

# Bachelor of Business Administration

Accredited by the Ministry  
of Higher Education,  
Research & Innovation







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Renowned at both national and international levels, recently triple accredited, Paris School of Business offers you a complete range of world-class programs from undergraduate to doctorate levels, 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.

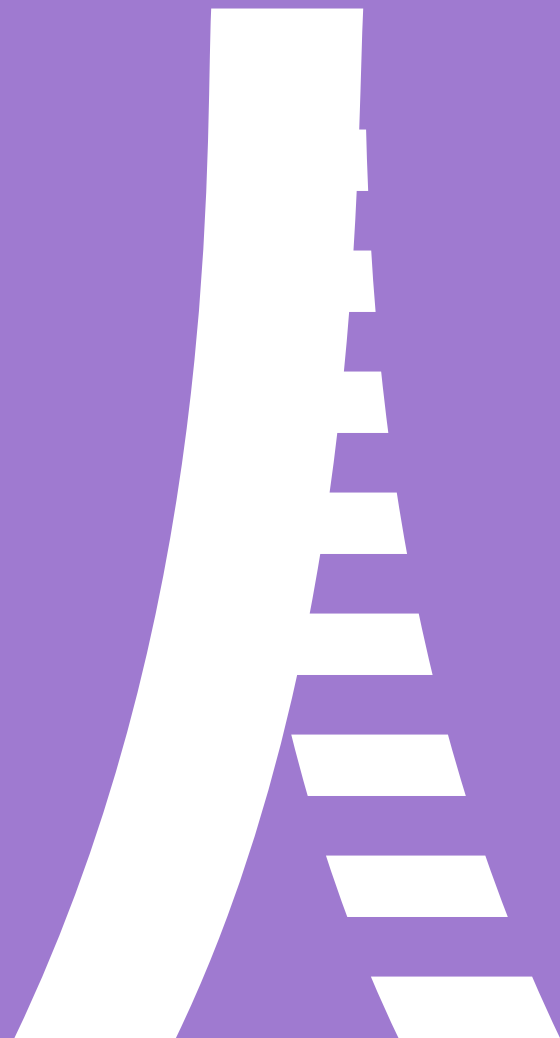
Thanks to our long-standing commitment to excellence and innovation, you will be introduced to the most up-to-date theories and practices in the world of business.

Our combination of outstanding teaching and emphasis on learning through projects makes Paris School of Business a unique place to study with other ambitious students.



**Philippe JAMET**

Director of Paris School  
of Business



# Welcome to your business school in the heart of Paris!

## Paris School of Business

With more than **40 years of experience**, and several thousand students graduated, Paris School of Business has gradually established itself as a reference for French Business Schools. By offering **4 international programs (BBA, MSc, MBA & DBA)**, the school strengthens its worldwide positioning.

Its major international accreditations place the school in the **top 1% Business School worldwide**, thus guaranteeing pedagogical excellence. The BBA is **AACSB** and **BGA accredited**.

The Bachelor of Business Administration taught at Paris School of Business has a license degree equivalence, and is one of the few certified BBA program in France.

- 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.

# Why the Bachelor of Business Administration?



**Jérôme Senanedsch**  
Director of  
International Programs



**Cécile ORRU**  
Head of Program

The BBA provides you with all the skills you need to launch your career in business efficiently. You will need to pass successfully the General Education, Core, Major and Elective requirements. This undergraduate degree is accredited by the French Ministry of Higher Education, Research and Innovation.

## Outstanding faculty

The Paris School of Business BBA program is delivered by a blend of research professors and business professionals who are experts in their respective fields from every part of the world.

## Customized relation

Our dedicated Student Coordinators & Student Experience Officer will provide you with administrative support and personal guidance every step of the way.

## Flexible program

Choose your electives and major during your third year among 5 options, according to your own personal and professional goals.

## Paris School of Business: a multi-accredited school



## Member of:





# Experience the Paris advantage

## Paris, one of the best student cities in the world

Paris has been ranked for several years as one of the 10 best student cities in the world. The French capital earned the top spot thanks to the quality of life, diverse student population, the excellent quality of education at affordable prices, along with professional activities. Paris is cosmopolitan and has a thriving student life.

## In the heart of Europe

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

## Economic springboard

The greatness of Paris isn't to be proved anymore. It is considered to be amongst the top 10 of most economically influential cities in the world. Ranked number one worldwide in the luxury industry, France plays a leading role in the world's trade and economy. You can find some of the most valuable and world-renowned French brands such as *Louis Vuitton*, *Chanel* and many others.

