



EUROPEAN
INTERNATIONAL
UNIVERSITY



estiam
PARIS.EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

in Digital Business Management

**ON-CAMPUS DUAL QUALIFICATION
PATHWAY**



Bachelor of Business Administration

ACBSP-Accredited Bachelor of Business Administration

The on-campus Bachelor of Business Administration (BBA) in Digital Business Management at European International University (EIU-Paris) is a three-year undergraduate business program designed to provide students with a strong foundation across the major areas of business and management while developing competencies relevant to today's digital and international business environment.

The program combines academic business education with applied, face-to-face learning, practical assessment, digital learning resources, and professional competency development. Students progress from foundational business knowledge in Years 1 and 2 to advanced international business study and an integrative Capstone Project in Year 3.

EIU-Paris and ESTIAM are sister institutions under Paris Education Group (PEG), delivering on-campus programs from the same PEG campus in Paris.

The BBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), supporting a continued focus on learning outcomes, assessment, academic quality, stakeholder needs, and continuous improvement.

Program at a Glance

Program	Bachelor of Business Administration (BBA)
Specialization	Digital Business Management
Study Mode	On-campus, face-to-face
Location	Paris, France
Language	English
Duration	3 years / 6 semesters
Academic Modules	24
Typical Contact Time	Approximately 10 scheduled hours per week
Semester Duration	Approximately 20 weeks, including teaching and assessment
Additional Skills	18 prescribed IKON SKILLS™ Micro-Credentials
Final Project	IBM380 - Capstone Project

Dual Qualification

Students enrolled in the on-campus BBA pathway follow an integrated dual-qualification structure combining the EIU-Paris Bachelor of Business Administration in Digital Business Management with the French RNCP Level 6 professional title.

EIU-PARIS AWARD	FRENCH PROFESSIONAL TITLE
BBA in Digital Business Management	TP - Administrateur d'infrastructures sécurisées Professional Title - Secure Infrastructure Administrator RNCP37680 Level 6

The RNCP title is certified by the French Ministry of Labour and registered in the Répertoire National des Certifications Professionnelles (RNCP).

The integrated academic pathway combines:

- the approved EIU-Paris BBA academic curriculum;
- the Year 3 International Business Management module set;
- 18 prescribed IKON SKILLS™ Micro-Credentials supporting the RNCP pathway competencies;
- additional on-campus technical and applied learning activities; and
- the applicable RNCP37680 assessment and examination requirements.

Students must successfully meet the requirements of both the EIU-Paris BBA and the applicable RNCP pathway to receive the corresponding qualifications.

RNCP competency structure

Bloc 1 Administer and secure infrastructure	Bloc 2 Design and implement a solution in response to an evolving need	Bloc 3 Participate in cybersecurity management
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RNCP Level 6 Professional Competency Pathway

The RNCP Level 6 pathway complements the BBA by adding a practical professional competency component in secure digital infrastructure and cybersecurity. Students develop capabilities related to infrastructure administration, cloud and network security, identity and access management, infrastructure design, IT governance, security operations, cybersecurity risk, incident response, and related areas.

The 18 prescribed IKON SKILLS™ Micro-Credentials are mapped across the RNCP competency blocs as follows:

Bloc 1 - Manage and Protect the Infrastructure
Network Security Administrator
Cloud Infrastructure Specialist
Identity and Access Management Specialist
Endpoint Security Administrator
Data Backup and Recovery Specialist
IT Service Management Practitioner
Bloc 2 - Design and Build Solutions for Infrastructure Evolution
Security Operations Center Analyst
DevSecOps Practitioner
IT Audit and Assurance Specialist
Digital Systems Architect
IT Governance Specialist
Cloud Literacy Professional
Bloc 3 - Support Cybersecurity Management
Cybersecurity Analyst
Vulnerability Assessment Specialist
Incident Response Coordinator
Digital Forensics Analyst
Cyber Risk and Insurance Analyst
Human Risk and Security Culture Specialist

The Micro-Credentials support competency development and provide additional evidence of applied learning, but they do not replace the formal RNCP assessment requirements.

What You Will Learn

The BBA develops knowledge and practical capability across management, accounting, finance, economics, marketing, entrepreneurship, human resource management, operations, sustainable business, logistics and supply chain management, business transformation, international business, international trade, and cross-cultural business.

Digital Business Management competencies are developed alongside the academic curriculum through 18 prescribed IKON SKILLS™ Micro-Credentials mapped to RNCP37680, including digital infrastructure, cloud technologies, cybersecurity, digital systems, IT governance, security operations, incident response, and technology risk.

BBA Curriculum

Year 1 - Building the Business Foundation

Semester 1	Semester 2
BUS110 - Business Communication	ECO150 - Principles of Economics
MGT120 - Managing Business	FIN160 - Principles of Finance
ACC130 - Accounting Principles I	MKT170 - Principles of Marketing
BUS140 - E-Commerce	HRM180 - Human Resource Management

Year 1 establishes the communication, management, accounting, digital business, economics, finance, marketing, and people-management knowledge required for further study.

Broad foundation

Students build the knowledge base needed to understand organizations, markets, financial information, customers, and people.

