

PSB ■ ■ ■
PARIS SCHOOL
OF BUSINESS 

ACTING BEYOND KNOWLEDGE



MSc & MBA OF PSB PARIS SCHOOL OF BUSINESS



Postgraduate degrees

PRIVATE INSTITUTE OF HIGHER EDUCATION





Aymeric Chomel,
Vice-Dean of PSB
Paris School of Business

WELCOME!

At PSB Paris School of Business you will be given the opportunity to learn, develop, and establish yourself, while acting as a valuable member of the global society. You are guaranteed to experience an exciting and pivotal time of your life in one of our postgraduate business programs.

Our mission is to offer more than just comprehensive knowledge by presenting an education that allows you to stand out from the crowd and become an efficient decision maker in a complex, multicultural environment.

You will receive all the tools necessary to live out your dreams in the career of your choosing. I invite you to explore this catalog for more information about our programs, activities, faculty, staff, and students. PSB Paris School of Business is waiting for you with open doors as you embark on your new academic journey.

Sincerely yours.

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LIFE IN PARIS

LIVE THE MAGIC OF PARIS



PARISIAN LOCALS AND VISITORS HAVE AGREED FOR CENTURIES ON ONE THING: THERE IS NO PLACE IN THE WORLD LIKE THE CITY OF LIGHTS. 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 HERE.

Ancient and modern cultures throughout the ages have all left their own unique mark on the city, creating a vibrant, enchanting place where inspiration blooms for artists, students, entrepreneurs, and everyone in between. From rich cuisine to innovative public transportation, from quiet cafés to brilliant musical performances, **Paris has surprises around every corner. It's up to you to come and discover it for yourself.**

DID YOU KNOW THAT PARIS IS...

- The Euro Area's leading financial center and home to Europe's second largest stock exchange
- The 3rd most visited city in the world in 2018 (MasterCard Global Destination Cities Index)
- One of the top 4 fashion capitals in the world
- One of the top 5 cities for students in the world, 2018 (QS Best Student Cities)
- One of the best cities in the world for arts and culture
- The host city for the 2024 Olympic Games



Population:
2,300,000



**Student
Population:**
325,000



**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.

1 - Grab a Velib' from the public bikesharing service and take a ride on 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 Light.

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 - Perfect your tan at "Paris Plage", when the city transforms the banks of the Seine River into artificial beaches each summer, complete with sand and palm trees.

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.

THINGS YOU CAN ONLY DO IN PARIS
10



PARIS EVENTS CALENDAR



ONE OF THE MOST VISITED CITIES WORLDWIDE, PARIS IS ALSO A MAJOR DESTINATION FOR CULTURAL AND BUSINESS-RELATED EVENTS THROUGHOUT THE YEAR.

September: attend the **International Tourism Industry Trade Fair**, one of the top travel and tourism trade shows in the world, where all the players of the tourism industry in Paris gather.

October: join tens of thousands of art lovers (and buyers) at FIAC, the **International Contemporary Art Fair**, one of the world's most recognized celebrations of modern art.

November: enjoy **Beaujolais Nouveau**, one of the most unique that you'll experience in Paris. It marks the first market release of the year of a particular type of "vin de primeur" wine that is only six to eight weeks old.

December: head to the Champs-Élysées for the most spectacular and popular **Christmas light** display in Paris. The holiday atmosphere officially arrives when the festive Christmas lights and decorations appear throughout the city.

January: in between the yearly **Winter Sales**, discover next year's fashion trends at "**Who's Next**" & "**Première Classe**", the leading international fair for women's fashion in Europe.

February: rugby fans in Paris won't want to miss out the **Six Nations Rugby Tournament** happening right in their own backyard. Will France, England, Wales, Italy, Ireland or Scotland become this year's champion?



March: attend **Paris Fashion Week**, one of the most important fashion industry events, during which top fashion designers, brands and houses display their latest collections in runway fashion shows, influencing trends for the upcoming seasons.

April: runners, lace up your shoes for the **Paris Marathon** through the streets of Paris. The route offers plenty of fine sights along the way as it passes by most of Paris' landmarks to the finish line near the Arc de Triomphe.

May: on the citywide **La Nuit des Musées** or Museum Night, visit some of the 1,000 museums throughout Paris that open their doors to the public for free.

June: catch the **Fête de la Musique** on the 21st of June, the longest day of the year. It is more than just a music festival; it's an explosion of Paris' creative energy onto the streets of the city.

July: follow the most famous cycling competition in the world, the **Tour de France**, over three weeks during the month of July each year.

August: Paris Plages! Paris actually does have beaches! In the summer, visit any of the temporary artificial beaches on the shores of the Seine in the centre of Paris, or alongside the Bassin de la Villette in northeast Paris.



PSB PARIS SCHOOL OF BUSINESS



FOUNDED IN 1974, PSB PARIS SCHOOL OF BUSINESS IS A STATE-RECOGNIZED EUROPEAN ELITE MANAGEMENT SCHOOL THAT COMBINES ACADEMIC EXCELLENCE, INTERNATIONAL AWARENESS AND PROFESSIONAL EXPERIENCE.

PSB Paris School of Business prepares students to become highly skilled managers open to the world, enabling them to commit as efficient decision makers and conscious leaders. Renowned on both a national and an international stage, PSB Paris School of Business offers a complete range of programs in both undergraduate (Bachelor of Business Administration - Grande École Program) and post-graduate (MSc, Master in Management - Grande École Program, MBA, DBA), in French and English, taught by an international faculty.

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. The recognition by the State allows students to be eligible to apply for grants to the CROUS (Le Centre régional des œuvres universitaires et scolaires de Paris, The Regional Centre of Universities and Schools of Paris).

Conférence des Grandes Écoles: membership to this community of excellence enables PSB Paris School of Business to develop exchanges and sharing of good practices in teaching and research.

UGEI (Union of Independent Grandes Écoles): the union’s objective is to bring together a selection of Grandes Écoles that share the same desire for independence, to create quality character and develop educational ethics, and to encourage international relations and complementarity between its members.

Campus France: PSB Paris School of Business is affiliated with the French national agency for the promotion of higher education, international student services and mobility.

International

AACSB (Association to Advance Collegiate Schools of Business): the AACSB’s aim is to provide assurance, business education intelligence, and professional development services to its members. The PSB Paris School of Business is AACSB-eligible.

AMBA: the International MBA program holds accreditation by the prestigious AMBA. The principal criteria of evaluation is based on the strategy and identity of the school, the quality of the faculty, research, recruitment of participants, objectives and content of the program, the quality of the pedagogical method, and the evaluation as well as the professional performance of its graduates.

EFMD (European Foundation for Management Development): this network brings together the most prestigious Grandes Écoles, universities, and companies offering management training programs.



