketing and Business at IDRAC is a 3 year program focussed on preparing students for managerial roles in marketing and business. The program with its intensive and updated syllabus equips students with the knowledge and skill sets required for further academic and professional endeavours.



VISA & RNCP Accredited Program



Accredited by French Ministry of Employment & Higher Education



Ranked #1<sup>st</sup> in India & #9<sup>th</sup> in France



180 ECTS Program Eligible for Post Study VISA Extension



Program taught in English + Intensive French Language Training



Internships & Projects

### ELIGIBILITY:

12<sup>th</sup>/HSC from Recognized Board of Education-

- State Board
- CBSE
- ICSE
- IB



### Year I - 60 ECTS at IDRAC India Campus, Pune

Development and Implementation of Sales & Marketing Strategy  
 Finance and Accounting  
 Team Management  
 Operations Management  
 Intensive French Language Training  
 HEP Modules



**1 Month Internship/Project**



### Year II - 60 ECTS at IDRAC India Campus, Pune

International Trade & Business Development Techniques  
 International Marketing  
 Economics & Geopolitics  
 Cost Accounting & Reporting  
 Human Resource Management  
 French & English Business Communications  
 Leadership Development  
 Entrepreneurship Development



**2 Month Internship/Project**



### Year III- 60 ECTS at IDRAC France Campus

Marketing Management  
 Financial Management  
 Business Management  
 Management Strategy



**4 Month Internship**



**CURRICULUM OVERVIEW**



YOUR GATEWAY TO GLOBAL CAREERS



# 3C ADVANTAGES OF IDRAC



## COMFORT AND CONFIDENCE ADVANTAGE:



### Acclimatization:

Joining the college in Pune, away from their hometown helps students to adapt and acclimatize to the new phase of their life and avoid emotional stress of homesickness.

Students can conveniently reach out to friends and family members while they are learning to stay on their own during the first year.



### Adaptation:

Interactive sessions with guest and visiting faculties from IDRAC France, French Multinational Companies in India & French Fraternity in India provide students with in-depth understanding of the French academic, cultural and professional environment.

Experts from reputed organizations like Campus France and Alliance Française provide students with a clear understanding of the Student Visa Process, CAF and various student support & benefit programs offered by the French Government.



### Accommodation and Peer Support Structure:

IDRAC India Campus also facilitates accommodation arrangements in Pune and France. The peer support structure and networking with IDRAC alumni render support in terms of internships, part-time jobs and career opportunities.

These factors enable a comfortable and confident start to the academic and professional journey of the students.



# BUSINESS SCHOOL, INDIA CAMPUS



## CAREER ADVANTAGE:



### Double Accreditation:

IDRAC's Bachelors in Marketing and Business program has the Visa Accreditation-the highest academic accreditation from Ministry of Higher Education France and RNCP Level-1 from Ministry of Labour (Employment).



### Multilingual Skills:

Training & Certification of French language strengthens students profile for part-time jobs, internships and final placements. It also opens doors to better career and master's opportunities for graduate students.



### Fast-track Careers:

This Program enables students to graduate 1 year earlier as compared to most other institutes offering 4 year Bachelor in Marketing and Business Management programs.



## COST ADVANTAGE:



### The Twin City Model:

Pursuing Year I & II at India Campus renders considerable savings in academic and living costs.



### Save Time & Money:

Students enrolling through the IDRAC India campus graduate a year earlier and save approximately INR 21 lakh i.e. 42% lower as compared to the avg. cost of a 3 year Bachelor Program from France. The money saved can be used by the students in further academic, professional or entrepreneurial endeavours.



### Scholarships:

Deserving students are awarded with scholarships and grants from various organizations like Institut Francais. Aspiring students can get details of over 500 scholarships available for higher studies in France, on the Campus France website.



## FEE STRUCTURE:

Particulars	Amount in €	Amount in ₹
Registration Fee	300	25,500
First Year Fee	5,500	4,67,500
Second Year Fee	5,500	4,67,500
Third Year Fee	9,500	8,07,500
<b>Total</b>	<b>20,800</b>	<b>17,68,000</b>

**Note:** The currency conversion rate considered in the above calculations is Rs. 85/Euro.  
The prevailing currency exchange rates will be applicable for actual transactions.





## ABOUT IDRAC BUSINESS SCHOOL :

The mission of IDRAC Business School is to educate future executives to an outstanding level. Founded in 1965, the school offers undergraduate and postgraduate programs in Management, Marketing, Business, Finance, and International Management.



