

EDHEC Business School and King's Business School announce joint undergraduate degree, offering a unique learning opportunity in Europe

FOR IMMEDIATE RELEASE

Paris, June 25, 2025 – EDHEC Business School and King's Business School announce a new joint undergraduate degree focused on business data analytics and AI. One of a few programmes of its kind in Europe, it offers a double degree award from two leading European management institutions, combining teaching, experiential learning, and internships in Lille and London.

The International Business Analytics and Management BSc is a four-year programme taught entirely in English that responds to the challenges of geopolitical instability and technological disruption. It aims to give students the global mindset and cultural intelligence they need to navigate a shifting landscape, along with strategic thinking, deep analytical and technical fluency and the tools to transition business to a more sustainable model. Graduates of the programme will benefit from immersion in two cultures and business ecosystems and will have access to alumni networks and industries in the UK and France. The first cohort will arrive on the King's campus in September 2026.

A degree that offers the best in business education in Europe

Students will spend their initial two years in London, focusing on the foundations of business, management, and data analytics. At King's Business School, the business faculty of King's College London, students will collaborate with peers from across the campus by participating in a wide range of extracurricular activities. London will serve as a living classroom, offering experiential learning opportunities, visits, and classroom speakers from a vast array of industries.

During the second half of the degree programme, students will move to the EDHEC campus in Lille, with the opportunity to specialise in areas such as finance, strategy, or marketing, in line with their individual interests and career aspirations. On the Lille campus, students will enjoy a large, biodiverse park, a gym with a pool, and numerous student clubs and activities.

This double degree programme combines academic excellence and business experience, with a mandatory 10-month internship period (spread out over the third and fourth years). At the end of the programme, students will obtain two degrees: a Bachelor of Science from King's College London and an EDHEC International BBA.

At the signing ceremony for the agreement formalizing the creation of this dual degree, Emmanuel Métails, EDHEC's dean, said: "This new programme, which is unique in Europe, marks a new stage in our long-standing partnership with King's. It will enable students to acquire dual skills in data and artificial intelligence as well as management, while benefiting from the ecosystems, alumni networks, and the exceptional campuses of both institutions. Through this new programme, EDHEC reaffirms its ambition to prepare students to lead corporate transformations to benefit the common good."



Professor Stephen Bach, Executive Dean, King's Business School, commented: "We are excited about bringing together two great schools and deepening our partnership with EDHEC. The programme addresses the great challenge of today: how to develop graduates who have the combined technical and human skills to analyse, shape and implement strategy effectively in an unpredictable global context."

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About EDHEC Business School

EDHEC Business School, a leader in management education in Europe since 1906, has been ranked 7th Best Business School in Europe by the Financial Times for three straight years. EDHEC's 2024-2028 strategic plan – Generations 2050 – reflects the school's commitment to driving the world's most significant economic, social, and environmental transformations through impactful education and research. Our "raison d'être" is to make a positive impact on the world.

EDHEC profile

- 9400 undergraduate students, 175 professors and researchers, 14 centres of expertise, 130 nationalities
- A portfolio of transformative higher education programmes: Bachelor (BBA and BSc), Master in Management, Master of Science (MSc), MBAs (Full-time, Executive MBA and MBA Online), PhD in Finance, EDHEC Executive Education (for managers, executives, and entrepreneurs), EDHEC Online (created in 2018) for distance learning
- 3 French campuses that offer rich student experiences in Lille, Nice, and Paris, as well as 3 entrepreneurship campuses: the Jean Arnault Campus in Roubaix, EDHEC Entrepreneurs at Station F, the world's largest start-up campus in Paris, and Techforward in partnership with Eurecom and Institut les Mines-Telecom at Sophie Antipolis in Nice
- Triple-accredited for the highest quality in business education by AACSB, EQUIS, and AMBA

Learn more at: <https://www.edhec.edu/en>.

About King's Business School

King's Business School is a triple-accredited business school in the heart of London. It ranks amongst the top 10 business schools for research in the UK, based on the Research Excellence Framework 2021, and is consistently



ranked in the top ten in UK for business by the Times and Sunday Times Good University Guide, the Complete University Guide and the Times Higher Global University rankings.

The School advances world-leading education and research across four knowledge frontiers: developing a modern workplace; creating sustainable and socially responsible business; improving health and public services organisation and strengthening economic and financial systems. It is the ninth faculty of King's College London, leveraging interdisciplinary potential across the University. We drive pioneering thinking and engage the limitless energies of the city's businesses, policy-makers, entrepreneurs and change-makers. We put our commitment to drive positive change at the heart of our life-changing research and "London as a classroom" experiential education.