

Live the magic of Paris

| Exchange
| Free Mover
| Short Programs



EXCHANGE | FREE MOVER | SHORT PROGRAMS

Welcome to Paris!



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Dear students,

Are you looking to experience the undeniable energy and vibrant culture of the famous City of Light, while discovering new inspiration and knowledge among your peers, faculty and community?

Congratulations! You are in the right place. At Paris School of Business, we welcome you to explore our programs and to join us in shaping the world's next generation of leaders in a truly international environment.

Join us on our state of the art campus for one or two semesters of business studies in beautiful Paris, and experience first hand the meaning of our core philosophy: "Acting beyond knowledge".

We look forward to seeing you soon here at Paris School of Business.



Philippe JAMET

Director of Paris School of Business



Paris School of Business at a glance

Founded in **1974**, Paris School of Business is a state-recognized European elite management school that combines academic excellence, international awareness, and professional experiences.

A member of the **Conference of Grandes Écoles**, **EFMD** and **AACSB**, the institution offers several programs: **Undergraduate** (International BBA) and **Postgraduate** (MSc, MA, MBA, Executive DBA) as well as **Exchange**, **Free Mover** and **Short programs**.

Paris School of Business **quick facts:**

4,000

students currently enrolled

470

degree-seeking international students

350

full time staff

22%

international students currently enrolled

400

Paris School of Business students studying overseas on Exchange Free Mover programs

100

permanent faculty

+100

different nationalities on campus

1

friendly and efficient International Office

350

incoming students annually in our Exchange and our Free Mover programs

14,390

alumni worldwide



Located in a **brand new and innovative cluster** in the 13th arrondissement (district) of Paris.

Paris School of Business has more than **4,000** students from over **100** different countries, and has more than **150** active educational partners worldwide, as well as up to **3,000** partner companies.

In 2014, Paris School of Business joined the Campus Cluster Paris Innovation (CCPI), a new collaborative campus that aims to gather in one place the worlds of education, management, entrepreneurship, and the digital economy.

#STUDY@PSB

Spend **two weeks, one semester or one year** at one of the most prestigious business schools in Paris, and receive credits towards your degree.



Courses in French & English

at both undergraduate and postgraduate levels



Certificate of Business available in 5 different majors for Exchange / Free Mover Programs:

- > International Management
- > International Marketing
- > Luxury Brand Management
- > Finance & Accounting
- > E-commerce & Digital Marketing



Certificate of Business available in 2 different majors for Short Programs:

- > Doing Business & Entrepreneurship in Europe
- > Luxury Brand Management



Campus

Campus within the city of Paris



Paris ranked #1

Paris is the city with the biggest population of international students in France



Dedicated International Office

supports you from the moment you apply to when you return home



Ranked among the top 5% private business schools in Europe

Study in Paris

Parisian locals and visitors have agreed for centuries on one thing: there's just no place in the world like the City of Light. Elaborately grand, yet warmly intimate; extravagantly elegant, yet simple in all the right ways.

Paris is a city that continues to capture the hearts and minds of those who visit or live there. Paris has surprises around every corner. It's up to you to come and discover it for yourself.

About Paris:



Paris Population:
2,141,000



Student Population:
625,000



International Population:
335,000



Average Temperature:
Winter 0–5°C,
Summer 20–25°C



Transportation:
International and domestic airports, subway, tramway, bus, train, bike and car sharing system



Places of Worship:
Paris has always been home to many religious groups.

As part of Campus Cluster Paris Innovation, Paris School of Business is conveniently located in Paris:

WALK **SUBWAY** **BIKE** **CAR** **EUROSTAR**

> **5 min** from Olympiades subway station

> **15 min** from Gare de Lyon train station

> **20 min** from Parc Montsouris / Cité Universitaire

> **21 min** from the Eiffel Tower

> **3 h** from London

> **10 min** to the Seine river

> **20 min** to Bastille square

A photograph of three people, two women and one man, looking at a shop window in Paris. The woman on the left is wearing a pink sleeveless top and a white hat with a black band. The man in the middle is wearing a dark jacket over a white shirt. The woman on the right is wearing a light blue top. They are standing in front of a shop window with a display of items. The background shows a street with arches and buildings.

10 things you can only do in Paris:

1

Grab a Velib' from the public bikesharing service and take a ride down the Champs-Élysées from the Arc de Triomphe to the Place de la Concorde.

2

Take a cruise on the Seine at night - and understand firsthand why Paris is called "La ville lumière", the City of Lights.