**55** YEARS OF LEGACY

**10** CAMPUSES IN 9 CITIES OF FRANCE

**600+** INTERNATIONAL FACULTIES

**10000+** PARTNER COMPANIES

**25000+** ALUMNI FROM ACROSS THE GLOBE



### INAGURATION OF IDRAC INDIA CAMPUS, PUNE

*IDRAC Business School's first campus in India, was inaugurated by H.E. Ms. Sonia Barbry, Consul General of France in Mumbai, in the presence of Ms. Benedicte FAVRE, Director, International Development- FIGS Education, France, Ms. Adele Spieser - Director, Alliance Francaise de Pune, and Mr. Charudatta Bodhankar - Executive Director, IDRAC Business School, India Campus*

# ADVANTAGES OF STUDYING BACHELORS IN FRANCE



**5<sup>th</sup>** MOST PREFERRED STUDY ABROAD  
DESTINATION WORLDWIDE

**2** YEARS POST STUDY SCHENGEN VISA  
TO INDIANS

**3<sup>rd</sup>** MOST COMMON BUSINESS LANGUAGE  
IS FRENCH

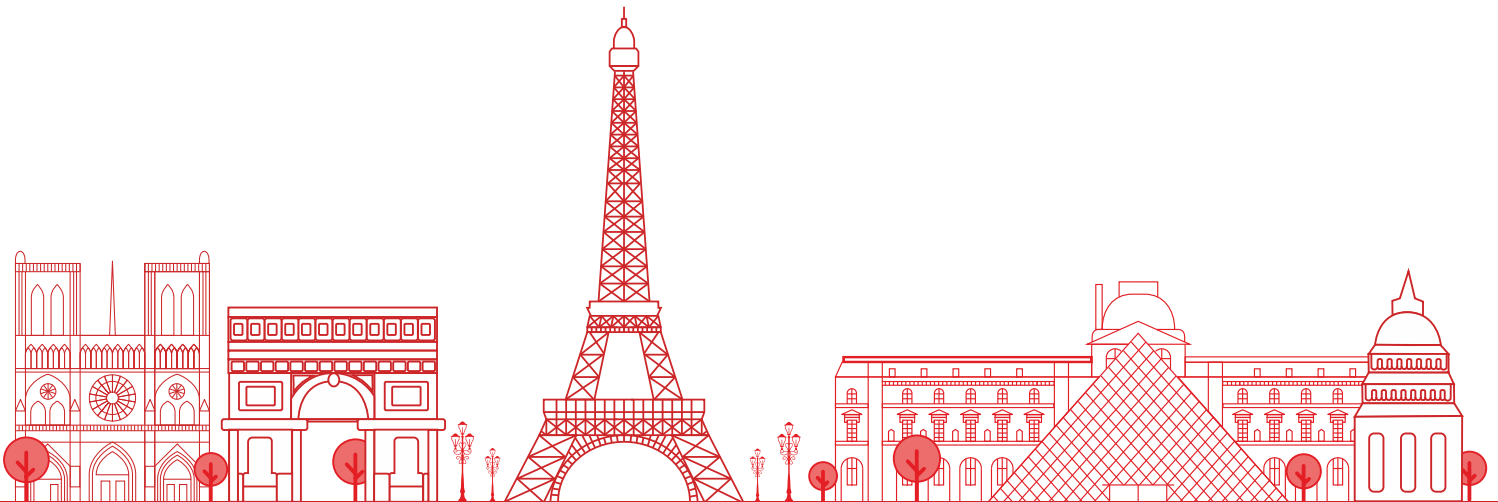
**6<sup>th</sup>** LARGEST ECONOMY OF THE WORLD

**300000+** INTERNATIONAL STUDENTS CHOOSE  
FRANCE FOR HIGHER EDUCATION  
EVERY YEAR

?

## AND A LOT MORE...

- World class education at affordable academic, accommodation & travel costs.
- Access to 26 European countries in Schengen area like Germany, Sweden, Spain, Italy, etc. for career opportunities.
- Part-time jobs with avg. 800€/per month to support living cost.
- CAF Benefit of up to 30-50% on student's residential rental expenses.
- France alumni VISA of 5 years.







“ A whole world of successful and exciting career opportunities awaits you! ”

### Affiliations & Memberships



Scan the QR Code To  
Download the Application Form



For More Details Contact Us

[www.idracindia.org](http://www.idracindia.org) | [info@idracindia.org](mailto:info@idracindia.org)

**020 2564 8661**

**DISCLAIMER:** IDRAC-India is the exclusive training partner of IDRAC Business School, France in India. The course title, duration and contents may change as per the directives of IDRAC Business School, France without any prior notice. The Course titles mentioned in english are approximate representation of the original course titles in french and are translated as per Indian Educational standards and practices. The Titles and degrees awarded to students are as per the French Education System. Student Visa will be processed as per the prevailing French Visa Policy and Laws. IDRAC India or its representatives do not guarantee/assure VISA clearances and or work permit to any student as it is based on laws and policies of the foreign country which can change any time without any prior notice.

IDRAC Business School, France is a French government-recognized institution of higher education.