Press release – 23.04.2020

Admissions and confinement:
KEDGE adapts to recruitment 2.0

In an unprecedented context of confinement involving admissions by portfolio and an absence of oral examinations on some of the programmes, KEDGE is finding ways to innovate for its eligible candidates. The school is offering a novel digital experience to introduce its programmes, expertise and campuses and to immerse candidates in their future life as a student and then as a graduate.

KEDGE has also set criteria, specific to the values of its community, to thoroughly analyse applications and enable successful admission.

A unique and interactive digital experience for the candidate and their parents

Due to the confinement measures, candidates are unable to physically visit the campuses for the traditional ‘admission experience’. This is why KEDGE wanted to offer a unique ‘digital experience’ featuring webinars, web radio, video testimonies, discussions and virtual meetings. A 2.0 experience going beyond a simple presentation of the school...

- A dedicated website: amissibles.kedge.edu

In order for every candidate to have access to personalised support, an ‘admissions 2.0’ website has been developed. It contains information about the KEDGE Bachelor, International BBA, EBP International and Grande Ecole programmes. It allows candidates to meet with a student from the school online and to discover the campus through images. The site’s calendar shows the highlights and virtual events scheduled throughout the whole recruitment period, candidates are encouraged to check this regularly.

KEDGE uses this site to provide multiple communication channels in order to facilitate contact with the candidate and their parents. A team consisting of students from the KEDGE Bachelor, International BBA, EBP International and Grande Ecole programmes will answer their questions.

They can be contacted by email, phone and chat for any questions about KEDGE’s teaching and departments. Toll-free numbers have been set up, accessible 8am to 8pm, Monday to Saturday.

- Bordeaux: +33 (0)5 56 84 42 29
  - Marseille & Toulon: +33 (0)4 91 82 77 45

- Webinars to present the programmes

Each week, academic staff present the educational content of the programmes. They are accompanied by students from the course who share their experience and talk about their life as a Kedger. Question and answer sessions provide an opportunity for interaction where all topics can be discussed.

Schedule for upcoming webinars:
- Tuesday, 28 April: International BBA at 6pm
- Wednesday, 29 April: EBP International at 6:30pm
- Wednesday, 6 May: Tremplin webinar at 6pm
- Wednesday, 27 May: Preparatory webinar at 6pm

- A web radio hosted by students
For 1 hour each week, students host a live broadcast about a KEDGE area of expertise; this choice of expertise having been voted on by candidates in advance. For each broadcast, one of the school's departments is invited to speak about their activity and answer live questions from candidates and their parents.

- A series of immersive videos

A wide range of videos are available for viewing. These enable candidates to immerse themselves in the typical day of a student, through testimony, information about the school's departments and presentation of a student association. A real immersion into the life of a Kedger.

- A preview of virtual lessons

Candidates can attend virtual classes. They can choose from the most popular core units of the programmes that they want to join. The teaching platforms for remote learning help to give the candidates an insight into the courses they could be taking and to reassure them of their choice.

The school's values at the heart of selection of candidates by portfolio

Due to the decisions from the Ministry of Higher Education, written and oral tests have been cancelled in favour of selection by portfolio only. The portfolio is based exclusively on elements provided by the candidate themselves via the Parcoursup platform and by the test banks. The portfolios contain a summary of the candidate's path, their average grades, their teachers' assessments and additional information such as voluntary work, professional experience, pastimes and motivation.

In this unprecedented context, without written or oral exams, KEDGE will identify profiles in line with the school's ethics and vision. Members of the selection panel will look for personal qualities, engagements, experiences, projects... basically, a life journey that could help to enrich the school, based on a criteria grid.

As social diversity is a major focus for the school, the selection committee has decided not to use foreign travel as a key criterion, but rather candidates' openness to the world and to others.

The terms for selection are different for each programme:

- Selection for International BBA and EBP International (SESAME):

An initial quantitative analysis is done using the Test Bank based on school grades, with particular focus on modern languages. Following this analysis, a bar of admission is set. Members of the KEDGE panel will then conduct qualitative analysis based on the candidates' profile, aptitudes and motivation.

- Selection for KEDGE Bachelor (ECRICOME Bachelor):

All applications are assessed. An average of all the scores for the quantitative (produced by the test bank) and qualitative (resulting from assessment by the school selection panels) criteria is calculated. These averages help to give a ranking on which a bar of admission will be decided.

- Selection for Grande Ecole Programme:

  - via Tremplin (ECRICOME Tremplin 1 and Tremplin 2):

All applications are assessed. An average of all the scores for the quantitative (produced by the test bank) and qualitative (resulting from assessment by the school selection panels) criteria is calculated. These averages help to give a ranking on which a bar of admission will be decided.

  - after a preparatory class (ECRICOME Preparatory and literary):

Only written grades can be used to select candidates.

About KEDGE:
KEDGE Business School is a benchmark French business school with 4 campuses in France (Paris, Bordeaux, Marseilles, and Toulon), 3 overseas (2 in China, in Shanghai and Suzhou, and 1 in Africa in Dakar) and 3 partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 14,800 students (25% of whom are international students), 192 full-time lecturers (44% of whom are international), 291 international academic partners and 70,000 alumni around the world. KEDGE offers a portfolio of 36 training programmes in management and design for students and industry professionals. It also provides customised educational programmes for businesses at national and international levels. KEDGE is AACSB-, EQUIS- and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with covered programmes, and has obtained the EEPI label. KEDGE is ranked 31st by the Financial Times in the European Business School rankings and 39th globally for its Executive MBA.
KEDGE Press Contacts:
Julien Ravier Tel. +33 (0) 671 535 161 / julien.ravier@kedgebs.com
Titiane Lugand Tel. +33 (0) 556 846 343 / titiane.lugand@kedgebs.com
Aurélie Prouillac Tel. +33 (0) 556 845 509 / aurelie.prouillac@kedgebs.com
Kimberley Borg Tel. +33 (0) 603 343 316 / kimberley.borg@kedgebs.com