PSB QUICK FACTS

3,940 students currently enrolled
23% of students are international
100+ different nationalities on campus
570 degree-seeking international students
350 full-time staff

100 permanent faculty
14,250 alumni worldwide
570 PSB students studying overseas
on exchange or study abroad
10 000m² campus in the heart of Paris (2.5 acres)

3 schools in one campus
2 creative labs
1 business incubator
1 Bloomberg financial trading room



SERVICES & SUPPORT

Academic Life

Modes of Study: depending on the course, students have the opportunity to participate in a range of dynamic learning environments. These may include lectures, workshops, tutorials, group work, Internet challenges, case studies, practical sessions, discussion groups, external visits and more.

Assessment Methods: in addition to final exams and mid-term evaluations, assessments in class are done through a combination of assignments, reports, class presentations, class participation and group projects.

French Language Courses: students from non-French-speaking backgrounds can enroll in an additional French language course offered at both Beginner and Intermediate levels.

Career Centre: there is a dedicated career center on campus to support students who are searching for internships and jobs while in Paris.

Extranet: the PSB Portal provides all the information needed to stay updated and informed. It includes class schedules, learning resources, and links to a range of useful sites that will help students navigate their academic experience and help them with anything they need.

Campus Life

PSB 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, PSB Paris School of Business strives to provide an exceptional experience for every student.

Library and Study Spaces: the Campus Cluster Paris Innovation Library offers extensive resources for students, including books, journals, and a full complement of electronic resources.

Food and Beverage: PSB's campus offers two different on-site options for food and drinks: a cafeteria and the Anticafé. In either location, you can enjoy a hot meal, refreshments, or a quick snack in comfortable seating areas, while relaxing, socializing with friends, holding meetings, or simply working quietly with a hot cup of coffee and your laptop.

Students Clubs and Societies: PSB students can meet people from all over the world by joining any of the dozens of student clubs and societies that exist on campus.

Staying Happy and Healthy: the staff at PSB's International Office is available to speak with students about any aspect of their studies and to provide academic counselling and support whenever needed.

ACCOMODATION

PSB OFFERS A SELECTION OF EXTERNAL ACCOMMODATION OPTIONS IN THE SURROUNDING AREA. YOU CAN CHOOSE FROM PUBLIC OR PRIVATE RESIDENCES, SHARED FURNISHED APARTMENTS, A HOMESTAY, OR YOU CAN OPT TO FIND ACCOMMODATION ON YOUR OWN.

Residences

Cité internationale universitaire de Paris (CiuP)

The CiuP is a private park and foundation as well as the largest host of foreign students and researchers in Paris. The campus boasts 40 unique houses that are home to 12,000 students each year. Located in the 14th district, this campus is made particularly unique by the fact that each house represents a country or a region of the world.

Résidence Le Palatino

This brand new residence hall was opened in 2015 in the 13th district, located 15 minutes away from the PSB campus. It offers fully-furnished apartments with kitchenettes (kitchen kit included) and private bathrooms.

Résidence The student hotel

Residence The student hotel is another brand new upscale residence. Located at La Défense, one of the most modern districts in Paris, it is about 45 minutes away from campus by public transport. It provides similar facilities as the above residences.

Shared apartments

Comfort of Home

If you are interested in shared accommodation and wish to secure a place before your arrival, we recommend using Comfort of Home - Paris. This specialized agency is the European leader in study abroad accommodations.

Studapart

Studapart is a private accommodation platform open only to enrolled PSB students. Domestic students who are scheduled to leave for their own study abroad experience can rent out their apartments on the platform. Incoming students can take advantage of these rentals and book apartments in the same way.

More details about accommodation options can also be found online at <https://www.psb.edu.paris/en/paris-student-life/practical-information>.

STUDY IN THE HEART OF PARIS

PSB PARIS SCHOOL OF BUSINESS IS A PART OF THE CAMPUS CLUSTER PARIS INNOVATION, OR CCPI. THIS MULTI-SCHOOL CAMPUS HOUSES THE PSB PARIS SCHOOL OF BUSINESS, THE IICP SCHOOL OF COMMUNICATION AND JOURNALISM, AND THE WEB SCHOOL FACTORY. IT ALSO HOUSES PARIS' FIRST DIGITAL INNOVATION CLUSTER, THE INNOVATION FACTORY, A FACILITY THAT PUTS COMPANIES, START-UPS AND STUDENTS UNDER THE SAME ROOF.

Bringing together the domains of education, management, entrepreneurship and digital economy, the CCPI is giving rise to a new, versatile standard in higher education. The CCPI is located in the 13th district, or arrondissement, of Paris. This district, rarely visited by tourists, is home to Paris Chinatown and stretches southeast along the Left Bank around high-rise towers sandwiched between the Seine and the Parisian Beltway.

The 13th district is also home to the BnF (Bibliothèque nationale de France), or National Library of France, which is an architectural attraction, designed to look like four open books. In this district, art is everywhere, a literal open-air museum filled by street artists. The 13th also strives to be the arrondissement of innovation as it hosts the largest start-up incubator in the world, Station F, at the well-known Halle Freyssinet.

PSB Paris School of Business is located in downtown Paris

5 min. on foot to Olympiades Métro station

20 min. by Métro to Bastille square

10 min. on foot to the river Seine

20 min. by bicycle to Parc Montsouris / Cité Universitaire

15 min. by Métro to Gare de Lyon train station

3 hrs. by Eurostar high-speed rail to London, England



1 / PSB Paris School of Business Campus

EATING

- 2 /** Restaurant Universitaire - Resto U
- 3 /** Fast-food
- 4 /** Arlocchino
- 5 /** Food trucks
- 6 /** Pho Bida

STUDYING

- 7 /** Bibliothèque Nationale de France
- 8 /** Médiathèque Jean-Pierre Melville

WORKING OUT

- 9 /** Gigagym

CHILLING OUT

- 10 /** Le Prétexte
- 11 /** La Marquise
- 12 /** Parc de Choisy
- 13 /** Parc de Bercy

USEFUL INFO

- 14 /** Post office
- 15 /** LCL Bank
- 16 /** Corep Paris
- 17 /** Hexamedia
- 14 /** Préfecture de police
- 15 /** Pharmacie Centrale Dailypharma Paris 13
- 16 /** UGC Bercy Movie Theater
- 17 /** Station F

OUR PROGRAMS





MSc & MBA IN MANAGEMENT



BUSINESS MANAGEMENT IS AN IDEAL CHOICE FOR ANYONE WANTING TO ADVANCE THEIR CAREER OR LEARN MORE ABOUT THE REALITIES OF MANAGING OR STARTING A BUSINESS.

By exploring various facets of management from finance to Fashion and Luxury Management, students are provided with a broad understanding of the skills needed to succeed in business.

Through its MSc of Science in Management, **PSB Paris School of Business aims to train tomorrow's decision-makers** in order to stand out in the job market.

