



BACHELOR OF BUSINESS ADMINISTRATION

ACCREDITED
BY THE FRENCH NATIONAL
EDUCATION MINISTRY

Private institute of higher education



Aymeric Chomel
Dean of International
Programs

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Welcome to our business school in the heart of Paris!

Renowned at both the 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 private institute of higher education recognized by the French State

ACCREDITATIONS & AFFILIATIONS

NATIONAL:

- **PSB Paris School Of Business** is “**reconnu par l’État**” **recognized by the State** for an indefinite period, following a complete assessment by the rectorship and the Ministry of Education. 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.
- **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): 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.

INTERNATIONAL:

- **Member of the AACSB** (Association to Advance Collegiate Schools of Business): an agency responsible for the promotion of higher education, and for the reception of, and management of international mobility for, students, researchers, experts and guest speakers. PSB Paris School of Business is AACSB-eligible.
- **EFMD** (European Foundation for Management Development) network: brings together the most prestigious Grandes Écoles, universities and companies 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.





Patrons

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 patrons include Jacques Chirac (Former President of France), Manuel Valls (Former Prime Minister of France), and Pierre Moscovici (Former Minister of Finance in France, EU Commissioner).

5 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, voted #1 in the QS Best Cities
ranking 2016

Learn 100 % in English on an innovative campus

Make life-long friendships

Boost your international career potential and
competitive edge

LIFE ON CAMPUS

10,000 m² in the heart of Paris bringing together **3** schools, **4,000** students, **+100** different nationalities.



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



2 Creative Lab / **Fab** Labs equipped with Google glass, 3D printers, and an Oculus virtual reality headset



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





THE WORLD COMES TOGETHER IN PARIS

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

PARIS, 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

With no less than 9 neighboring countries, Paris offers quick access to major European cities. The city itself offers a warm welcome to students; an equal opportunity policy is applied which enables international students to benefit from the same rights and advantages as 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 35 French firms such as L'Oréal, Danone and Airbus.

THE ART OF FRENCH LIVING

With more than 80 million foreign visitors per year and 35 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 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.

TRACKS

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





BACHELOR OF BUSINESS ADMINISTRATION CURRICULUM

The program provides you with all the skills you need to launch your career in business. To graduate, you will need to complete 180 ECTS Credits (36 courses) by passing the General Education, Core, Major and Elective requirements. This undergraduate degree is approved by the State.



Loïc Matti
Head of Program

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!

PERSONAL DEVELOPMENT

This (extra) credit program is part of the BBA curriculum. You simply need to involve yourself in one PSB student club and participate in activities provided by the different U Discover groups (visiting a Parisian museum, attending a conference on campus, or participating in an organized charity event for example). It's a great way to actively participate in the school community and meet new people, whilst putting your interpersonal skills into practice and discovering yourself in the process.

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 come from every part of the world, and share with their students their unique insights and experience in all areas of business. 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.

CORE REQUIREMENTS

(18 courses)

- Principles of Accounting
- Principles of Marketing
- Principles of Management
- Organizational Behavior
- Principles of Business Law
- International Business
- Principles of Economics
- Management
- Business Ethics & Corporate Social Responsibility
- Accounting
- Advanced Marketing
- Introduction to Statistics
- Quantitative and Qualitative Analysis
- Managerial Economics
- Digital Business
- Principles of Corporate Finance
- Strategic Management
- Personal development

BUSINESS MAJOR

(7 courses)

Finance & Accounting

- Cost Accounting
- Principles of Investments
- Corporate Finance
- Financing New Ventures
- International Finance
- Financial Reporting and Regulation
- Portfolio Management

International Management

- Principles of Operations Management
- Human Resource Management
- Project Management
- Entrepreneurship
- International Strategic Management
- Management of Change and Innovation
- Business Intelligence

International Marketing

- Web Marketing
- International Marketing
- Consumer Behavior
- Advertising
- Marketing Research
- Marketing Planning & Strategy
- Marketing of Services

Luxury Brand Management

- Fundamentals of the Luxury Industry
- History of Luxury
- Luxury Merchandising
- CRM in the Luxury Industry
- Luxury Brand Management
- The Geopolitics of Luxury
- Sales Techniques for Luxury Brands

ELECTIVES

(13 courses)

- Economics of Innovation
- International Relations
- Creativity and Design Thinking
- Doing Business in Europe
- Intercultural Communication
- Communication Skills
- French beginner
- French intermediate
- Computers for Business
- Global Risk Management
- Geopolitics
- Internship
- Topics in Management

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Lauren Gillette
from USA
3rd Year Student

The International BBA program allowed me to discover my passion for marketing. With excellent professors, I was able to learn with a course schedule that was flexible to my needs. Since the classroom setting is more intimate, with only about 30 students per lecture, I was really able to get to know and connect with other students along with receiving extra help from professors. At PSB Paris School of Business I feel like a person rather than just another number.

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HANDS-ON LEARNING

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. PSB Paris School of Business' hands-on learning approach prepares you for the world of work.

WEEKEND CHALLENGES

Concept to Pitch in 36 hours!

