THINK **BIG**

STUDY DIFFERENTLY

AMERICAN BBA / BACHELOR IN FASHION & LUXURY RETAIL / BACHELOR IN SPORTS MANAGEMENT / AMERICAN MBA / MASTER OF SCIENCE / AMERICAN DBA

DUAL DEGREE WITH FRANKLIN UNIVERSITY
HIGHER LEARNING COMMISSION
An independent umbrella group of non-profit organizations, the Groupe IGS provides educational solutions to all members of the public through 5 training options: schools, continuing education, work-studying training programs, traineeships and professional integration.

Since 1975, its values such as Humanism, Entrepreneurship and Professionalism have nourished both its development and the pedagogy employed in its schools.

**As humanists**, we believe in each person's ability to reach their professional and personal objectives, regardless of their background and origins, in order to transform their challenges into success stories.

**As entrepreneurs and pioneers**, we created the human resources report in 1976 and invented traineeship programs in service-industry professions in 1980. Since then, several thousands of young people have benefited from this professionalizing education in order to directly access employment.

**As professionals**, our programs are designed in close liaison with companies. They all grant a large role to art, culture, community involvement and international open-mindedness.

**Our permanent goal**: guarantee successful professional integration and sustainable employability for all of our students and learners.

It is this philosophy, anchored in an academic system, which has led the Groupe IGS to design a multidisciplinary offer with 8 business and skill-developing programs providing degrees and professional credentials certified by the French government.

Each of our human-sized schools embodies our values of **Humanism, Entrepreneurship and Professionalism**, thanks to an education based on guidance, encouragement and program individualization.

**This commitment has convinced more than 9,000 companies to partners with the Groupe IGS establishments in order to train their future employees and encourage their potential.**

**For the past 45 years, 120,000 families have entrusted us with the co-construction of their children's future.** Today, the Groupe IGS 74,000 alumni are flourishing in forward-looking professions and have fully embraced their training establishments' values.

Welcome to the Groupe IGS
Welcome to a World of Possibilities

Jean-Michel Perrenot
Executive General Director

**TOGETHER, LET'S INVENT A NEW EDUCATIONAL MODEL**

We are convinced that our role as a School, above and beyond training students for towards a profession, is to imagine and implement an education founded on guidance, encouragement and human-based skills.

Consequently, we are proud to be founding members of **HEP EDUCATION**, an alliance that participates in creating the School of tomorrow and already includes 35 Schools and Training Centers.

We believe in an educational model based on three universal values – Humanism, Entrepreneurship and Professionalism, so that each individual can conscientiously participate and firmly take action in order to positively contribute to society.

**HEP EDUCATION** is a vision as well as a program encompassing concrete initiatives:

- An education rooted in human-based skills capable of making a difference in 21st-century society;
- An open innovative process.

**HEP EDUCATION** is the first independent alliance that includes 25,000 learners over more than 25 campuses in France and 8 abroad. **HEP EDUCATION** encompasses 13 educational and training programs.
Describe The American Business School of Paris student body: Where are they from? Why do these students choose your school?

Our students come from all over the world! Foreign students make up 70% of our population, and come from across America, Europe, as well as the Middle East and Asia. Students often choose France - and our school - because they are attracted to the fact that they can earn American degrees (Bachelor's degree, BBA and MBA) in the heart of Paris.

French students also form 30% of our student body. Some of these students are first-year students who want to immerse themselves in an international and multicultural environment, as well as take an American course in English. Others come after three or four years of college-level studies in order to complete their coursework and obtain an MBA that corresponds with their career aspirations.

What are the main advantages of a multicultural environment?

The advantages of a multicultural environment are most visible through two of our guiding focuses: group projects and our study abroad program:

- Group projects give students from different countries the opportunity to work together on issues or case studies and allow them to share and reconcile different perspectives, which will benefit their future professional lives. Within multinational companies, they will find that they are equipped to handle complex global projects.
- Our Study Abroad program lets our students spend one to three semesters at a partner university abroad. Once there, these students always succeed in finding ways to enhance and enrich their educational journey. You will discover through the many student stories and testimonials throughout this brochure that we offer many paths to excellence, particularly at a wide selection of American universities.

What are the advantages of studying in English in the French capital? And how does it prepare students for the global job market?

Paris, also known as the “City of Lights,” is a magnet for world culture and business. Our international students discover a place that acts, in essence, as a “hinge” between Europe, the Middle East, Asia...as well as the United States. For our students, France is both a nation of tradition and a 21st-century country focused on careers and values of the future.

