



PSB ■ ■ ■
**PARIS SCHOOL
OF BUSINESS** 

ACTING BEYOND KNOWLEDGE

BACHELOR OF BUSINESS ADMINISTRATION

ACCREDITED
BY THE MINISTRY OF HIGHER
EDUCATION, RESEARCH
AND INNOVATION



POST GRADUATE +3

PRIVATE INSTITUTE OF HIGHER EDUCATION



Armand DERHY
Dean of PSB
Paris School of Business

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Welcome to our business school in the heart of Paris!

Renowned at both national and international level, PSB Paris School of Business offers you a complete range of world-class programs from bachelor to doctorate level, taught by an international faculty.

Our school brings together students from all over the world to an innovative campus. You will live a truly cosmopolitan education experience.

Thanks to our long-standing commitment to excellence and innovation, you will be introduced to the most up-to-date theories and practices in the world of business. Our combination of outstanding teaching and emphasis on hands-on learning makes PSB Paris School of Business a unique place to study with other ambitious individuals.

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WHY THE BACHELOR OF BUSINESS ADMINISTRATION?

PSB is a multiple accredited School

ACCREDITATIONS & AFFILIATIONS

INTERNATIONAL:

- **Member of the AACSB** (Association to Advance Collegiate Schools of Business): PSB Paris School of Business is AACSB-eligible, an agency responsible for the promotion of higher education.
- **EFMD** (European Foundation for Management Development): this network brings together the most prestigious Grandes Écoles and companies by offering management training programs.
- **ERASMUS**: as a signatory to the Erasmus+ charter, PSB Paris School of Business can get a grant every year from the Erasmus+ agency and make it available to its candidates.
- **CIS**: members of **Council of International Schools** are characterized by a pursuit of high-standards in leadership and global citizenship.

NATIONAL:

- **PSB Paris School Of Business is “reconnue par l’État”/recognized by the State** for an indefinite period, following a complete assessment by the rectorship and the Ministry of Higher Education, Research and Innovation. State recognition concerns the school as an institution and not the qualifications awarded. The recognition by the State allows students to be able to apply for grants to the CROUS.
- **Visa**: a degree receives its “visa” from the Ministry for Higher Education and Research in institutions that have been recognized for a minimum of five years for courses ranging from L3 to M2.
- **CGE (Conférence des Grandes Écoles)**: the membership of this community of excellence engages PSB Paris School of Business to develop exchanges and the sharing of good practices in teaching and research.
- **UGEI** (Union of Independent Grandes Écoles): an association of independent Grandes Écoles whose objective is to create a quality label and develop an educational ethic, to encourage international relations and complementarity between its members.
- **Campus France**: PSB Paris School of Business is affiliated to the French national agency for the promotion of higher education, international student services, and international mobility.





Bertrand Delanoë,
former Mayor of Paris
at a PSB conference in 2018



Anne Hidalgo,
Mayor of Paris at the opening
of the Campus in 2014

Guests of Honor

PSB Paris School of Business was honored to welcome Anne Hidalgo, Mayor of Paris, to inaugurate the 1st Parisian Cluster Campus which brings together education, management, entrepreneurship, and innovation.

Other guests include Jacques Chirac, former President of France, François Hollande, former President of France, Manuel Valls, former Prime Minister of France, François Fillon, former Prime Minister of France, Pierre Moscovici, former Minister of Finance in France, Commissioner at EU, Rachida Dati, former Minister of Justice, Rama Yade, former French Secretary of Human Rights, and other personalities such as : Jean-Michel Fauvergue, former Head of RAID, « Recherche, Assistance, Intervention, Dissuasion », Pierre Gattaz, President of the Mouvement des Entreprises de France (MEDEF).

5 GREAT REASONS TO STUDY AT PSB PARIS SCHOOL OF BUSINESS

Study with international students from more than
100 different nationalities

Live in the heart of Paris, ranked one of the best cities
by the QS Best Cities, 2018

Learn 100% in English on an innovative campus

Make life-long friendships

Boost your international career potential and
competitive edge



10,000 m² in the heart of Paris bringing together 3,900 students, 100+ different nationalities.