3

Climb the Iron lady, otherwise known as the one and only Eiffel Tower.

4

Experience the music, sights, and emotions of a ballet performance at the majestic Opéra Garnier.

5

Cheer for PSG, Paris's local football team, at Parc des Princes, the home stadium of the red and blue.

6

Explore the "Puces de Saint-Ouen", the largest flea market in the world, and discover truly unique vintage items and antiques.

7

Enjoy the Fashion Week, a fashion industry event which takes place twice a year to allow fashion designers to present their latest collections of haute couture.

8

Shop til you drop at one of the Grands Magasins, Paris' classic high-end department stores famous for their extravagant architecture and decorations.

9

Get one-on-one with Paris' most famous and lovely celebrity, the Mona Lisa, at the Louvre, the most visited art museum in the world.

10

Take your time enjoying some French wine at a Parisian café, and learn to savor the unique French art de vivre.

Exchange & Free Mover Programs

Academic Life

You can study at Paris School of Business for one or two semesters, beginning in the Fall Semester (September to December) or the Spring Semester (January to April). You are required to enroll for a minimum of 6 to a maximum of 30 ECTS per semester. All of our modules are valued 6 ECTS.

Certificate of Business

You can obtain a Certificate of Business in the specialization of your choice, including Luxury Management, Finance & Accounting, International Marketing, International Management, E-commerce and Digital Marketing.

French Language Courses

Students from non-French speaking backgrounds may opt to select a French beginner or intermediate class during their semester at Paris School of Business.

Modes of Study

Depending on your chosen course, you will have the opportunity to participate in a range of dynamic learning and teaching environments. These may include lectures, workshops, tutorials, group work, internet challenges, case studies, practical sessions, discussion groups, external visits, and more.

Assessment Methods

Assessments take various forms. In your classes, you will be assessed through a combination of assignments, reports, class presentations, class participation and group projects.

Extranet

The Paris School of Business portal provides all the information you need to stay updated and informed about your studies. It includes class schedules, learning resources, and links to a range of useful sites that will help you navigate your academic experience and needs.

Campus Life

Paris School of Business aims to create a warm, welcoming atmosphere on campus, where students truly feel at home. Through our dedicated staff and state-of-the-art facilities and services, Paris School of Business strives to provide an exceptional experience for every student.

Recreational and study spaces

The Campus Cluster Paris Innovation offers multiple indoor and outdoor areas for students to study and relax.

Student Clubs and Societies

Paris School of Business students can make friends with students from all over the world by joining any of more than 15 student clubs and societies.

Staying Happy and Healthy

The Paris School of Business International Office is available to speak with students about any aspect of their studies and to provide academic counselling and support whenever needed.

Program Option

At Paris School of Business, we believe that education does not just happen in the classroom; our thorough academic curriculum is complemented by extensive leadership opportunities, passionate student groups, and ambitious student-led projects in fields as diverse as sports, arts, consulting, media, and more.

Exchange Program

Available to students who come from **our exchange partner network**.

Exchange students apply via their home university's international office, as they have to nominate you to apply.

- > Study full time for one or two semesters.
- > Pay your tuition fees to your home university while you study at Paris School of Business.

Paris School of Business offers a variety of programs available to international students.

Free Mover Program

Available to students who come from **non-partner universities**.

Free Mover students apply directly via the PSB International Office.

- > Study full time for one or two semesters.
- > Pay your tuition fees directly to Paris School of Business.



For more information on the full range of degree options currently available at Paris School of Business, visit psbedu.paris/en

Units of Study

International students enrolled in the Paris School of Business Exchange and Free Mover Programs can select courses from two different programs: **Master in Management & International BBA Program.**

Master in Management (French and English)

Paris School of Business' 5-year Master in Management consists of three years of Bachelor level studies (Undergraduate) and two years of Master level studies (Postgraduate).

> Select between 1 and 5 courses per semester, each course is worth 6 ECTS.

Undergraduate in English

- > Managerial Economics (macro & micro economics)
- > Tech for Business: Tools for the Web & Security
- > Cost Accounting
- > Principles of Corporate Finance
- > Principles of Investments
- > Introduction to Entrepreneurship & others

Undergraduate in French

- > Principes généraux de la comptabilité
- > Gestion de projet
- > Comptabilité approfondie
- > Introduction aux statistiques
- > Étude de marché / étude terrain
- > Principles of Entrepreneurship & others

Postgraduate

- > International Business Development
- > Corporate Finance II
- > Entrepreneurship & Innovation Management
- > Purchasing & Sales Negotiation Management
- > International Business Environment 1
- > Financial Management 1 & others



International BBA Program

The International Bachelor of Business Administration (BBA) consists of three years of Bachelor level studies (Undergraduate) and allows you to specialize your study abroad semester in Management, Marketing, Luxury, Finance and E-commerce with the option to complete a Certificate of Business worth 30 ECTS.