Year 2 - Developing Business Capability

Semester 3	Semester 4
MGT220 - Operations Management	MGT260 - Logistics and Supply Chain Management
BUS230 - Entrepreneurship	MKT270 - Cross-Cultural Marketing
BUS240 - Sustainable Business Practices	MGT280 - Business Transformation Management
FIN250 - Financial Reporting	ACT210 - Accounting Principles II

Students progress toward applied business analysis, problem-solving, independent judgment, and evidence-informed decision-making.

Applied capability

The curriculum emphasizes the use of business knowledge to analyze situations, select practical responses, and communicate justified recommendations.

Year 3 - International Business & Advanced Application

Semester 5	Semester 6
IBM310 - International Business Management	IBM350 - International Marketing
IBM320 - Managing International Workforce	IBM360 - Import and Export Management
IBM330 - International Business Environment	IBM370 - International Trade and Contemporary Issues
IBM340 - International Economics	IBM380 - Capstone Project

Year 3 extends learning into international markets, workforces, economics, marketing, trade, and contemporary global business challenges, culminating in the Capstone Project.

Capstone integration

IBM380 - Capstone Project enables students to integrate and apply learning developed across the program.

Digital Business Management Specialization

The EIU-Paris academic award is the Bachelor of Business Administration in Digital Business Management. Years 1 and 2 establish the core business foundation, while Year 3 develops international business capability through the approved International Business Management module set.

The specialization is strengthened through 18 prescribed IKON SKILLS™ Micro-Credentials and the integrated RNCP Level 6 professional competency pathway. Together, these elements develop practical capabilities relevant to digital infrastructure, cybersecurity, cloud environments, digital systems, technology governance, and contemporary digital business.

IKON SKILLS™ Micro-Credentials

Alongside their academic modules, students complete 18 prescribed Micro-Credentials throughout the program. They support the three competency blocs of the RNCP37680 Secure Infrastructure Administrator pathway and provide evidence of applied competency development.

Completion of the Micro-Credentials alone does not result in the RNCP qualification. Students must also complete the applicable formal RNCP practical assessments, written work, interviews, examinations, and jury requirements.

How You Will Learn

The on-campus BBA is delivered through face-to-face learning at the Paris Education Group (PEG) campus in Paris, supported by EIU-Paris's digital learning environment, including TalentLMS and IKON SKILLS™.

- short lectures and contemporary business examples;
- business cases, discussions, and workshops;
- presentations, simulations, and problem-solving;
- financial and data analysis;
- research activities and practical business exercises;
- project work and appropriate use of digital and AI-supported tools.

Scheduled classroom learning is complemented by independent study, research, assessment preparation, project work, TalentLMS activities, and Micro-Credential learning.

Assessment

Assessment evaluates not only what students know, but also their ability to apply their learning. Depending on the module, it may include written analysis, business reports, case studies, presentations, applied projects, research activities, professional recommendations, and other appropriate evidence of learning.

Students may be assessed on knowledge and understanding, application of theory, critical thinking, problem-solving, decision-making, research, quantitative or financial analysis, professional communication, practical business capability, and justified recommendations.

RNCP Assessment Requirements

The RNCP Level 6 professional title is assessed separately from the EIU-Paris BBA academic assessments. Students demonstrate the required professional competencies through supervised and human-assessed activities in accordance with the applicable RNCP requirements.

The pathway includes an applied infrastructure project in which students demonstrate their ability to configure, administer, develop, and secure a technical infrastructure environment.

Formal RNCP assessment includes:

- presentation and defense of a professional project;
- technical questioning and interview;
- supervised written assessment;
- evaluation of professional competency evidence; and
- assessment by an authorized jury.

France Compétences confirms that RNCP37680 includes a prior project presentation and additional assessment through technical questioning and other formal evaluation methods. Exact examination arrangements, examination center, schedule, and jury requirements will be communicated as part of the RNCP pathway.

Entry Requirements

To be considered for admission to the on-campus BBA program, applicants should:

- hold a high school diploma or equivalent secondary-school qualification;
- demonstrate sufficient English-language proficiency for study in an English-medium higher education program;
- provide an accepted English-language proficiency qualification or complete the applicable EIU-Paris English proficiency assessment, unless eligible for exemption based on prior education in English;
- possess sufficient digital literacy and access to the technology required for EIU-Paris digital learning resources; and
- demonstrate appropriate motivation and readiness for undergraduate study.

Academic Progression and Completion

Students progress through six semesters across three academic years. Successful completion of the EIU-Paris BBA requires successful completion of prescribed modules and assessments, satisfactory academic progression, attendance and engagement requirements, all prescribed IKON SKILLS™ Micro-Credentials, and IBM380 - Capstone Project.

Students following the integrated RNCP Level 6 pathway must additionally demonstrate the required competencies across all three RNCP37680 blocs and complete the applicable formal RNCP assessment and jury requirements. The Micro-Credentials support preparation but do not replace the formal RNCP examination process.

Students are expected to become increasingly independent as they progress, moving from foundational knowledge toward advanced application, international business understanding, digital competency, technical problem-solving, cybersecurity awareness, critical thinking, and integrated decision-making.

CONTACT US

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