Finally, I would like to emphasize that we do not just train and prepare our students for international careers, we also support them in their professional endeavors, both during and after their studies, up until our alumni are able to find a permanent position in a company that is suited to their skills and aspirations. As you can see, the support we provide our students never ends!

Dr. Fady Fadel, Dean of The American Business School of Paris
THINK BIG

EXPAND YOUR AMBITIONS,
WIDEN YOUR HORIZONS

THE AMERICAN BUSINESS SCHOOL OF PARIS,
A SUCCESS STORY

Founded in 1985, and a member of IGS Group University (Institut de Gestion Sociale), one of France’s most dynamic private non-profit universities since 1995, the ABSParis offers degrees that are recognized the world over. With classes taught entirely in English, students soon become fully bilingual, an essential asset for companies hiring people with an international profile. Join The American Business School of Paris, and “Think Big” about your education!

ENROLL AT A MULTICULTURAL SCHOOL

The American Business School of Paris has a global vision when it comes to education in business and commerce. Although located in Paris, students earn U.S. accredited degrees, the international reference for companies recruiting in France and abroad. Armed with an American university degree and your understanding of international business, your future success is guaranteed. The ABSParis is a window to the world, and opens the door to a wide range of career possibilities.

ENROLL AT A MULTICULTURAL SCHOOL

The American Business School of Paris offers students a rich and multicultural environment. From day one, students interact and work with people from all types of backgrounds and cultures on a daily basis. During your 4- or 5-year program, you will develop unique expertise in intercultural management, highly appreciated by future employers. ABSParis trains students to develop specific leadership qualities, take initiatives and act with a multicultural perspective, fully preparing them to become the global business executives of the future.

… WITH THE EUROPEAN EDUCATIONAL SYSTEM!

The American Business School of Paris combines American teaching methods with valuable European pedagogical practices, such as a 6-month business internship at the end of your studies, as well as seminars on career development that help in developing and sharpening your professional goals. These courses also enhance your initial work experiences, highlight your particular talents, help build your résumé and expand your network... all of which are extremely important first steps on the road to a full-time, permanent position.

UNIVERSITY DEGREES RECOGNIZED IN BOTH THE UNITED STATES AND FRANCE

Welcome to The American Business School of Paris

Be ambitious, get globally recognized degrees, benefit from a dynamic, multicultural environment and take advantage of exciting opportunities for an international career.
MISSION STATEMENT
The mission of The American Business School of Paris is to educate and empower future international business leaders to acquire the necessary skillset to think independently and creatively, to address complex business issues, and to successfully collaborate in multicultural teams. We continuously develop our academic standards to ensure a relevant and innovative curriculum that instills respect and tolerance for diversity together with high ethical standards. Across all our programs, we collaborate closely with our corporate community to ensure inspiring and varied opportunities for the professional development of our students.
THINK BACHELOR’S DEGREE WITH THE AMERICAN BUSINESS SCHOOL OF PARIS, GET THE BEST OF BOTH THE FRENCH AND AMERICAN EDUCATION SYSTEMS

BACHELOR IN FASHION AND LUXURY RETAIL MANAGEMENT

The luxury and fashion sectors are predicted to grow by 7% annually over the next 15 years. This exclusive 3-year program was designed with the input of professionals in these fields so that our graduates are completely prepared for international careers in luxury goods, services and fashion, with an emphasis on retail management.

DEGREE: Bachelor’s Degree in Fashion and Luxury Retail Management.

You will receive a dual degree: an American Bachelor’s Degree in Fashion and Luxury Retail Management accredited by the IACBE, and a French degree registered by the Registre National de la Certification Professionnelle (RNCP, French National Directory of Professional Certification) “Responsable du Développement Commercial et Marketing” in partnership with ICD (IGS Group’s business school).

AMERICAN BBA ACCREDITED IN THE UNITED STATES AND RECOGNIZED IN FRANCE*

The Bachelor of Business Administration (4-year degree) offers many advantages, including schedule flexibility and specialized courses for 3 different majors:

- International Business
- International Finance
- International Marketing

DEGREE: Bachelor of Business Administration (BBA). Since 2004, the Bachelor of Business Administration (American BBA) has been accredited by the International Accreditation Council for Business Education (IACBE) located in Olathe, Kansas, which in turn was recognized in 2011 by the Council of Higher Education Accreditation (CHEA), the equivalent of the U.S. Board of Education.

We are pleased to announce that the BBA accreditation was renewed for 7 more years in 2012.

Le programme Bachelor in Fashion and Luxury Retail Management of l’ABS Paris Diplôme français "Responsable Commercial et Marketing" est un titre certifié enregistré au RNCP n°31923, au niveau 6 (ancien niveau II) - code NSF 310 - 313, par arrêté du 11/12/2018, publié au J.O du 18/12/2018, éligible CPF, formation apprentissage n°26X31201.