## The art of French living

World capital of arts & culture, Paris attracts more and more people every year. With almost 90 million foreign visitors in 2018 and 45 UNESCO world heritage sites, France, and particularly Paris, is THE worldwide tourism destination for its culture and gastronomy. Studying in Paris means enjoying a unique lifestyle as well as an intellectually and stimulating educational experience.

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!

## 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 is also an indicator that proves the importance of innovation in the French research and education system.

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**Marvin Tayou**

BBA3, Finance & Accounting, 2021

*I always knew I wanted to do my BBA in a big city. Joining Paris School of Business was the best decision I could have made.*

*Paris really is the most beautiful city in the world. I am happy to major in Finance and accounting because it challenges you to accomplish your very best. After I graduate, I am planning to do a master's in Finance and later work in one of the Big Four.*



BACHELOR OF BUSINESS ADMINISTRATION

# Life on Campus

**1 Bloomberg Room**

**10,000 m<sup>2</sup>**  
in the heart  
of Paris

**3,900**  
students

**1 TV studio &  
1 radio studio**  
broadcasting  
news about life  
on campus

**100**  
associate  
professors

**1**  
Library





**3**  
coworking  
spaces

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

**100+**  
different  
nationalities

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

**1**  
unforgettable  
experience

# Hands-on learning

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

The 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.**

## 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 it is up to you to seize these occasions.**

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**Xueer Chen**  
BBA3, Luxury Brand Management

*Paris is an international city with the perfect combination of modernization and history. Thanks to the BBA program of Paris School of Business, international students like me have the chance to study in Paris.*

*I really enjoyed my time at Paris School of Business because I had the opportunity to work with students from different countries which then became friends.*

*My teachers were very professional. The classroom size is limited to make the learning experience more efficient. Professor can therefore better support every student's needs and ensure a good knowledge transmission. The program allows students to customize their courses according to their career goals.*



# The Galileo Global Education Network



Paris School of Business:  
member of the **Galileo**  
**Global Education** network.

**By joining Paris School of Business,  
you enter the Galileo Global Education network.**

A group of **41 renowned schools**, located in  
**10 different countries around the world**, all united  
around a common goal: to turn your enthusiasm  
into professional successes.

#### Various specializations:

Management, Multimedia, Web, Finance,  
Cinema, Human Resources, Journalism,  
International, Marketing, Publicity, Culture,  
Design, Trades, etc.

Galileo Global Education  
key figures:

<b>41</b>	Schools around the world
<b>10,000</b>	Students
<b>80</b>	Campuses
<b>280</b>	International partners
<b>43</b>	Certificates recognized by the French Government

Our expertise is unique. **It encourages the matching  
of the creation universe and the management one,  
developing innovations** in every field.

By joining a school member of the **1<sup>st</sup> European  
higher education group**, you ensure a **high  
education quality**. Joining the largest professional  
network in Europe means giving you every chance  
to become a competitive player on the international  
job market.

**By joining Galileo Global Education,  
you can enjoy:**

- > **the guarantee of the best level of pedagogical  
quality**, highlighted by our global standing and  
reputation of our brands of excellence;
- > **the largest European network** of business partners  
and companies, so that your training leads  
to a successful integration into the work market;
- > **the joint effort of our teams** in order to guide you  
through your career path;
- > **the interdisciplinary nature of our schools.**  
diversity allows you to have more options in your  
academic path and also to reinforce your employability;
- > **the international dimension of our programs.**  
our numerous international partnerships with  
prestigious schools all around the world encourage  
exchanges.

# Fast track to business

**1<sup>st</sup> year**

60 ECTS

**2<sup>nd</sup> year**

60 ECTS

CORE REQUIREMENTS

ELECTIVES

CORE  
REQUIREMENTS

ELECTIVES

**OPTIONAL STUDY ABROAD  
SPRING SEMESTER**

## CORE MODULES

- › Business ethics & corporate social responsibility
- › 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
- › Leadership
- › Business skills
- › Creativity and design thinking
- › Doing business in europe
- › Entrepreneurship
- › French beginner
- › French intermediate
- › Global risk management
- › Intercultural communication
- › Internship
- › Innovation management
- › Learning expedition
- › Posture & Communication of manager leader
- › Agile & collaborative methods



We offer a specific program from which you can **specialize during your third year**. The Bachelor of Business Administration seeks to introduce you as early as possible to the world of business through a choice of **5 different specializations**:

## 3<sup>rd</sup> year

60 ECTS / DECLARATION OF MAJOR

### 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

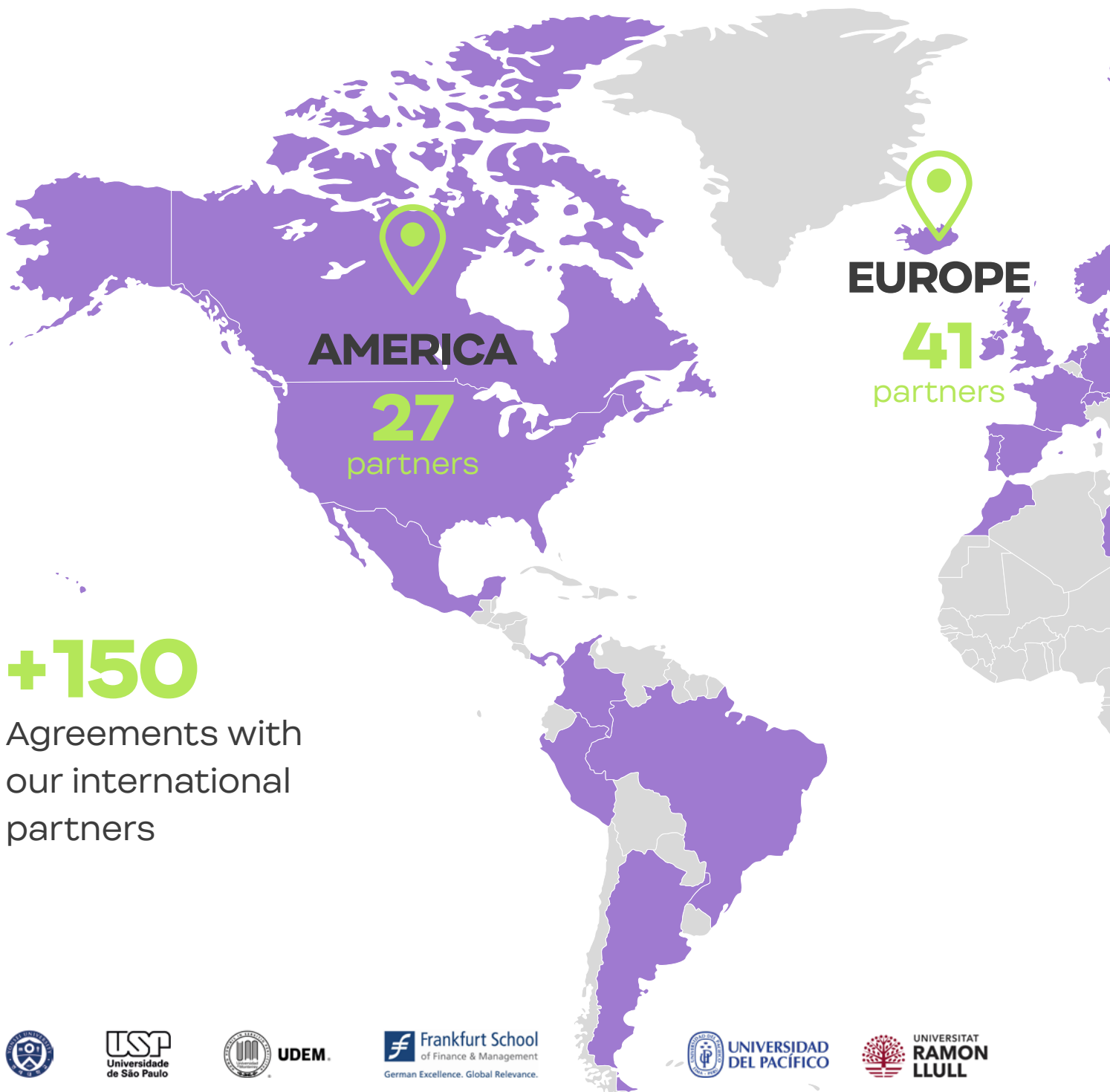
### E-Commerce & Digital Marketing

- > Supply Chain for e-business
- > Online marketing studies
- > Website design
- > Search web strategies
- > Web platforms
- > Data base management
- > Project management

# Study abroad

**4,000**

Exchange students  
since 2007



UDEM



German Excellence. Global Relevance.



