



LIVE
THE MAGIC
OF PARIS

PSB PARIS SCHOOL OF BUSINESS
SHORT PROGRAMS



Welcome



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 PSB 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 of our short programs 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 PSB Paris School of Business.



Armand DERHY, Ph.D.
Dean



SUMMARY

- 2** PSB at a glance
- 4** Study in Paris
- 5** 10 things you can only do in Paris
- 6** Living in Paris
- 8** Studying at PSB
- 10** Units of study
- 12** How to apply

PSB at a glance



Founded in 1974, PSB 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 Grande Écoles, EFMD and AACSB, the institution offers several programs: Undergraduate (International BBA), Graduate (AMBA accredited), and post-Graduate (MSc, MA, MBA, Executive DBA) as well as Study Abroad and Short Programs.

Located in a brand new and innovative cluster in the 13th arrondissement (district) of Paris. **PSB Paris School of Business has more than 3,900 students from 75 different countries**, and has more than 165 active educational partners worldwide, as well as up to 3,000 partner companies. In 2014, PSB 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.

PSB QUICK FACTS



3,900 students currently enrolled
22% of students are international
+100 different nationalities on campus
300 incoming students annually in our exchange and our Free Mover / Visiting Student program
470 degree-seeking international students
650 PSB students studying overseas on exchange or study abroad



350 full time staff
100 permanent faculty
1 friendly and efficient International Office



14,390 alumni worldwide



#STUDY@PSB

Apply for a two week short program at one of the most prestigious business schools in Paris, France and receive academic credit towards your degree. Study at PSB and live the magic of Paris!



Courses in English
with a full load
of studies worth 7,5 ECTS



Short programs in Luxury Brand
Management and Doing Business
& Entrepreneurship in Europe



Dedicated International Office
supports you from the moment
you apply to when you return home



Ranked among the top 7,5%
private business schools in Europe



Paris ranked #1 QS best student
cities for the last 4 years



Campus in central Paris

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



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, PSB is conveniently located in downtown Paris

Walk

- 5 min from Olympiades Subway station
- 10 min to the Seine river

Subway

- 15 min from Gare de Lyon train station
- 20 min to Bastille square

Bike

- 20 min from Parc Montsouris / Cité Universitaire

Car

- 21 min from the Eiffel Tower

Eurostar

- 3 h from London



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 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 - 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.

THINGS YOU CAN ONLY DO IN PARIS
10

Living in Paris

Accommodation

PSB Paris School of Business is centrally located in Paris within the Campus Cluster Paris Innovation, and offers various accommodation options in the surrounding area. You can choose from public or private residences, shared furnished apartments, a homestay, or opting to find accommodation on your own.

Short term options

• Airbnb

The world today offers us many ways to travel, including Airbnb, the large community-based accommodation booking platform created in 2008. The average price for an apartment is around 160€/day, and for private rooms, the average price is 67€.

• Hotel

The neighbourhood takes on a village feel from the Gobelins to the small streets of the Butte aux Cailles, with esplanades and towers around China town and Massena. The area around Bibliothèque François Mitterrand is developing at a fast pace, as can be seen by the opening of the Cité de la Mode. Most of the hotels are around Place d'Italie and its shopping center, with a very affordable mid-range offer. The closer we get to the 5th district, the higher the prices, the quality and the design.

• Appart Hotel

The concept is unique as it brings together the best of both worlds between an apartment rental and a hotel. You want to do yoga in your apartment, host your friends, come with your goldfish, everything is possible because you have space in apartments. You want to take advantage of services, reception open 24/24, laundry, restaurant, breakfast. You can stay for one night, a week and more...

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 accommodation. Their team will find you an authentic Parisian apartment, fully furnished and inside of the city so you can experience the authentic Parisian lifestyle.

More details at: comfortsofparis.com

• Studapart

Studapart is a private accommodation platform only open to enroll PSB students. Domestic students who are scheduled to leave for their own study abroad experience can rent out their own flats on the platform, and incoming students can book flats in the same way. Studapart also lists private accommodations around the school.

Living Costs

Living costs in Paris vary depending on your lifestyle and the type of accommodation you choose, but luckily Paris has many options for making the most of any budget. There are many markets in the city where you can buy cheap, fresh food, as well as many free events, festivals, and activities for students. We recommend a budget of 1,000€ to 1,500€ for each month you plan to study in Paris. This includes the cost of accommodation. To get an idea of the cost of some common items in Paris, see the list here:

- Baguette: 0.80€
- Espresso coffee: 1.20€
- Packet of pasta: 0.80€
- Big mac menu: 7.95€
- Can of Coke: 1€
- Student movie ticket: around 8€
- Daily newspaper: 1-2€
- One-way subway ticket: 1.90€
- Monthly Pass Navigo: 75€
- One day Velib' (bike sharing) ticket: 1.70€ (includes unlimited free rides of 30min)
- A pint of beer: 5€
- A camembert: 1.50€
- A haircut: Women 40€ / Men 20€
- Doctor's appointment: 25€
- Lunch on campus: 5-7€
- Lunch outside campus: 8-15€

Prices provided as a guide only.



Studying at PSB

Academic Life

You can study at PSB Paris School of Business for a short program at the Winter Session (January) or Summer Session (June/July). Successful completion of the program will allow you to gain a 7.5 ECTS certificate.

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, in and out of the classroom.