OUR MSc & MBA

- **MSc Arts & Cultural Management**
Top 10 Eduniversal ranking
- **MSc Business Consulting & Digital Transformation**
- **MSc Hospitality & Tourism Management**
Top 10 Eduniversal ranking
- **MSc International Finance**
- **MSc International Management**
Top 20 Eduniversal ranking
- **MSc International Marketing & Business Development**
- **MSc Luxury & Fashion Management**
Top 10 Eduniversal ranking
- **MSc Marketing Strategy & Data Analytics**
Eduniversal ranking
- **MSc Purchasing & Supply Chain**
- **MBA**
 **ACCREDITED** accredited
Top 20 Eduniversal ranking

CONTENT

OUR POSTGRADUATE DEGREE PROGRAMS HAVE BEEN DESIGNED WITH INPUT FROM TOP ACADEMIC STAFF AS WELL AS PROSPECTIVE EMPLOYERS TO HELP YOU GAIN THE COMPREHENSIVE BUSINESS MANAGEMENT SKILLS YOU NEED TO LAUNCH YOUR BUSINESS CAREER.

Business knowledge and skills

Academic courses will provide you with the fundamental concepts of business theory through a blend of on-campus classes as well as online activities. You will attend lectures, tutorials, workshops, practicals, and a range of other learning opportunities. This diverse approach will help you gain the skills necessary to be an efficient decision-maker, with a focus on three core values:

- 1 / Building and developing management knowledge.
- 2 / Building expertise in a selected field.
- 3 / Building strong critical analysis and responsible leadership behavior.

Ethics and Leadership Skills

By attending hands-on seminars and workshops, you will acquire soft skills that can't be obtained from textbooks. These alternative learning situations are designed to help you develop the talents necessary to meet any leadership challenges that may lay ahead.

Decision Making - Practical Application

You will use your knowledge and skills to test classroom-learned theories in simulation-based learning. Business games and simulations are used to provide students with valuable experience in commercial awareness, teamwork, decision making, and problem solving, as well as to challenge themselves and their perceived limits of their abilities.

Global Awareness - Immersion

Take your studies on the road! Business Study tours allow you to meet with leading executives and government officials while visiting businesses, factories, and cultural sites. Designed to enhance your classroom curriculum, these trips offer an immersive firsthand experience that can't be found anywhere else.

MBA OR MSc?

The Master of Business Administration program

- 1 year general management business degree (90 ECTS).
- Dedicated to talented and ambitious professional's executive (mini. 3 years of experience)
- AMBA accredited
- Dual skills option

The Master of Science programs

- 12 months (90 ECTS) or academic degree
- Dedicated to students/professionals looking for a specialized degree
- Become an expert in a relevant area
- Boost your skills and knowledge

The ECTS, or European Credit Transfer and Accumulation System, is a system used to compare the amount of learning and work done in higher education across the EU and other participating countries. One academic year is worth 60 ECTS credits, the equivalent of roughly 1,500-1,800 total work hours, regardless of the course. ECTS credits enable students to transfer institutions throughout the EU.

ARTS & CULTURAL MANAGEMENT



6^e

Duration: 1 year / Start: September or January / Total ECTS: 90

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Double degree (MBA) with **IESA** arts&culture
- Paris, world capital of Arts & Culture
- 6th on Eduniversal ranking



Cynthia CERVANTES

Program Leader of the MSc
Arts & Cultural Management

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Overview

The Master of Arts & Cultural Management is taught in partnership with IESA, a leading institution in the field of art management in Europe. At the conclusion of study, students are awarded two degrees: an MSc from PSB Paris School of Business and an MBA from IESA. This course is designed to give students a critical understanding of cultural strategies and the intricacies of art and culture while simultaneously instilling leadership and management acumen. Students will also take advantage of their location in Paris, offering unrivalled exposure to the finest art and culture the world has to offer.

What you'll learn

In this multidisciplinary approach, students receive education in advanced business management, fundraising skills, event management, and design and creative marketing. They will experience hands-on activities both in and out of the classroom, immersing students in the rich and varied art and culture of Paris and Europe. With firsthand experience in museums, art galleries, theaters, and festivals of all kinds, students gain an unequalled understanding of how to combine their enthusiasm for arts and culture with first-class business and management skills.

Career opportunities

Graduates will have the management and strategic thinking skills needed to be successful in this constantly evolving field. They will be well-placed to open doors and supply the need for creative leaders in government agencies, arts venues, cultural museums, arts networks, and the private sector. Potential positions include:

- Art Expert
- Artist Management
- Artistic Directorship
- Digital Communications & Marketing
- Event Production
- Exhibition Curation
- Festival Management
- Gallery Management
- Human Resource Management
- Marketing Communications
- Revenue Development
- Special Events Planning
- Strategic Planning
- Theatre Production

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Modules - 1 Research Methodology Module	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Modules - 1 Business Study Tour - 1 Specialization Module	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Research Methodology Module - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Modules - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- Intellectual Property Law
- Financing Cultural projects
- Cultural Economics

Art Track

- Art History - Intermediate
- Economics of The Art Market & Data Analytics
- Contemporary Art History
- Museum, Art & Heritage: Preservation, Law & Policy
- Mounting Exhibitions
- Curating Exhibitions
- Expertise of Modern & contemporary Art

Performing Art Track

- History of Performing Arts
- Event Management
- European Policy & Cultural Heritage Management
- Economies of Cultural industries
- Performance Arts Management Practices
- Survey of Cultural Industries
- Performing Arts Production
- Critical Analysis of the Media

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Kristen GORDON

CEO of Movies in Motion, Paris

MSc in Cultural & Arts Management

“ Although I have an MA in Art History and worked several years in the museum sector (J. Paul Getty Museum, National Portrait Gallery and the Musée du Louvre), I wanted to get a deeper understanding about the business aspect of art. I chose the PSB Paris School of Business & IESA program as there were very few Master programs that specialized and only focus specifically on Arts. I saw this as a rare opportunity to really hone in on my interests. Furthermore, the school itself is based in Paris, the city of culture. Being in Paris provides so many advantages. As a student in Paris you have at your fingertips the most prestigious auction houses, museums, theaters and galleries. The program also offers scenarios in which students learn and meet professionals working in fields of interest, something which has personally helped me in my professional career. For the past four years I worked as a museum educator at the Musée du Louvre but recently due to my Master experience, I have created my own company based on my final thesis project. The program gave me the tools and contacts to realize my dream of creating a business: Movies in Motion. Movies in Motion is the Paris private guided tour company for the 21st century family. Our passionate expert guides will take you and your family on a journey through the history and culture of Paris. Using an iPad during a scavenger hunt through the city, the tours - lead by your guide - combine a playful mix of digital technologies, videos and games. ”

BUSINESS CONSULTING & DIGITAL TRANSFORMATION

Duration: 1 year / Start: September or January / **Total ECTS: 90**

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- **Dedicated mentors and networking from the business consulting community**
- **Paris, leading capital for best practices in business consulting and digital transformation**



Aymeric CHOMEL

Program Leader of the MSc
Business Consulting & Digital Transformation

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Overview

The Master of Science in Business Consulting & Digital Transformation is designed for students who wish to embrace a career in the business consulting ecosystem using the digital transformation to create value for companies. This program enables students to master concepts, methodologies and tools for efficient consulting approach.

