



**IUT**  
de **nîmes**

**BUSINESS**  
**ADMINISTRATION**



# **BACHELOR IN BA [BUT GEA]**

**IUT-NIMES.FR**

## **THE DEGREE**

- Three-year integrated course
- Two specialisations available from the second year
- Skills-based approach
- 5 core professional skills developed throughout the course
- Emphasis on training structured around immersion in professional situations

## **TRAINING OBJECTIVES**

The BBA in Business and Administration Management trains multi-skilled managers capable of understanding the accounting, financial, legal, digital, economic, and social environment of organisations at both national and international levels. Graduates will be equipped to contribute to business decision-making and strategic management at every stage of an organisation's development.

The programme also prepares professionals to address emerging organisational challenges, particularly those related to sustainable development, corporate social responsibility (CSR), business ethics and technological advances.

## **ORGANISATION**

- Start date : september
- Duration : three years
- Total hours : 1,800 hours
- Supervised project hours : 600 hours
- Internship: minimum of 22 weeks over the three years
- Work-study option : available from the first year
- Work-study structure : 1 week at the IUT / 1 week in a company
- Assessment method : continuous assessment



# CORE CURRICULUM // *From the first to the third year*

## KEYS SKILLS :

- Analysing organisational processes in situ
- Assisting in decision-making
- Managing relations with the organisation's stakeholders

## MAIN SUBJECTS :

- Accounting and taxation techniques
- Fundamentals of management
- Economic and legal environment
- Mechanisms of social influence
- Mathematics and statistics
- Information technology
- Communication and english

## 2 SPECIALISATION OPTIONS // *Second and third years*

### Entrepreneurship and business management

Develop value-creation strategies : market research, business model development, business plan creation, legal structure selection.

Management and development of the value chain : including production activities, marketing development, human resources management, supply chain management, financial risk control.

### Management Control and Performance Monitoring

Design management control tools: cost calculation, management, budgetary approach, development of management tools, etc.

Implementation of continuous performance improvement strategies: management control processes, workflow optimisation, dashboard design, performance optimisation.

## CAREER OPPORTUNITIES

### PROFESSIONS

- Assistant accountant
- Junior auditor
- Budget controller
- Assistant management controller
- Payroll manager
- HR assistant (training, recruitment)
- Multi-skilled manager
- Deputy director in an SME

### SECTORS

- Accounting
- Auditing
- Banking and insurance
- Management control
- Human resources, payroll
- Property management

## FURTHER STUDIES

Students wishing to specialise or broaden their training can apply for :

- Master's degrees in accounting, finance, management, banking, marketing, human resources
- Business schools
- Qualifications in the chartered accountancy field



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