> Select at least 3 Units from one major from the below tracks plus 2 additional courses from the BBA track.

Certificate of Business in International Management

Fall Semester

- > Principles of Operation Management
- > Human Resources Management
- > Project Management

Spring Semester

- > Business Consulting
- > Sales Techniques & Negotiation
- > International Strategic Management
- > Management of Change & Innovation

Certificate of Business in International Marketing

Fall Semester

- > International Marketing
- > Web Marketing
- > Consumer Behavior
- > Advertising

Spring Semester

- > Marketing Research
- > Content Marketing
- > Marketing of Services

Certificate of Business in Luxury Brand Management

Fall Semester

- > History of Luxury
- > Luxury Merchandising
- > Fundamentals of the Luxury Industry

Spring Semester

- > Luxury Brand Management
- > Sales techniques for Luxury Brands
- > Luxury Retail
- > Client Relationship Management in the Luxury Industry

Certificate of Business in Finance & Accounting

Fall Semester

- > Cost Accounting
- > Principles of Investments
- > Corporate Finance

Spring Semester

- > International Finance
- > Portfolio Management
- > Financial Reporting and Regulation
- > Financing New Ventures

Certificate of Business in E-commerce & Digital Marketing

Fall Semester

- > Commerce, Mobile Commerce & Marketing in the Digital Age
- > Business Models in Digital Environments
- > Digital Marketing & Customer Experience
- > Communication & Social Media

Spring Semester

- > Website design & implementation
- > Database Management
- > Data analytics

Electives

Fall Semester

- > Entrepreneurship
- > History of Paris Through Iconic Works of Art
- > Innovations in Finance
- > Creativity & Design Thinking
- > French - Beginner

Spring Semester

- > French - Beginner
- > French - Intermediate
- > Time and Stress Management
- > Business Skills
- > Innovation Management
- > Posture and Communication of a manager-leader
- > Lean Management

This is a non-exhaustive list subject to change without notice.

Visit:

<https://www.psbedu.paris/en/programs/exchange-program>

or send an email to Paris School of Business International Office to get the full list of available subjects in English and French.

Eligibility for enrollment in individual units will be determined based on prerequisite selection criteria and previous studies.

Short Programs

You can study at Paris School of Business for a two-week short program.

We have two sessions: **Winter** (January) or **Summer** (June/July). Successful completion of the program will allow you to gain 7.5 ECTS and a certificate. You can obtain a Certificate in either Luxury Brand Management or Doing Business & Entrepreneurship in Europe. This represents a total of 48 hours of face to face teaching and extra-curricular activities to fully discover and live the magic of Paris.

> **Winter Session:** January 2nd to 13th, 2023

> **Summer Session:** June 19th to 30th, 2023

Option 1

Doing Business & Entrepreneurship in Europe

In addition to following hands on academic lectures at Paris School of Business, students enrolled within the Paris School of Business Short Program also have the opportunity to visit startup incubators, attend entrepreneur meet-ups and/or participate in a business challenge with the aim to understand the world of business and entrepreneurship in Europe.

Extracurricular activities to fully discover and experience Paris are also planned during the short program.

> Intercultural Management

This course will focus on developing interpersonal communication, with a focus on identifying intercultural matters through listening skills and appropriate management strategies.

> Strategic Management in Europe

This course will explore how to design and implement corporate- and business-level strategies. It is designed to be fully integrative, utilizing both theoretical concepts and real-world techniques.

> Entrepreneurship in Europe

This course will allow students to get an overview of the European market as well as the business environment in each country to identify business trends and opportunities in Europe.

> Disruptive Business Models

This course will use examples of unusual and creative business models to demonstrate the possible application of Blue Ocean Strategies, Freemium, or other models in the European market.

> Digital Business

This course will focus on how e-commerce companies should be set up and managed to allow the company to achieve its strategic objectives. It also explores the opportunities, challenges, risks, and limitations of e-commerce.

> Innovation & New Product Development

This course is designed to familiarize students with the principles and practices in the development, design, marketing, and introduction of new products and services.