What you'll learn

Students will gain the knowledge and skills necessary to perform as business consultants. The curriculum is adequately balanced to combine theory and practice: it gathers large business skills and decision making tactics to develop data driven analysis and recommendations. Graduates will leverage digital transformation to define and implement global improvement plans.

Career opportunities

After mastering the key drivers of the Business Consulting industry, you can expect to begin a career in a large number of sectors. Graduates may move into management positions such as:

- Digital Consultant
- Business Consultant
- Project Manager
- Business Analyst
- Consultant in information systems management
- Consultant in operations management
- Consultant in organisation
- Auditor of information systems
- Project Manager for information systems

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Modules - 1 Research Methodology Module	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
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Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- Innovation & Knowledge Management
- Project Management 1
- Business Model Agility & Soft Skills
- Agile methods
- Innovation Ecosystem Consulting
- Lean Management Six Sigma
- Business Intelligence Boot Camp
- Strategic Management Consulting
- Organization & Change Management consulting
- Digital Fundamentals: Cloud, SEO, SAP Digital Enterprise, Mobile Application, CRM, IA, Digital Transformation, Social Media...
- Digital Business Strategy
- IT Technical Skills (Excel / SQL / VBA)
- Big Data & Web Intelligence

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Aymeric CHOMEL

Program Leader
of the MSC
Business Consulting
& Digital Transformation

“ What an exciting time to start a career in Business Consulting in Paris. This MSc aims at forming experts in digital transformation who have accelerating impacts across businesses. Thanks to appropriate consulting approaches those experts transform activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies. ”

HOSPITALITY & TOURISM MANAGEMENT



6^e

Duration: 1 year / Start: September or January / **Total ECTS: 90**

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- **Dedicated mentors and networking from the HTM industry**
- **Paris, leading capital for best practices in hospitality and tourism industry**
- **Eduniversal ranking**



Nuno Miguel RODRIGUES DOS SANTOS

Program Leader of the MSc
Hospitality & Tourism Management

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Overview

The Master of Science in Hospitality & Tourism Management is designed for students who wish to train for management and leadership roles in tourism and hospitality organizations. It enables graduates to fully understand the strategic decisions facing a hospitality manager in the ever-changing industry of memory and experience creation. Equipped with advanced business acumen, management skills and specialized industry knowledge, this course allows students to explore alternative management approaches and principles that will influence the tourism and hospitality industry on an international scale.

What you'll learn

The program provides a comprehensive study of tourism and hospitality management from both theoretical and real world perspectives, taught by academics with industry backgrounds and experience. It focuses on the development of key leadership, analytical, and organizational skills crucial to the hospitality and tourism industry in an unparalleled setting. Paris, the tourism capital of the world, is the ideal location to learn from industry leaders and see firsthand the skills necessary to move into leadership positions. In addition to the core units, students choose from a range of elective topics to help develop their managerial and strategic skills in order to succeed in a dynamic and transitional industry.

Career opportunities

After mastering the intricacies of the Hospitality and Tourism industry, you can expect to begin a career anywhere in the world. Graduates may move into management positions in a wide selection of fields including:

- Airlines
- Casinos
- Clubs
- Convention & event organizations
- Cruise lines
- Cultural attractions
- Destination marketing & tourism organizations
- Government tourism bodies
- Hotels & resorts

PROGRAM STRUCTURE

> September Intake

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Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Modules - 1 Business Study Tour - 1 Specialization Module	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Research Methodology Module - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Modules - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- Hospitality Actors & Markets
- Corporate Meetings
- Trends & Innovations in Food
- Strategy in Hospitality Markets
- Human Resources in Hospitality Industry
- Forecasting & Budgeting in Hotels
- Marketing in Hospitality Industry
- Hotel Distribution Tools
- Hotel Distribution Case Study
- Hospitality & Food Business Game
- F&B Cost Control
- Hospitality Uniform System of Accounts

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Monica NEBLETT

Selected for the "Fast & Curious Program" of Louvre Hotel Group

MSc in Hospitality & Tourism Management, 2016

"I decided to enter PSB Paris School of Business in September 2016 to join the MSc in Hospitality & Tourism Management Program after a Bachelor in Industrial Engineering in Panama. PSB Paris School of Business enabled me to have a broader scope of the industry and this chameleon market. All the different classes complemented each other and activities like the business game and business tour were perfect to implement those courses in a practical way. My advice for future students will be to seize this opportunity of studying in Paris to the fullest. If there is a city you can find anything related to Hospitality and Tourism it is here, from big conferences, congress and exhibitions, to budget, hostels or luxury hotels."



Nuno Miguel RODRIGUES DOS SANTOS

Program Leader of the MSc Hospitality & Tourism Management

"What an exciting time to begin a career in tourism in Paris! There is a tremendous potential for hospitality education that reflects a need for management knowledge paired with practical skills in hotel distribution, strategy and finance. The unique character of the program lies in the transmission of know-how from top players and mentors in the industry. International-minded students become more agile and truly embrace the digital tourism world and a culture of learning and testing. Our students become top professional managers in a global sector."

INTERNATIONAL FINANCE

Duration: 1 year / Start: September or January / Total ECTS: 90

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Brand new on-campus Bloomberg financial trading room
- CFA and PRM certification training



Emmanuel DE LA BURGADE

Program Leader of the MSc
International Finance

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Overview

The Master of Science in International Finance program is designed to prepare job-ready professionals for careers in a dynamic financial environment. Students will explore contemporary issues concerning the operation of capital markets and learn to deal with the difficulties of managing in fluctuating and unstable business situations. The program merges the tools used in fields such as economics and finance to better identify and understand the connections between financial markets, the economy, and policy in economies that are constantly changing.

What you'll learn

Along with the knowledge of the financial markets theories, students will learn using the dedicated financial trading rooms equipped with Bloomberg Professional Service that provides trusted real-time business analytics. Students learn to effectively use this data to help make better informed investment decisions. An emphasis on active involvement, along with the honing of technical and problem-solving skills allows students to augment their professional prospects upon graduation.

Career opportunities

Graduates are equipped with substantial conceptual and applied finance knowledge on the international finance stage. They are able to join a variety of employers such as investment and commercial banks, ministries of finance, hedge funds, treasuries, private equity funds, research institutions, ratings agencies, consulting firms, corporations, and accounting firms. Potential positions include:

- Bank Risk Analysis
- Compliance Management
- Credit Risk Analysis
- Financial Advice
- Financial Analysis
- Financial Risk Analyst

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Courses - 1 Research Methodology Course	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Courses - 1 Elective Course - 1 Online Course - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Courses - 1 Business Study Tour - 1 Specialization Course	- 7 Specialization Courses - 1 Elective Course - 1 Online Course - 1 Research Methodology Course - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Courses - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Courses

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Courses

- Financial Markets
- Fixed income Securities Management
- Credit risk Measurement
- Market risk Measurement
- Operational & Systematic Risk Measurement
- Mathematical Tools for Analysis
- VBA
- Derivatives & Commodities
- Fundamentals of Mathematics for Finance
- Bloomberg Workshop
- CollectiveFund Management
- Banking Management Simulator Game