UNIVERSIDAD  
DEL PACÍFICO



UNIVERSITAT  
RAMON  
LLULL



الجامعة الأمريكية بالقاهرة



Université du Québec à Montréal



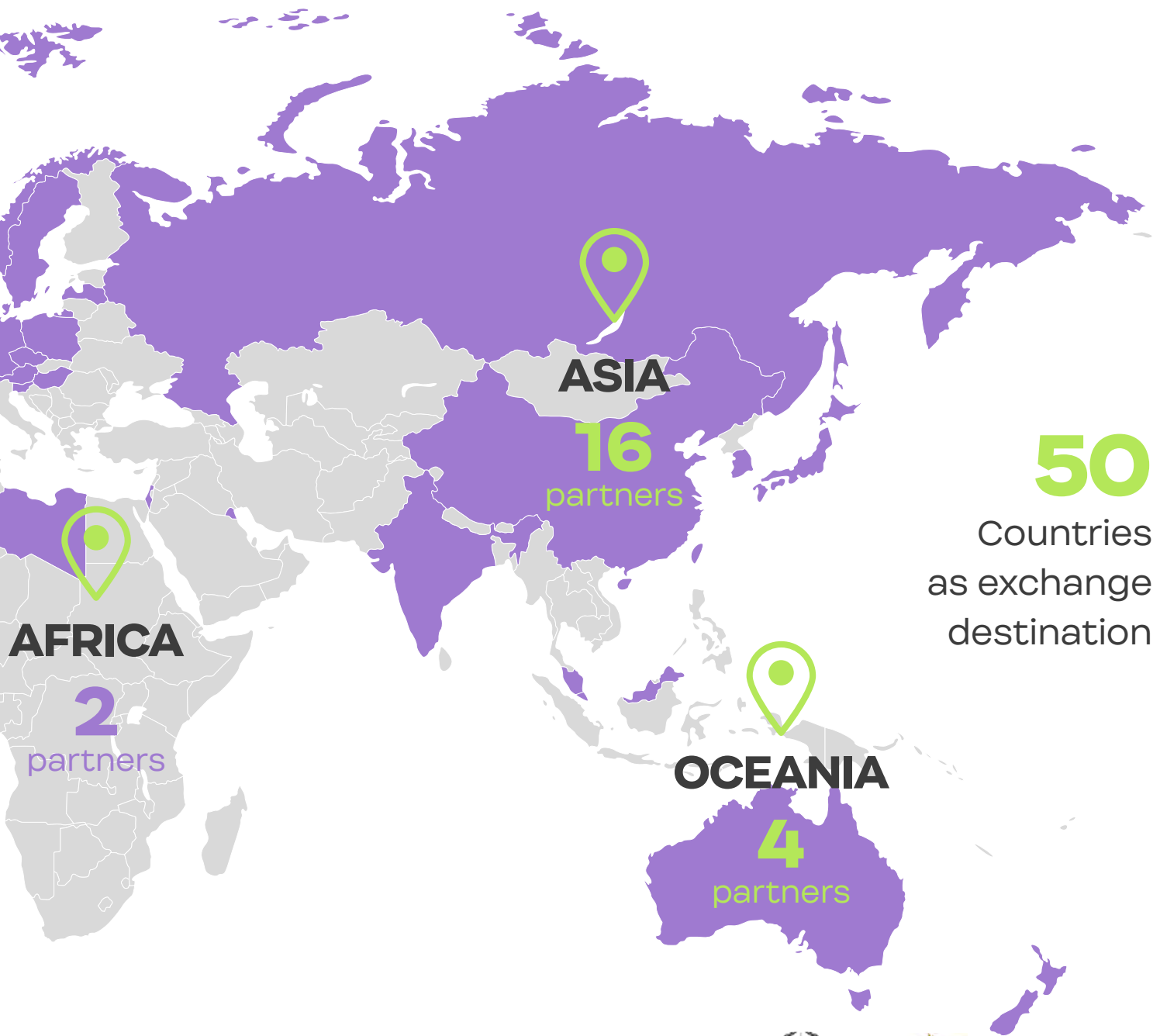
UNIVERSITY of  
WASHINGTON  
SEATTLE



NOTTINGHAM  
TRENT UNIVERSITY



As part of the degree, eligible students can opt for a **study abroad semester** during the 2<sup>nd</sup> semester of Year 2 among at one of Paris School of Business exchange partner institutions and transfer credits towards the BBA.