> Innovation & design thinking workshop

Immerse yourself in one of our Design Thinking workshops during your program at Paris School of Business.

> Out of class activities

Students from this program will have the opportunity to visit startup incubators, attend entrepreneur meet ups, participate in a business challenge but also attend some extracurricular activities to fully experience Paris.



Option 2

Luxury Brand Management

In addition to providing a focused and vocationally oriented education this Paris School of Business Short Program is enriched by company & concept store visits within the luxury industry to allow students to meet professionals and understand the world of Luxury Brand Management through experiential learning.

> **Luxury Brand Concepts**

This course unveils the fascinating world of luxury, with its unique internal dynamics and mechanisms to help students understand luxury as a strategy — a different way of running a business and managing relationships with consumers.

> **Intercultural Issues in Luxury**

The class is designed to provide students with the tools to deal in an intercultural context, specifically in the luxury sector, and allow them to develop an understanding of the different dimensions of intercultural management.

> **Luxury Marketing: Effective Brand Management**

This course introduces students to the opportunities and challenges of luxury goods marketing: best practices in reaching targeted customers, understanding and reaching the luxury consumer, etc.

> **Luxury Industry & Digital Business**

This course focuses on digital business strategies, exploring the main strategies for running an e-commerce business. It explains how e-commerce businesses should be set up and managed in order for the company to achieve its strategic objectives with a focus on luxury industry.

> **Merchandising & Art of Selling Luxury Products**

This course will highlight the evolution of the point-of-sale process to the current customer experience revolution, including factors such as the changing nature of modern technology, personal interaction, communication, and consumer demand.

> **Distribution in the Luxury Industry (site visits)**

The course will explore some real-life examples of this trend, including Hermes concept stores; the La Grande Epicerie shop; Concept galerie-musée Baccarat; flagship store Louis Vuitton Champs-Élysées; Galerie Lafayettes; and many more.

> **Brand Innovation & New Product Strategy**

This course is designed to familiarize students with the principles and practices in the development, design, marketing and introduction of new products and services, and will also explore disruptive business models in the luxury sector.

> **The Business of Fashion in collaboration with the Marangoni Institute**

Developing management skills for a fashion business plan, analyzing competitor's scenario, understanding the luxury brands structure and developing selling capacity: these are some of the important tools participants will study during the workshop with Marangoni Institute.

How to apply?

1 Acknowledgement

Choose the program of your interest (Exchange, Free Mover or Short Programs).

2 Application

Exchange:

If you come from a partner university, you have to be nominated by the International Office of your home institution. After that, we will contact you to send the application process.

Free Mover / Short Programs:

You apply directly via the PSB International Office so contact us via e-mail so that we can send you the application process.

3 Acceptance

Upon receipt of your application and required documents, Paris School of Business International Office and Academic Team will process the documentation. You will receive an e-mail when formally admitted to the program including a letter of acceptance.

4 Course Selection

If you come as an Exchange or Free Mover student, you will proceed to fill in the course selection form of Paris School of Business so you can be enrolled into classes. You will still be able to change your course selection during the Add and Drop period (first week of classes).

5 Pre-departure

Admitted students will start receiving information regarding their stay at Paris School of Business via email and/or through the school's Extranet.

Requirements

Non-native students must satisfy language proficiency and submit an official test in English or in French depending on the program you choose (French track or English track). If you have been in a 100% English program for at least two years at your university, we also accept an official letter from your university stating that you are in a program taught 100% in English, and your current language level as a proof.

English tests + minimum scores:

- > IELTS Academic: 6
- > Duolingo: 100
- > TOEFL iBT: 80
- > Cambridge: 170

French test:

- > DELF B2

Application Deadlines

Exchange / Free Mover Programs:

- > Fall: May 30th
- > Spring: October 30th

Short Programs:

- > Winter: October 30th
- > Summer: April 30th



Our Student's Stories:



Ayaka W.
Japan

“

I met a lot of wonderful people and had an amazing experience here in Paris School of Business. I was able to take courses which are not offered in Japan. The class atmosphere and way of teaching fascinated me a lot. Besides, since students come from all over the world, they helped me increase my knowledge of different cultures and different perspectives. I enjoyed hanging out with them in Paris which is one of the best student's city!”



Dmitrijs P.
Latvia

“

Paris School of Business was just a perfect destination for my exchange semester. I really wanted to choose business-related courses such as Project Management, Branding or International Business. At the same time, living in the heart of Paris for an entire semester to me was just an incredible experience itself. I had a chance to explore the culture, the city's tremendous heritage, get to know many friendly people and also learn French.”