Elective Courses

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Ons HENIA

Financial and Sales Assistant, Viet Phat Industry

MSc International Finance, 2017

“ I am so grateful I ended up choosing MSc International Finance program at PSB Paris School of Business. The school has indeed exceeded by far my expectations, the subjects are interesting and the professors are absolutely amazing, I could not ask for more, I am seeing progress day by day and I can predict the impact on my future career can only be phenomenal. Thank you PSB Paris School of Business for this wonderful opportunity. ”



Emmanuel DE LA BURGADE

Program Leader of the MSc International Finance

“ The aim of the MSc in International Finance is to prepare job-ready professionals thanks to a balance of theory and practice. The school widely favors the interaction with finance professionals both in the design of the program and in the education of our students. The MSc prepares students to effectively use operational tools necessary for their future career such as VBA, Excel or Bloomberg. The MSc also trains students for certifications that are today required to evolve rapidly in the financial community (CFA and PRM). ”

INTERNATIONAL MANAGEMENT



14^e

Duration: 1 year / Start: September or January / **Total ECTS: 90**

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Strong student diversity
- Two different tracks: Asia & Europe
- 15th on Eduniversal ranking



David RUSSELL

Program Leader of the MSc
International Management

d.russell@psbedu.paris

Overview

The Master of Science in International Management program combines the networks of international business management with real exposure to the corporate world. This unique program provides students with the chance to gain hands-on experience by taking part in entrepreneurial projects and real case studies. Designed to prepare students to take leadership roles in business matters on an international level, students are offered a focus on two distinctive markets, Europe and Asia, as well as one term in a partner institution. Students are also taught critical decision-making skills and business solution methods in the context of global societal, cultural and political environments.

What you'll learn

Students will acquire the knowledge needed to effectively manage a business in an international market, including consideration of local cultures, trends, politics, and societal standards. In addition, students gain the full comprehension of the delicacy of international business, balancing internal and external elements of an international enterprise. A number of business study tours throughout the year allows students to gain insights and experience connected with business and management practices.

Career opportunities

Graduates emerge from this program equipped with the tools to work on the international stage in a wide range of organization, such as large corporations, multinational enterprises, government agencies or not-for-profit organizations. Typical positions include:

- Foreign Market Development
- Import & Export Management
- International Administration Management
- International Business Consultancy
- International Entrepreneurship
- International marketing Management
- International Project Management
- International Strategy Management
- International Trade Management
- Marketing Consultancy

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Modules - 1 Research Methodology Module	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Modules - 1 Business Study Tour - 1 Specialization Module	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Research Methodology Module - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Modules - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- International Trade
- International Project Management
- International Purchasing
- International Supply Chain Management
- International Finance
- Geopolitics of International Business
- Global Markets & Entry Strategies
- Selling & International Markets
- Inter Negotiations
- Inter Trade Law
- Risk Management
- Crisis Management

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Matteo FERRARINI

Promotion 2017

Export Area Manager
at Weekend MaxMara

“ PSB Paris School of Business is a strong and specialized reality in Paris that gather international students from all around the world. The multitude of different nationalities helped me learning what the theory doesn't do. You may grow up as person through the everyday relation with students of different cultures, while PSB enhances your knowledge about management and business through well prepared professors and professionals. In particular, MSc International Management digs in the depth each aspect that may concern working in an international environment with full attention to both the theory than the practice. Indeed, the course is supported by projects with companies and external stakeholders that increased my confidence towards business and the work in the reality. The course and the PSB environment permitted me to speed up the learning process making me able to find a job in a Multinational firm before ending the studies at PSB. ”

INTERNATIONAL MARKETING & BUSINESS DEVELOPMENT

Duration: 1 year / Start: September or January / **Total ECTS: 90**

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
 - IELTS 6.0 (with no less than 5.5 in any band) or equivalent
-

STRONG POINTS

- Full immersion in the business ecosystem
- Strong links with international companies



Aymeric CHOMEL

Program Leader of the MSc
International Marketing & Business Development
a.chomel@psbedu.paris

Overview

This MSc provides students with comprehensive interactive training in Marketing, International Business & Business Development. This course is designed to give students a critical understanding of best practices for efficient Marketing and Sales Strategy in global environments. Using innovation as a leverage students are immersed in a practical business environment mixing start up and blue chip companies. This course instills leadership and management acumen and the associated competences to boost fast career development.

What you'll learn

Along with the knowledge of Marketing & Sales, students learn to master tools, concepts and decision making methodologies to create value for businesses. Based on a hands on approach, students are immersed in the intricacies of agile tactics and strategies. Students develop skills to become efficient decision makers.

Career opportunities

Graduates are equipped with substantial conceptual and applied Marketing & Sales knowledge to tackle national and international challenges. They start their managerial career joining position such as:

- Export Manager
- Sales Expert
- Marketing or Product Manager
- Trade Marketing Manager
- Category Manager
- Sales & Business Development Manager
- Key Account Manager

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Courses - 1 Research Methodology Course	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Courses - 1 Elective Course - 1 Online Course - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Courses - 1 Business Study Tour - 1 Specialization Course	- 7 Specialization Courses - 1 Elective Course - 1 Online Course - 1 Research Methodology Course - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Courses - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Courses

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Courses

- International Business Development
- Strategic Brand Management
- Marketing Research
- New Business Development: From Idea to Market
- Understanding Consumers & Markets
- Product Management & Operational Marketing
- Business Development & Sales
- Digital Growth
- Global market & entry strategy

Elective Courses

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Xavier MENAUD

Associate Professor
of Marketing

“ The aim of the MSc in International Marketing & Business Development is to prepare job-ready professionals thanks to a balance of theory and practice. The interaction with the business ecosystem help students to gain accurate skills to evolve properly in high volatility sectors. This program allows student to have a concrete vision of company’s challenges and nudge them to open the door to a promising future in business. ”

LUXURY & FASHION MANAGEMENT



7^e

Duration: 1 year / Start: September or January / Total ECTS: 90

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Full immersion in the luxury industry through multiple business study tours
- Strong links with French luxury related companies
- Paris, one of the fashion and luxury capitals of the world
- 7th on Eduniversal ranking



Valérie HAIE

Program Leader of the MSc
Luxury & Fashion Management

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Overview

The Master of Science in Luxury & Fashion Management offers students an exceptional opportunity to develop their skills and expertise in one of the grandest locations in the world, Paris. This course provides hands-on interaction with professional faculty members who have practical experience in the world of luxury and fashion. Students are fully immersed in Paris' luxury factories and retailers, showrooms and runways, to maneuver confidently in an exciting, competitive, global industry.

What you'll learn

Designed around a trillion dollar world of distinctive products, students learn through a combination of coursework and immersive business study tours. This course covers the essential management knowledge required to be successful in an international market as well as industry-specific skills in fields such as fashion, art, jewelry, beauty, hospitality, and gastronomy. Students will explore the emergence of trends and their evolution across segments, all in the context of luxury branding and haute couture.