LIFE ON CAMPUS



1 **incubator**: "Start-up innovation" to support student entrepreneurs

1 **TV** studio and 1 **radio** studio broadcasting news about life on campus
1 **Bloomberg** Room



Equipped with 3D printers, and Oculus **virtual reality** headsets

ANTICAFÉ: Relax, create, discuss, and co-work in this welcoming campus café!





EXPERIENCE THE PARIS ADVANTAGE

PSB Paris School of Business is located in the heart of Paris so that you can make the most of all that the City of Light has to offer!

PARIS, ONE OF THE BEST STUDENT CITY IN THE WORLD

Paris has been ranked three years in a row as the best student city in the world ahead of Melbourne and London (2016 QS Rankings). Paris earned the top spot thanks to the quality of life, diverse student population, the excellent quality of education at affordable prices, along with employer activity. Paris is beautiful, cosmopolitan and has a thriving student life.

IN THE HEART OF EUROPE

Paris offers quick access to major European cities. The city itself warmly welcome international students, especially by providing equal opportunities which allow them to benefit from the same rights and advantages as the French students.

ECONOMIC SPRINGBOARD

According to a Forbes magazine study, the French capital is the 3rd most economically influential city in the world. Ranked number one in the world in the luxury industry and second in mass distribution, France plays a dominating role in the world's trade and economy. The world's largest companies include more than 30 French firms such as L'Oréal, Danone and Airbus.

THE ART OF FRENCH LIVING

With more than 80 million foreign visitors per year and 45 UNESCO world heritage sites, France, and particularly Paris, is THE worldwide tourism destination for its culture and its gastronomy. Studying in Paris means enjoying a unique lifestyle as well as an intellectually and stimulating educational experience.

THE CROSSROAD OF INNOVATION

Education in France is well-known for its excellent standard around the world. The high number of Nobel Prize winners, Fields medalists and patents obtained by French researchers are also indicators that prove the importance of innovation in the French research and education system.

BACHELOR OF BUSINESS ADMINISTRATION CURRICULUM

The program provides with all the skills you need to launch your career in business. To graduate, you will need to complete by passing the General Education, Core, Major and Elective requirements. This undergraduate degree is accredited by the French Ministry of Higher Education, Research and Innovation.

PERSONALIZED SUPPORT

Our dedicated Student Services Coordinators will provide you with administrative support and personal guidance every step of the way. Whether you need information or advice, you are always welcome!

OUTSTANDING FACULTY

The PSB BBA Program is delivered by a blend of research professors and business professionals who are experts in their respective fields. BBA Faculty comes from every part of the world, and shares with its students unique insights and experience in all business areas. Professors provide classroom lectures, but also encourage group-work through the use of case studies. Students have the opportunity to meet business leaders through the Guest Speaker series, and can participate in PSB “Business Challenges” that enable students to solve business problems in real time.

FLEXIBILITY

Choose your major and electives according to your own personal and professional goals and complete your Bachelor Degree over three years.



Cécile Orru
Head of Program



TRACKS

WE OFFER AN ENGLISH OR A FRENCH TRACK FROM THE 1ST YEAR

TOTAL
180 ECTS



1st AND 2nd YEAR

3rd YEAR

CORE MODULES

- BUSINESS ETHICS & CORPORATE SOCIAL RESPONSABILITY
- DIGITAL BUSINESS
- INTRODUCTION TO PROGRAMMING
- INTERNATIONAL BUSINESS
- PRINCIPLES OF ACCOUNTING
- PRINCIPLES OF BUSINESS LAW
- PRINCIPLES OF ECONOMICS
- PRINCIPLES OF MANAGEMENT
- PRINCIPLES OF MARKETING

- ACCOUNTING
- ADVANCED ECONOMICS
- BUSINESS DATA ANALYSIS
- INTRODUCTION TO STATISTICS
- OPERATIONAL AND ADVANCED MARKETING
- ORGANIZATIONAL BEHAVIOR
- PRINCIPLES OF CORPORATE FINANCE
- STRATEGIC MANAGEMENT

