



## EMBA- ISUGA

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### 1. General overview

Founded in 1990, the ISUGA program of the Ecole de Management Bretagne Atlantique (administered by the Quimper Cornouaille chamber of commerce and industry) prepares students for business dealings between Europe and Asia. ISUGA has a multicultural enrollment of 250 students from 12 countries; 35 percent of the students are Asian. Students may enter at a level appropriate to their prior preparation, from the last year of the French baccalauréat program to the fifth year of postsecondary education.

The degrees offered correspond to the European levels L2 (2-years undergraduate degree), L3 (3-years undergraduate degree), M1, and M2 (master). The program alternates periods of study in Quimper, 3 to 6 months internships in Europe or Asia.

International Trade and Management Europe-Asia.

- Diploma Bachelor in Europe-Asia International Business
- Recognised Degree Manager of the International Development and Diploma MBA in Europe-International Business
- Recognised Degree Manager of the International Development on Luxury Market

Quimper is on Brittany's southern coast, one of the most picturesque and visited regions of France. EMBA's campus is in the city's south end (in Creac'h Gwen), an area of educational institutions, athletic facilities (football, tennis, basketball, swimming, rowing, windsurfing, archery), restaurants, and shops.

### 2. Key figures

- 250 students on Isuga program
- 45 foreign students on exchange programs
- Program taught in English
- Sort term programs available

### **3. University strengths / key projects**

ISUGA program, taught in English by a team of lecturers, instructors, and guest professionals of international standing.

French language courses in groups of levels: French language for non-European students provided daily 1h30 by native teachers

- Chinese, Japanese or Korean for European students

Confucius branch opened in October 2010, providing support for the teaching of Chinese language and culture.

- Availability of customized curricula (internships, study abroad) and individualized support.

- Close relations with the business world (guest speakers, business projects, internships, etc.) and an alumni network on 4 continents.

- On-campus housing for 80 students, including access to the services of the Université Bretagne Occidentale (library, dining and athletic facilities).