Career opportunities

With an understanding of the trends and practices in luxury and fashion management, and of course, discerning tastes, graduates can find a multitude of positions in any number of fields. Once graduates have found their niche, they can flourish in positions that include:

- Account Management
- Brand Management
- Communications Management
- Digital Marketing
- Global Sourcing
- Licensing Management
- Marketing
- Merchandising Management
- Press Relations Management
- Retail Management
- Retail Purchasing
- Sales Management
- Supply Chain Management
- Visual Merchandising

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
<ul style="list-style-type: none"> - 6 Core Modules - 1 Research Methodology Module - 1 Business Study Tour 	<ul style="list-style-type: none"> - 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour 	<ul style="list-style-type: none"> - 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Business Study Tour - 1 PSB Innovation Championship 	<ul style="list-style-type: none"> - Thesis Supervision - Thesis Defense - 1 Business Study Tour - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
<ul style="list-style-type: none"> - 3 Core Modules - 1 Business Study Tour - 1 Specialization Module 	<ul style="list-style-type: none"> - 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Research Methodology Module - 1 PSB Innovation Championship - 1 Business Study Tour 	<ul style="list-style-type: none"> - 3 Core Modules - 3 Leadership & Professional Seminars - 1 Business Study Tour - 1 Business Game 	<ul style="list-style-type: none"> - Thesis Supervision - Thesis Defense - Optional Internship - 1 Optional Business Study Tour

Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- Distribution Management & Strategy in Luxury
- New Trends in Luxury Retail Markets
- Purchasing Technics in the Luxury Industry
- Selling Technics in Luxury Business
- Luxury Brand Management
- Communication & Advertising in the Luxury Industry
- Fashion Visual Merchandising
- Hospitality & Wellness
- The Cosmetics Industry
- Fine Jewelry / Fine Watch
- Business Development in Wine Industry
- Fashion Business & Principles of Design
- Fashion Design Process & Trend forecasting
- Key actors of Haute Couture & Ready-to-Wear

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Ialina KOVELENOVA

Sales & Business Development Manager, Poised Concierge, Paris

MSc in Luxury & Fashion Management, 2015

“ I chose to study at PSB Paris School of Business because of its great location in Paris, positive reviews of the program, and the specialized curriculum. What makes this program unique and truly international is the mix of nationalities within the class. I’ve not only made friends with students from all over the world, but I’ve also learned from the cultural diversity of my classmates. Thanks to team projects, I discovered different views of the business world between countries and gained insights on markets worldwide. One of the highlights was the luxury spirits course and its business study tours as we visited the major brands of the Cognac industry such as Hennessy, Martel, and Courvoisier. We also had the opportunity to talk to cellar masters, marketing management, and sales representatives and enjoy the luxury French lifestyle in Cognac: lunches, dinners, and tastings. When I first arrived to Paris, it was a challenge for me as I did not speak French, but I soon learned that many people speak English, and the school campus is a real melting pot. ”

MARKETING STRATEGY & DATA ANALYTICS



Duration: 1 year / Start: September or January / **Total ECTS: 90**

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Innovative fields of study
- Mastering data and marketing to set disruptive strategies
- Eduniversal Innovation Award



Jean-Marc LEHU

Program Leader of the MSc
Marketing Strategy & Data Analytics

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Overview

The Master of Science in Marketing Strategy & Data Analytics is designed to give students the practical skills to analyze consumer data to make successful marketing decisions. With an ever-increasing volume of consumer information available, understanding how to analyze and interpret data is an increasingly vital skill. Graduates will understand how to forecast and influence business decisions using insights provided by modelling techniques and consumer information.

What you'll learn

Students will gain the knowledge and skills necessary to extract relevant insights from data for a more predictive marketing strategy. The course examines valuable techniques used to identify, collect, manage, and understand marketing data for profitable use as well as how to turn that information into relevant and effective marketing tactics. Graduates will be able to create and implement a successful marketing strategy using innovative real-time induction models and data mining.

Career opportunities

Graduates will possess the skills and knowledge to pursue a career as a consumer and market expert who drives product, marketing, and strategy decisions. These positions are desirable in any number of industries, allowing graduates to utilize their marketing expertise in a field of their choice. These roles may include:

- Advertising account management
- Brand management
- Business analysis
- Consumer insights management
- Digital marketing management
- Marketing consultancy
- Marketing data science
- Marketing management
- Market research analysis
- Market research project management
- Product management
- Public relations management
- Research directorship

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Modules - 1 Research Methodology Module	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Modules - 1 Business Study Tour - 1 Specialization Module	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Research Methodology Module - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Modules - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- Strategic & Operational Marketing
- Management & Communication
- Brand Pricing & Revenue Management
- International Marketing
- Innovation Management
- Data driven Quantitative Marketing Research & Techniques
- Data driven qualitative Marketing Research & Techniques
- Data Management for Business Ethics Strategy
- Digital Communication Analytics & Media
- Digital Communication Analytics & Cybersecurity
- Data Analytics Programming and exploring 1
- Data Analytics Programming and exploring 2

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Charlotte HAMEL

Cloud Sales Specialist,
Microsoft

“ I entered PSB Paris School of Business for the Marketing Strategy & Data Analytics for my MSc degree. PSB Paris School of Business allowed me to meet and exchange with passionate professors who gave me knowledge and tools to make the difference in both business and job interview. The many presentations made, but also the different forums and seminars followed allowed me to gain confidence in myself and be reactive, attentive and pugnacious today. All of my experiences enabled me to do an internship as an Account Services Manager at SAP France. I am now part of Microsoft Graduate Program MACH as a Solution Sales Specialist in the Intelligent Cloud Department. My advice to new PSB students would be to take full advantage of all of the opportunities. To be curious and to interact with the most people as possible teachers and students but also to participate in a maximum of activities: associations, forums, seminars. ”

PURCHASING & SUPPLY CHAIN MANAGEMENT

Duration: 1 year / Start: September or January / **Total ECTS: 90**

Teaching Language(s): English / Study Mode: Full-time

Admission Requirements:

- A 4 years' undergraduate degree or equivalent (students with a 3-year bachelor degree can be admitted to the 120 ECTS degree)
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Mastering best purchasing practices and new trend in Supply Chain optimisation
- France and Paris : key strategic sourcing, logistic and Supply Chain hub in Europe



David DORIOL

Program Leader of the MSc
Purchasing & Supply Chain Management

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Overview

The Master of Science in Purchasing & Supply Chain Management program is designed to provide students with a solid understanding of the strategic management of the flow of goods and services, and its critical importance in successful organizations. Increased logistic complexity, constant progress of information technology, and the increased worldwide integration of business and commerce all emphasize the importance of effective and sustainable supply chain management.

What you'll learn

Students will explore current and potential trends in logistics, global sourcing, and operations and international business at a senior management level. They will also learn to identify efficient application of technologies, processes, and leadership required by companies in order to deliver guarantees. The course will examine key strategic methods of delivering greater financial worth and superior customer service, and explore the effect of advancing technologies on existing supply chain issues as well as how they will influence supply chains in the future.