Valentina G.
Switzerland

“

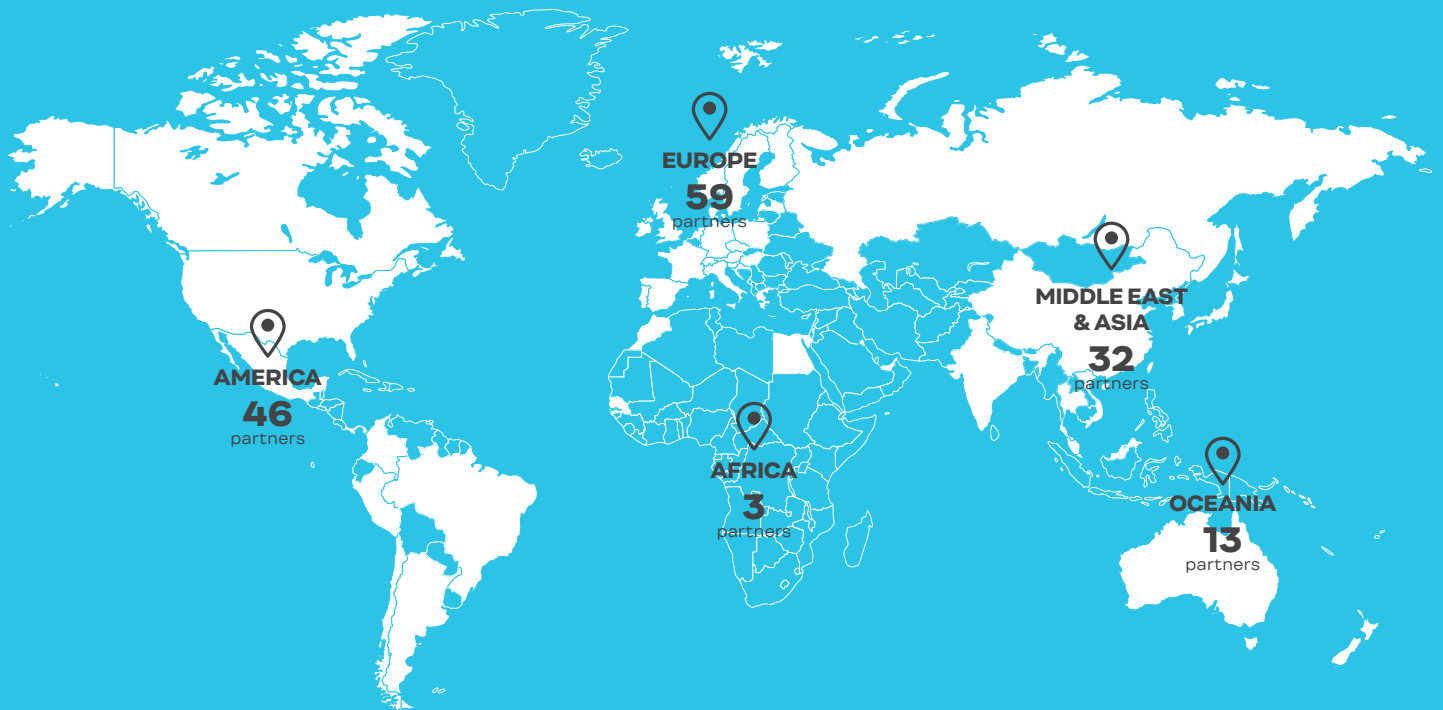
The professors, mostly with international backgrounds, were competent and qualified, therefore I learned a lot. I would never miss this time neither in Paris nor at Paris School of Business, because I made a lot of new friends which will last for a lifetime. On the other side I learned a lot from the classes, therefore it was the perfect combination for me. I recommend all foreign students to go to Paris School of Business because this school as well as Paris offer so many possibilities – an amazing time is guaranteed!”

Our partners worldwide

4,000
Exchange students since 2007

+150
partners

48
countries



Further Information:

<https://www.psbedu.paris/en/programs/exchange-program>

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Find more about us on www.psbedu.paris/en

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STATE-RECOGNIZED PRIVATE HIGHER TECHNICAL EDUCATION INSTITUTION.
École PSB • Membre d'ESGCV, SAS au capital de 13.267.469 euros, siège social : 35 avenue Philippe Auguste 75011 Paris, 752 535 476 RCS Paris

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