ELECTIVES

- CAREER DEVELOPMENT
- COMPUTERS FOR BUSINESS
- COMMUNICATION SKILLS
- CREATIVITY AND DESIGN THINKING
- DOING BUSINESS IN EUROPE
- ECONOMICS OF INNOVATION
- ENTREPRENEURSHIP
- FRENCH BEGINNER
- FRENCH INTERMEDIATE
- GEOPOLITICS
- GLOBAL RISK MANAGEMENT
- INTERCULTURAL COMMUNICATION
- INTERNATIONAL RELATIONS
- INTERNSHIP
- INNOVATION MANAGEMENT

FINANCE & ACCOUNTING

- CORPORATE FINANCE
- COST ACCOUNTING
- FINANCIAL REPORTING AND REGULATION
- FINANCING NEW VENTURES
- INTERNATIONAL FINANCE
- PORTFOLIO MANAGEMENT
- PRINCIPLES OF INVESTMENTS

INTERNATIONAL MANAGEMENT

- BUSINESS CONSULTING
- HUMAN RESOURCE MANAGEMENT
- INTERNATIONAL SALES & NEGOTIATION
- INTERNATIONAL STRATEGIC MANAGEMENT
- MANAGEMENT OF CHANGE AND INNOVATION
- PRINCIPLES OF OPERATIONS MANAGEMENT
- PROJECT MANAGEMENT

INTERNATIONAL MARKETING

- ADVERTISING
- CONSUMER BEHAVIOR
- CONTENT MARKETING
- INTERNATIONAL MARKETING
- MARKETING OF SERVICES
- MARKETING RESEARCH
- WEB MARKETING

LUXURY BRAND MANAGEMENT

- CRM IN THE LUXURY INDUSTRY
- FUNDAMENTALS OF THE LUXURY INDUSTRY
- HISTORY OF LUXURY
- LUXURY BRAND MANAGEMENT
- LUXURY RETAIL
- MARKETING APPLIED TO LUXURY
- SALES TECHNIQUES FOR LUXURY BRANDS





HANDS-ON LEARNING

PSB Paris School of Business' hands-on learning approach prepares you for the professional world. The International BBA is all about putting your skills into practice. You will gain key career skills through business games, professional projects, meetings with experts and company visits.

PRACTICAL APPLICATION

Our students can put into practice what they learn in the classroom. From day one we teach methods that require heavy student participation in the learning process. **We use reality-based teaching materials in a variety of different company and team simulations to ensure our students' greatest possible growth as empowered thinkers and doers.**

INTERNATIONAL CONSULTANCY PROJECT

Experience THE European business environment first-hand. Working with students from partner institution Hogeschool Von Amsterdam, both on campus and by distance, you'll build an original business concept from the ground up! **A great opportunity to elevate your communication skills and develop a take-charge attitude that will help you to improve, grow and develop as a leader.**

INNOVATION CHAMPIONSHIP

PSB Paris School of Business invites you to join the Innovation Challenge. Working with fellow PSB students you'll build an original business concept from the ground up! Winners receive great prizes! **Live an unforgettable experience and gain essential skills to prepare you for the professional world:**

- Working as part of a multi-national team with diverse skill sets
- Making decisions under stress to meet tight deadlines
- Acquiring hands-on experience of a real professional project
- Present your project in front of an experienced jury

EXTRA LEARNING FROM PROS

A series of events are designed to give you the opportunity to gain knowledge from professionals and industry leaders through conferences, keynotes, from guest speakers on and off campus. **It fuels the passion that drives the most innovative and successful business leaders of our time and this up to you to seize these occasions.**

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Alexi Musnitsky
Class of 2016
From USA & France

Paris certainly lives up to its reputation as the world's best student city. With so much culture, art, fashion and food, you'll never be bored - there's always something to do! As Paris is in the center of Europe, it's so easy to travel. Since starting my studies, I have travelled around France and visited Amsterdam, London, Berlin and Barcelona! Choosing to study the International Bachelor in Paris was the best decision I've ever made!