Career opportunities

As the sectors of purchasing and supply chain are expanding, graduates will be able to gain positions in a multitude of fields in established sectors such as industry, consumer goods and services, and international trade, or in newly emerging fields. Potential positions include:

- Distribution Management
- International Purchasing
- Logistics
- Materials Management
- Portfolio Outsourcing Management
- Production Management
- Product Procurement
- Purchasing Consultancy
- Purchasing Department Coordination
- Purchasing Directorship
- Scheduling Management
- Supply Chain Management
- Transportation Management
- Warehousing Management

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• May to September ▶
- 6 Core Modules - 1 Research Methodology Module	- 3 Leadership & Professional Seminars - 1 Business Game - 1 Business Study Tour	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 PSB Innovation Championship	- Thesis Supervision - Thesis Defense - Optional Internship

> January Intake

Winter	Spring	Summer	Fall
• January	• February to May	• May to June	• July to December ▶
- 3 Core Modules - 1 Business Study Tour - 1 Specialization Module	- 7 Specialization Modules - 1 Elective Module - 1 Online Module - 1 Research Methodology Course - 1 PSB Innovation Championship - 1 Business Study Tour	- 3 Core Modules - 3 Leadership & Professional Seminars - 1 Business Game	- Thesis Supervision - Thesis Defense - Optional Internship

Core Modules

- Marketing Management
- Strategic Management
- International Business
- Human Resources Management
- Financial Management
- Digital Business

Specialization Modules

- Purchasing & Supply Chain
- Purchasing Strategy
- Purchasing Legislation
- Purchasing Hedge
- Purchasing Risk Management
- Information System
- Supply Chain Management: Serious Game
- Performance Measurement
- International Negotiation
- Lean & Sustainable Purchasing

Elective Modules

- Understanding today and tomorrow pricing in tourism
- Leveraging design for a better growth
- Purchasing Management: the difference between success and failure in business strategy
- Information Design
- History of Cinema

Leadership & Professional Seminars

- Advanced Productivity Digital Tools
- Career Management
- Leadership & Management Seminar



Maxime SICOT

Operations Associate Intern, Deliveroo, Singapore

MSc Purchasing & Supply Chain Management, 2017

“ I chose Purchasing & Supply Chain specialization because of its strategic function in companies and the challenges they are facing today. After my 1st year, I did an internship for 6 months in the Purchasing department of Showroomprivé.com in Paris. At the end of this internship Showroomprivé offered me a work-study contract for my 2nd year in a more evolved position called "Business Analyst". This post allowed me to acquire a large number of knowledge on the Purchasing Department but also on functions related such as management control, legal, marketing B2B and logistics. I can now say that I have an overall view of the purchasing function in a company. This experience at Showroomprivé allows me today to be confident in my academic and professional training. I deeply recommend the students to seize all the opportunities of internships and work-study to guarantee their professional integration following the MSc. ”

MASTER OF BUSINESS ADMINISTRATION



14^e


Duration: 1 year / Start: September / Total ECTS: 90

Teaching Language(s): English / Study Mode: Full-time Executive Program

Admission Requirements:

- A recognized Bachelor's level degree or equivalent
- A minimum of three years' post-graduation work experience with evidence of management
- IELTS 6.0 (with no less than 5.5 in any band) or equivalent

STRONG POINTS

- Strong business network and connections
-  Accredited
- 18th on Eduniversal ranking



Bradley STONE

Program Leader of the Master
Business Administration

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Overview

Designed for those actively working in professional business roles, the Master of Business Administration (MBA) covers a wide variety of business strands including accounting, economics, ethics, finance, law, marketing, and statistics, all in the framework of management analysis and strategy. The MBA program also provides the opportunity to take elective courses to specialize in a particular area. These specializations include international Finance, Marketing & Data Strategy, Luxury & Fashion Management, Hospitality & Tourism Management, Purchasing & Supply Chain, International Management, Art & Cultural Management.

What you'll learn

This course provides professionals with a broad understanding of contemporary management operations in order to challenge existing conventions and go beyond traditional pathways. Students will enhance their professional expertise by completing practical assessment activities in leadership, problem solving, critical thinking, and communication skills. In choosing a specialization, candidates also build substantial, focused expertise to complement the general management applications they learn in the core units.

Career opportunities

Upon graduation, students will be eligible to pursue their career at senior management level across an extensive array of industries in both the public and private sectors. Combining their prior experience with their new management expertise, graduates can find management roles in their specialized area, such as:

- Business Analysis
- Business Strategy
- Entrepreneurship
- Financial Analysis
- Management Consultancy
- Marketing Analysis
- Operations Analysis
- Portfolio Management
- Product Management
- Project Management

PROGRAM STRUCTURE

> September Intake

Fall	Winter	Spring	Summer to Fall
• September to December	• January	• February to May	• July to December ▶
<ul style="list-style-type: none"> - 7 Managerial Core Modules - 1 Research Methodology Module 	<ul style="list-style-type: none"> - 3 Leadership & Professional Seminars - 1 Business Game 	<ul style="list-style-type: none"> - 4 Prospective Management Modules - 5 Specialization Modules - 1 Business Study Tour - 1 Thesis supervision - 1 PSB Innovation Championship 	<ul style="list-style-type: none"> - Thesis Defense - Optional Internship

Core Managerial Modules

- Accounting
- Corporate Finance
- Human Resources Management
- Corporate Law 1
- Marketing Management
- Strategic Management
- Organisational Behavior
- International Prospective (American Markets / European Markets / African Markets / Asian Markets)

Prospective Management Modules

- E-Business Strategy
- Corporate Social Responsibility
- Entrepreneurship
- Operations & Supply Chain Management
- Management of Information System
- Innovation & Design Thinking
- Digital Productivity

Leadership & Professional Seminars

- Personal Project & Coaching
- C.V. Building & Job Application Preparation
- Leadership & Management
- Digital Productivity Tools
- International Project Management

Management Specialization Modules

- International Management

International Project Management, Geopolitics, Politics of International Business, Global Markets & Entry Strategies, Selling & International Markets, International Negotiations...

- International Finance

Fixed income securities management, Credit & market risk Measurement, Operational & systematic risk Measurement, Mathematical tools for analysis, VBA, Derivatives & Commodities, Bloomberg Workshop...

- Marketing & Data Analytics

Crisis Management & Communication, Data driven marketing Research, Data analytics for marketing in action, Data Management for Business ethics strategy, Digital communication analytics & Media...

- Purchasing & Supply Chain

Purchasing Strategy, Purchasing Risk Management, Information System, Supply Chain Management: Serious Game, Performance Measurement, International Negotiation, Lean & Sustainable Purchasing...

Sectorial Specialization Modules

- Art & Culture Management

Cultural financing projects & Cultural Economics, Economics of The Art Market & Data Analytics, Contemporary Art History, Museum, Art & Heritage: Preservation, Mounting Exhibitions...

