KEDGE Business School and Korea University Business School to launch
"International Business from Europe to Asia", a Dual Degree MSc/MBA, in September 2015.

KEDGE Business School and Korea University Business School have announced a new Dual Degree entitled "International Business from Europe to Asia", beginning at the start of the next academic year. This programme, a component of the strategic alliance formed by the two Business Schools in 2014, has been tailor-made to meet the growing need for high potential European managers who want to achieve ambitious career goals in Asia.

"International Business from Europe to Asia" is the only European Executive Programme that allows to increase the employability in Asia and beyond, through excellent teaching in Business & Entrepreneurship, and a challenging total immersion experience from Europe to Asia. The participants will gain an unparalleled first-hand experience of the Asian market that will make them highly attractive to firms worldwide.

The "International Business from Europe to Asia" is aimed to professionals and delivers a dual degree:
- The Master of Science in International Business from KEDGE BS, recognized worldwide in the field of intercultural leadership management
- The MBA from KUBS, rated no. 1 in Korea and 28th in the world by the Financial Times.

The programme is intended for high achievers who aim at an international managerial career with at least two or three years of post-degree (Bachelor's or Master's/ PhD degree), full-time work experience.

The course lasts 18 months and takes place in three countries, in the cities of Bordeaux, Seoul and Shanghai, with phases in Brussels and Suzhou (China). It alternates between three learning models: academic classes, study trips and internships in leading companies such as Samsung, Daewoo and Hyundai.

KEDGE BS aims to form a strategic cooperation hub in Asia, working with academic institutions renowned for their excellence. Kedge BS has been present in China for more than ten years now, partnering with Shanghai Jiao Tong University in an MBA program and with Renmin University in Suzhou to form the Franco-Chinese Institute. Last January, it also entered into a partnership with the China Central Academy of Fine Arts, aiming to create a Franco-Chinese Institute for Management of Arts and Design.

"The 'International Business from Europe to Asia' Dual Degree, designed alongside Korea University Business School, is part of our strategy to expand in Asia and to strengthen the links we have forged between the continent and Europe to the benefit of our students, professionals and businesses," declared Thomas Froehlicher, Director General and Dean of KEDGE BS.
About KEDGE Business School:
KEDGE Business School is a French management school with 4 campuses in France (Paris, Bordeaux, Marseille, and Toulon), 2 in China (Shanghai, Suzhou) and 4 associated campuses (Avignon, Bastia, Bayonne, Dakar). The KEDGE BS community counts 12,000 students (including 25% foreign students), 181 full-time faculty members (including 41% international), 300 international academic partners and 40,000 alumni across the world. KEDGE BS offers 31 French government certified programs and holds the triple international accreditation EQUIS, AACSB and AMBA. KEDGE BS also delivers tailor-made training programs for companies in France and abroad.

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About Korea University Business School:
Korea University Business School (KUBS), established in 1905, was the first institution in Korea to foster professional business people, and made huge contribution to Korean economic growth as a root of Korean business administration. Also, KUBS has cultivated many global leaders who solve and heal many difficulties of humanity while promoting nation's development through close alumni network. KUBS is also standing on the top domestically making significant accomplishments such as ranking 1st by Ministry of Education, Science and Technology for 6 consecutive years. The School has a network of more than 37,000 alumni worldwide. KUBS has produced the largest overall number of CEOs in companies registered on the Korea Stock Exchange.

KUBS in numbers: 89 full time professors, 7 research centers, 105 international partners (the most extensive network in South Korea), 6 international level MBA and Executive MBA programmes, and a range of programmes including Bachelor, Master and PhD.


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