# Paris School of Business Student clubs

Get more out of your student experience in Paris by getting involved in Paris School of Business **Student Association!**

The student community at Paris School of Business offers a varied range of student clubs, to join students from other programs with whom you will build long-lasting friendships. You can sign up for different activities and events happening throughout the year, or even create your own association! So whether you are a photography pro, a sports fanatic, a cuisine enthusiast or an adventurer who wishes to discover the beautiful city of Paris with others...

**15+**  
**1,300**  
**1€**

Student Clubs  
Members  
Annual budget





# FAQ

## Is my qualification recognized?

Of course, the BBA program is AACSB & BGA accredited. It is also State certified and perfectly recognized by French and International companies. Thus, you will receive a Degree in General and International Management.

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

Classes within the BBA program are taught 100% in English. However, you have the opportunity to choose French class as an elective.

## Do I need a student visa to study in France?

Citizens from non-European countries must apply for a student visa at their local French Consulate.

## What about administrative procedures?

Your Student Experience Officer will assist you with the French administrative procedures (open a bank account, find an apartment for example...).

## 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.

## Is there a career department?

Yes, our student career department is dedicated to provide you with support to find internships.

## What can I do after the BBA program?

Paris School of Business offers a wide range of programs: Master in Business Management, Master of Science, short programs, etc.



### Léo CORMIER

Student Experience Officer  
Paris School of Business

*Student services means identifying the root of a customer's problem and working to find a solution that surpasses their expectations using in-depth knowledge of the school services! Once in Paris school of Business I'll be your first contact for every non-academic aspect of your student experience. You have questions about school services? You need assistance on visa, accommodation or health insurance? You want to know what to do or where to go in Paris? I'm definitely the person to reach out. My goal, your satisfaction."*

# Admissions

Apply online at  
**psbedu.paris/en**

**You will be required to submit the following items:**

- › Application form
- › Photograph
- › Résumé
- › Motivation letter
- › Copy of High School diploma and transcripts
- › Copy of passport
- › TOEFL or IELTS score  
(for non-native speakers of English)
- › Recommendation letter
- › 100€ application fees

**Three-steps admission 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 three weeks after the interview date.

**Your contact:**

service@psbedu.paris  
+33 (0)1 55 25 61 98

# Points of interest

Here we have selected a few places you may want to discover around the school.



01

## Paris School of Business

Campus Cluster Paris Innovation  
59, rue Nationale 75013 Paris

### To eat

- 02 **RESTAURANT UNIVERSITAIRE/ RESTO U**  
17, rue de Tolbiac, 75013 Paris
- 03 **MCDONALD'S** • 84, rue Nationale, 75013 Paris
- 04 **ARLOCCHINO** • 49, rue de Tolbiac, 75013 Paris
- 05 **FOOD TRUCKS** • 132, avenue de France, 75013 Paris
- 06 **PHO BIDA** • 36, rue Nationale, 75013 Paris

### To study

- 07 **BIBLIOTHÈQUE NATIONALE DE FRANCE**  
Quai François-Mauriac, 75013 Paris
- 08 **MÉDIATHÈQUE JEAN-PIERRE-MELVILLE**  
79, rue Nationale, 75013 Paris

### To relax

- 12 **PARC DE CHOISY** • 2, rue du Docteur-Magnan, 75013 Paris
- 13 **PARC DE BERCY** • 128, quai de Bercy, 75012 Paris
- 14 **QUAI DE SEINE** • Quai François-Mauriac, 75013 Paris

### Information

- 15 **POST OFFICE** • 19 rue Simone-Weil, 75013 Paris
- 17 **COREP PARIS** • 89 rue de Tolbiac, 75013 Paris  
(print & copy)
- 18 **HEXAMÉDIA** • 90, rue Nationale 75013 Paris  
(print & copy)
- 19 **POLICE STATION** • 71, rue Albert, 75013 Paris
- 20 **PHARMACY** • 24, rue du Javelot, 75013 Paris
- 21 **CINÉMA UGC BERCY** • 2, cour Saint-Émilion, 75012 Paris
- 22 **STATION F** • 55, boulevard Vincent-Auriol, 75013 Paris



Bachelor of Business Administration  
3-year degree with state recognition  
**AACSB – BGA** accreditations

Campus Cluster Paris Innovation  
59, rue Nationale, 75013 Paris  
01 53 36 44 00 • [service@psbedu.paris](mailto:service@psbedu.paris)

Find more about us on [www.psbedu.paris/en](http://www.psbedu.paris/en)

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