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

Students will be asked to work in groups of 3 persons and will be required to write a 10 page report as well as a 30 minute oral presentation. Students will be assessed on the format (slides, presentation skills, timing, and professionalism) and the content (coherence between the diagnosis and the recommendations).

Extranet

The PSB 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

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 other electronic resources.

Food and Beverage

PSB's campus offers two different on-site options for food and drink: the cafeteria and the Anticafé. Here, 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.

Student Clubs and Societies

PSB 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 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.



PROGRAM OPTIONS

PSB Paris School of Business offers two short programs available to international students.



Option 1: Doing Business & Entrepreneurship in Europe

The Doing Business & Entrepreneurship in Europe program aims to develop essential skills for a career in management/entrepreneurship within Europe.

By the end of this program, students will:

- Gain important insights about the major challenges faced by European markets.
- Understand the context, characteristics, and best practices for doing business in Europe.
- Acquire important tools and skills for successfully building a startup.



Option 2: Luxury Brand Management

The Luxury Brand Management program comprises an in-depth, up-to-date study of the luxury industry.

By the end of this program, students will be able to:

- Be familiar with the unique characteristics of the luxury goods industry and the marketing strategies that it requires.
- Understand how value is created within the luxury sector and the role of value creation in the luxury business.
- Understand the major challenges faced by the luxury and prestige industries.

Other Study Options at PSB

PSB Paris School of Business also offers a one or two semester Free Mover / Visiting Student Program as well as degree programs at both undergraduate and postgraduate levels, in French or English.

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

Short programs course outlines

Option 1: Doing Business and Entrepreneurship in Europe

In addition to following hands on academic lectures at PSB Paris School of Business, students enrolled within the PSB 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 PSB 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 PSB 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.

Extracurricular activities to fully discover and live the magic of Paris are also planned during the short program.

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 Lafayette; 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.

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

Visit psbedu.paris/en/programs/short-programs for up to date course outlines.

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

How to apply?

Dates:

- Winter Session: starting January 6th to 17th 2020*
- Summer Session: starting June 29th to July 10th 2020*

Total classroom time: 48 hours

ECTS: 7,5

Language of Instruction: English

Academic requirements: 1 year of business studies at undergraduate level or 2 years of non-business-related studies at undergraduate level.

Language requirements: English B2

Application deadline:

- Winter Session: November 30
- Summer Session: May 30

PSB Short Program Application Process

1 Acknowledgement

Get in touch with PSB's International Office to notify your desire to enroll for a PSB Short Program. Make sure to check the PSB Short Program content to confirm it matches with your home university's academic requirements in order to gain credits back home.

2 Application

Upon confirmation of your eligibility by PSB's International Office, you will receive an email with a link to complete PSB's Short Program Online Application. You will need to complete the application and upload the following documents (PDF file only):

- One Passport-Size Photograph
- Most Recent Academic Transcripts of Records
- English proficiency (non-native only)
- Passport or Identity Card
- Confirmation of International Health Insurance for the Length of your Stay in Paris

3 Acceptance

Upon receipt of your application and required documents, PSB International Office will process the documentation. You will receive an e-mail when formally admitted to the program including a letter of acceptance, as well as an invoice for tuition fees payment.

4 Pre-departure

Admitted students will start receiving information regarding their stay at PSB via email.

5 Payment

Eligible students will need to pay their tuition fees up to 2 weeks before the start of the program to confirm admission for the selected PSB Short Program.

* For more information about our tuition fees: www.psb.edu.paris/en/admissions/tuition-fees.



Our Students' stories



Anne
USA

« I am truly grateful that I had the opportunity to study at the Paris School of Business' luxury marketing summer course. It was a wonderful multicultural experience learning about the luxury markets in various countries and industries where my fellow students lived and worked as well as the Parisian luxury markets. I would definitely recommend the luxury marketing summer program to other students looking for an edge in their marketing skill set, while enjoying a beautiful Parisian summer get-a-way. The staff at the Paris School of Business was friendly and went above and beyond to ensure the students all had a great experience. »



Steven
Australia

« In my 3rd year at Macquarie University studying a Bachelor of Business Leadership & Commerce, I decided it was time to explore another field of management. Having heard positive recommendations from friends as well as experiencing a short-term exchange program myself, the unit - Luxury Brand Management - offered by PSB looked to be a fantastic opportunity. This unit included a variety of workshops, activities and opportunities to network. It allowed an intensive yet flexible working environment where students were free to go sightseeing prior and after class as well as have ample time to complete their respective assignments. Class work being premised in a collaborative or rather group inclusive scenario provided students to converse with different cultures and backgrounds, which in respect to management and personal development is a value and skill most employees endure. »



Olena
Ukraine

« I am a Counsellor Attorney at Law and I would like to learn more about business and entrepreneurship. I provided the research of summer programs and understood that PSB is the best choice if you are looking for an amazing international environment and interesting study programs in the very heart of Europe. PBS provides a balanced approach to study and leisure activity in order not to overburden the students. At the same time, it provides background knowledges, practical skills and abilities needed in creation of own start-up. I enjoy the lessons a lot because our professors teach us how to discuss things and back up our point of view with arguments. Personally, my studies taught me to always think independently and use the knowledge I have gained in my future professional career. I would tell anyone considering applying that it is a life changing experience that will grow them as a person. The Short Program in PSB is pretty much one of the best thing I ever did! »

Further Information

psbedu.paris/en/programs/short-programs

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