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STUDY ABROAD

As part of the degree, eligible students can opt for a study abroad semester during the 2nd semester of Year 2 among one of the PSB exchange partner network and transfer credits towards the BBA.





PSB STUDENT CLUBS

Get more out of your student experience in Paris by getting involved in PSB Student Association!

The student community at PSB offers a varied range of student clubs, to join students from other programs whom you will make long-lasting friendships with. You can sign up for different activities and events happening throughout the year, or even create your own association!

So whether you are a pro in photography, a sports fanatic, want to learn how to cook, or just discover the beautiful city of Paris with others... there is a student club for you!

15+ **Student Clubs**

1300 **Members**



FAQ

Is my qualification recognized?

Yes, it is recognized by the French State and you will obtain an accredited Degree in General and International Management equivalent to a 3 years Bachelor Degree.

Do I need to speak French to apply to the program?

No knowledge of French is required for the English track. All of our degree programs are taught 100% in English.

Will I be able to learn French?

Yes, French classes are offered as electives.

Do I need a student visa to study in France?

If you are from outside the European Union, you must apply for a student visa at the local French Consulate in your home country or country of residence.

How do I find an apartment in Paris?

Your Student Service Coordinator will assist you to facilitate your search for an apartment or flat share for the duration of your studies in Paris.

How do I open a bank account in Paris?

Your Student Service Coordinator will assist you with the administrative procedures to open a bank account.

Can I benefit from student health insurance in France?

All students under the age of 28 are obliged by law to have student Social Security. Your Student Service Coordinator will assist you with the administrative procedures at the beginning of the school year.

What kind of career counseling is available?

Job and internship offers will be available on your personnel extranet throughout the year.

Does PSB offer other degrees?

PSB also offers a 5 year's Master in Management degree (Grande Ecole program) after high school in English and French as well as Postgraduate/Executive degrees and certificate/short programs.





ADMISSIONS

Apply online at [psbedu.paris](https://www.psbedu.paris)

YOU WILL BE REQUIRED TO SUBMIT THE FOLLOWING ITEMS:

- Application form
- Photograph
- Resume
- Motivation letter
- Copy of high school diploma and transcripts
- Transferred Credits
- Copy of passport or identity card
- TOEFL or IELTS score (for non-native speakers of English)
- Recommendation letter
- 90€ Application fee

THREE-STEP ADMISSIONS PROCEDURE:

- 1.** Applications are screened by the Admission committee to verify the eligibility of candidates.
- 2.** Eligible candidates are then contacted for an interview. The interview is conducted by telephone or skype for international candidates.
- 3.** The Admission committee meets to make the final admission decision. Admission results are released within one to three weeks after the interview date.

See our tuition fees on www.psbedu.paris/en/admissions/tuition-fees

The Galileo Global Education network

THE LEADING HIGHER EDUCATION GROUP IN FRANCE AND EUROPE.

PSB Paris School of Business is a member of The Galileo Global Education Group who brings together 41 higher education institutes across 7 different countries around the globe. The group is dedicated to providing high quality education and passing on unique know-how in the fields of business, management, communication, web, finance, art, culture, cinema, HR, advertising and many more.

By joining a school in the leading higher education group in Europe, you are deciding to give yourself the best chance of obtaining a quality academic degree and becoming a competitive candidate in today's global job market.

THE PERKS OF BEING A PART OF GALILEO GLOBAL EDUCATION

- The guarantee of a high level quality of education, as evidenced by our global standing and the reputation of our brands of excellence.
- The largest European network of professional partners and companies leading to a successful integration into the workplace.
- The cooperation of all our teams in your professional projects.
- Interdisciplinary partnerships between our schools. Diversity gives you more openness in building your learning path and strengthens your employability.
- International learning, in France where our campuses bring together many nationalities, or internationally where multiple partnerships are forged to promote exchanges.



GALILEO GLOBAL EDUCATION STATISTICS

- > **41 schools** around the world
- > **110 000 students**
- > **80 campus**
- > **280 international partners**
- > **43 certificates** recognized by the French Government

CAMPUS CLUSTER PARIS INNOVATION

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