- Luxury & Fashion Management

Distribution Management & Strategy, New Trends in Luxury Retail Markets, Luxury Brand Management, Fashion visual Merchandising, The Cosmetics Industry, Fashion Business and Principles of Design...

- Hospitality & Tourism Management

Trends & Innovations in Food, Strategy in Hospitality Markets, Forecasting & Budgeting in Hotels, Marketing in Hospitality Industry, Hotel Distribution Tools, Hospitality & Food Business Game...



Pascal STRUIJK

Consultant,
Krauthammer International
IMBA 2013

“ Upon graduation, I applied for a position in consulting. This was the second time. I applied for such a position, and fortunately this time I was successful. The big difference? This time I had the PSB International MBA degree on my resume. I had gained in-depth understanding of business management, as well as knowledge on how to develop strategies, and analyze annual reports. During my studies, there were 24 MBA students, from 21 different countries. I came to realize how much there is to learn looking at other cultures. I capitalize on that knowledge ever since, working for big multinationals like Siemens, Société Générale, etc. The International MBA has a huge benefit over other MBA's: small classes, devoted and knowledgeable professors and a wide variety of cultures within one class. Definitely something you should consider! ”

HOW TO APPLY?



Step 1 - Choose the degree you want to study

Consider the major area of study, language of teaching, start dates, academic prerequisites and language requirements.

Step 2 - Apply

Apply online or via a registered recruitment representative in your home country and prepare supporting documentation:

- Letter of motivation (1,500 words)
 - Certified copy of your academic transcripts with grading system
 - English language test results (IELTS, TOEFL, PTE, Cambridge)
 - Academic or employer references
 - C.V. / Resume
 - Copy of your ID
 - €90 application fee
-

Step 3 - Wait for the outcome

Within 10 days, applicants will be informed of the status of their application. An interview with the program leader will be scheduled. Successful applications receive a letter of offer package including all details about accepting the offer.

Step 4 - Accept your offer

Review the offer to make sure all information is correct, submit extra documents if requested, and pay the down payment. The PSB Admission Office will issue an electronic certificate of enrollment so you can apply for your French student visa.

Step 5 - Arrive in Paris

Visit www.psb.edu.paris for useful information about life in France including life in Paris, accommodation, planning and arrival.

Other programs

PSB Paris School of Business also offers degree programs at both undergraduate (Bachelor of Business Administration), postgraduate (Master of Business Management), executive (Doctor of Business Administration) as well as short programs. For more information on the full range of degree options currently available at PSB Paris School of Business, visit www.psb.edu.paris.

Subject to change without notice. More details about programs including tuition fees available on www.psb.edu.paris/en. Depending on unit availabilities, previous study or work experience, students may be able to complete their degree in a shorter duration than indicated.

QUICK FOCUS ON OUR PROGRAMS



IN ADDITION TO ITS MASTER OF SCIENCE AND INTERNATIONAL MBA AWARDS, PSB ALSO OFFERS DIFFERENT PROGRAMS AT UNDERGRADUATE, POSTGRADUATE OR EXECUTIVE LEVEL, IN FRENCH AND ENGLISH AS WELL AS CERTIFICATES THROUGH ITS EXTENSION PROGRAM.



UNDERGRADUATE

Bachelor of Business Administration

The degree is designed to give a broad knowledge of business but also to develop the student's practical, managerial & communication skills as well as business decision-making capability during the two first years of the program and specialize during the 3rd year in Finance & Accounting, Marketing, Management or Luxury Brand Management.

Teaching languages: English or French
Study mode: Full-time
Duration: 3 years/180 ECTS
Start: Fall & Spring



Grande École Program

The Grande École program is the flagship degree of PSB Paris School of Business. It lasts 5 years and consists of a 3 years' undergraduate cycle (2 years of fundamentals in Management and third year abroad) and a 2 years' postgraduate cycle allowing students to specialize within 15 different majors (Supply Chain, Accounting, Luxury Brand Management, International Business, Marketing Strategy and Data Analytics). At the end of the 5 years of study, students obtain a Master degree recognized by the Ministry of National Education and AMBA accredited.

Teaching languages: English or French
Study mode: Full-time
Duration: 5 years/300 ECTS
Start: Fall



POSTGRADUATE

The Master in Management cycle

The Master in Management cycle corresponds to the last two years of study of the Grande École Program in 5 years of PSB Paris School of Business. During this cycle, students specialize in choosing from 15 different majors: Achats et Supply Chain, Business Consulting, Comptabilité conseil audit, Corporate Finance, Digital Business, Entrepreneuriat et Business Development, International Finance, Gestion de patrimoines, International Business, Management et contrôle de gestion, Management des ressources humaines et de la transformation digitale, Marketing et stratégie commerciale, Luxury Management, Marketing Strategy & Data Analytics and obtain a Master degree recognized by the Ministry of National Education and AMBA accredited.

Teaching languages: English or French
Study mode: Full-time
Duration: 2 years/120 ECTS
Start: Fall



EXECUTIVE

Doctorate of Business Administration

This program is designed to develop outstanding quality research with strong business impact that will allow you to deal efficiently with complexity and you apart from the competition. Depending on the focus of their research, students will benefit from a supervisory support from our highly qualified faculty. The doctoral faculty is broken into 4 tracks: Marketing, Economics & Finance, International Business, Strategic Management, Corporate Strategy & Innovation Studies.

Teaching languages: English
Study mode: Part-time
Duration: 3 years
Start: April & December

EXTENSION

PSB Study Abroad Program

PSB Study Abroad Program is dedicated to international students from non-partner institutions (free mover) that wish to enroll for one or two semesters of business and experience Paris. Students of the PSB Study Abroad Program can select units from most business disciplines in English or French at undergraduate or postgraduate level. You can achieve a 30 ECTS Certificate of Business in Luxury Brand Management, International Marketing, Management or Finance & Accounting following selecting and completing specific unit.

Teaching languages: English or French
Study mode: Full-time
Duration: 1 or 2 semesters
Start: Fall & Spring

PSB Short Program

The PSB Short Programs are small-scaled courses in Business that will give you a great opportunity to further develop your academic career while discovering the beautiful city of Paris, France. The courses also include out of class activities related to the field of studies in two different topics: Doing Business and Entrepreneurship in Europe and Luxury Brand Management.

Teaching languages: French
Study mode: Full-time
Duration: 2 weeks
Start: Summer & Winter

More details about PSB programs at psbedu.paris.

GALILEO GLOBAL EDUCATION

LE PREMIER GROUPE D'ENSEIGNEMENT SUPÉRIEUR EN FRANCE ET EN EUROPE.

PSB PARIS SCHOOL OF BUSINESS EST MEMBRE DE GALILEO GLOBAL EDUCATION. UN GROUPE DE 37 ÉCOLES DE RÉFÉRENCE RÉPARTIES DANS 10 PAYS DANS LE MONDE ET UNIES AUTOUR D'UN PROJET COMMUN : TRANSFORMER VOTRE ENTHOUSIASME EN UNE RÉUSSITE PROFESSIONNELLE.

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