Weekend Challenges organized by Web School Factory - one of the schools on campus, invite PSB students to work on a real brief for a real company with students from different schools. The aim of the challenges is to create an innovative concept from A to Z, and pitch it to a Jury of professionals... all in 36 hours on campus! Previous winners won a spectacular all-inclusive trip to Las Vegas to participate in the CES tradeshow!

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Daniel Roura
from Argentina

With an 8 a.m. start, little did I know what the next 36 hours would hold: meeting new people from different cultures, brainstorming, debating, mentoring sessions, building a pitch, and a final sprint to perfect the presentation of our product.

But, it was not just about working hard! All teams and mentors took breaks together to have a drink, eat some pizza and share the experience.

The Challenge was like an intensive degree program condensed into 36 hours! I've learnt so much; project management, leadership, cross-cultural negotiation, digital business and, most importantly, teamwork.

The Weekend Challenge transformed our team from total strangers, to colleagues, to great friends!

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BUSINESS TOURS

Experience THE European business environment first-hand. Visit the headquarters of major international and French companies based in Paris and meet with executives who share their knowledge and insight of the corporate world.

Participate in a study tour to a major European business center such as Geneva or Brussels, where you will also undertake company and cultural visits that enable you to experience the international dimension of business.

INNOVATION CHALLENGE

Propose real ideas, to real companies!

In partnership with an international company, PSB Paris School of Business invites you to join the Innovation Challenge.

Working with students from 9 other schools around the world, both on campus and via Skype, you'll build an original business concept from the ground up! Winners receive great prizes and even get their project financed!

Live an unforgettable experience and gain essential skills to prepare you for the world of work:

- Working as part of a multi-national team with diverse skill sets
- Communicating face-to-face and remotely with other team members
- Making decisions under stress to meet tight deadlines
- Acquiring hands-on experience of a real professional project

LEARNING BY DOING

A series of outside excursions are designed to give you the opportunity to develop your leadership and teamwork skills such as a fun cooking challenge with Atelier des Chefs, as well as competitive business games and simulations.

On top of this, you'll learn management techniques through an exclusive Leadership & Management Seminar thanks to our partnership with France's famous acting school, Cours Florent.





PSB STUDENT CLUBS

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

Your Student Union provides you with a diverse choice of associations to join so that you can meet students from other programs and create long-lasting friendships. You are able to 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 to cook, or just discover the beautiful city of Paris with others... there is a student club for you!

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Douglas Moreau
Head of Student's
Association

There is a Student Association for everyone at PSB! Do you want to discover French culture through wine and cheese or cultural events, express your artistic talents, create innovations, play sports, or learn about cuisine? Then you're in luck because we have it all at PSB and you get to experience all of this with people from all over the world! You are able to create not only life long friendships, but also an international professional network.

With a 1 millions € yearly budget and more than 250 events organized every year the 20 associations provide you with diverse options to engage yourself into PSB campus life : best way to quickly settle into your life in Paris and into the PSB family! You'll get to discover all that Paris has to offer alongside local and international Students.

So you're probably wondering what association do I suggest? All of them! There is always something happening within the PSB community. We love to learn, live and party so do not miss out but instead come and join us!

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FAQ

Is my qualification recognized?

Yes, it is recognized by the State and you will obtain an accredited degree in General and International Management.

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.

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?

Students have free access to our housing platform 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 and obtain housing insurance in Paris?

PSB Paris School of Business has a special partnership with a French bank for all of your banking and housing insurance needs. An English-speaking bank advisor will be able to assist you with all administrative procedures.

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 which costs approximately €220 per year. 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?

You will receive job and internship offers from the career department throughout the year. In addition to free classic career services, the school also offers a premium internship placement service. For a nominal fee you are 'guaranteed' an internship and will receive career advice, interview preparation, and administrative follow-up. 'Guaranteed' means that the service is fee-paying only if you are successfully hired for a position.





ADMISSIONS

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

YOU WILL BE REQUIRED TO SUBMIT THE FOLLOWING APPLICATION ITEMS:

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

THREE-STEP ADMISSIONS PROCEDURE: ELIGIBILITY & SELECTION

1. Applications are screened by the *Jury d'admissions* to verify the eligibility of candidates.
2. Eligible candidates are then contacted for an interview with the Dean of the program. The interview is conducted by telephone for international candidates.
3. A *Jury d'admissions* 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 Studialis-Galileo network

The leading higher education group in France and Europe.

PSB Paris School of Business is a member of Studialis-Galileo Global Education group who brings together 47 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.

BY JOINING STUDIALIS, YOU BENEFIT FROM:

- 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 plans.
- 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.



MBAESG

ESG EXECUTIVE
EDUCATION

ESGCI

ESGFINANCE

ESGRH

ESGLANGUES

ESGAIX

ESGBORDEAUX

ESGMONTPELLIER

ESGRENNES

ESGTOULOUSE

ESGTOURS



penninghen



STUDIALIS - GALILEO STATISTICS

- > **47 schools** around the world
- > **55 000 students** per year
- > **100 000 alumni**
- > **40 campuses**
- > **280 international partners**
- > **40 certificates** recognized by the French Government



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