PROGRAM: This program is both truly international and professional. Our English-language courses are taught in a cosmopolitan setting with students and professors from all over the world. Not only are courses taught in part by professionals who work or consult with the Fashion and Luxury sector, but in addition, students get hands-on experience with up to 14 months of practical training through company internships either in France or abroad, including a 5- to 6-month internship upon concluding their coursework.

TOP SCHOOL OFFERING
- INTERCULTURAL ENVIRONMENT,
- INTERNATIONAL NETWORK,
- PROFESSIONAL OPPORTUNITIES

IN THE FOLLOWING SECTORS: FINANCE - BANKING - INSURANCE LUXURY - COMMERCIAL-RETAIL MEDIA - ART - CULTURE

GET HANDS - ON AND STUDY ABROAD EXPERIENCES

L’ETUDIANT’S TOP SCHOOLS AWARDS 2018
PROGRAM: To obtain the Bachelor of Business Administration (BBA) you will take the following courses:

- 9 foundation courses in Humanities, Calculus and Management Information System
- 20 core business courses in Management, Economics, Finance, Business Administration and Marketing
- 8 specialized courses towards your major in Economics, Finance, Business Administration or Marketing

GET A DEGREE FROM AN AMERICAN UNIVERSITY:
You can also earn a BBA degree in the United States thanks to our partnerships with several American Universities. In your last year, transfer to one of our U.S. partner universities accredited by the AACSB and get your degree while living in the States!

PREREQUISITE FOR BOTH PROGRAMS: High school diploma or equivalent, TOEFL score or equivalent

Students can transfer into our programs based on their academic profile, an examination of their course equivalencies and the transfer of credits from their previous school.

"Since joining the ABSParis, I feel that courses helped me to shape my professional future in an effective way. Besides, the school gives the opportunity to obtain 2 degrees recognized in the US & France."

ANTONIN GALAYA
Class of 2017,
Basketball player

BACHELOR IN SPORTS MANAGEMENT

The Bachelor in Sports Management is a customized program combining sports and studies designed for students willing to pursue an athletic career or a career in a sports-related field. Thanks to our partnership with the CDFAS, an elite athletic center in the Val d'Oise, you will be able to continue to play sports while attending this 3-year Bachelor.

DEGREE: Bachelor’s Degree in Sports Management.

You will receive a dual degree: an American Bachelor’s Degree in Sports Management and a French degree registered by the Registre National de la Certification Professionnelle (RNCP French National Directory of Professional Certification) "Responsable Commercial et Marketing" in partnership with ICD (IGS Group’s business school).

Le programme Bachelor in Sports Management de l’ABS Paris Diplôme français “ Responsable Commercial et Marketing ” est un titre certifié enregistré au RNCP n°31923, au niveau 6 (ancien niveau II) - code NSF 310 - 313, par arrêté du 11/12/2018, publié au J.O du 18/12/2018, éligible CPF, formation apprentissage n°26X31201

PROGRAM: This program is designed to make it possible for students to continue to play sports while pursuing a related business education thanks to its adapted schedule. All the courses are taught in English. Students have the opportunity to apply for athletic scholarship and receive tuition discounts according to their competitive performance. Courses are in partnership with The CDFAS, which has been selected as the American training center for the 2024 Paris Olympic Games thanks to its impressive athletic facilities: 4 main buildings extending over 7 hectares hosting different athletic events for schools, companies, as well as elite athletes.

Official sponsor of PSG Handball, the IGS Group, in collaboration with this prestigious club, organizes sport events and offers training, work-study and employment opportunities to young athletes and students seeking a career in the sports world.
THINK MBA

GET AN AMERICAN DIPLOMA, THE KEYS TO YOUR INTERNATIONAL CAREER!

CONCENTRATION IN ENTREPRENEURSHIP AND INTERNATIONAL BUSINESS DEVELOPMENT

With this concentration, you will be fully equipped to start your own company anywhere in the world! This degree combines an academic program with a business incubator, so that you can:

- Establish an in-depth and thoroughly researched business plan for a new product or service,
- Present and sell your plan to a group of investors or senior management.

Preparation for the following jobs:
- Business Development Manager
- Project Manager
- CEO of your own business venture

DEGREE: MBA in Entrepreneurship and International Business Development

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - “Entrepreneur Dirigeant” in partnership and delivered by ESAM (IGS Group’s business school).

Titre certifié Entrepreneur Dirigeant, enregistré au RNCP n°15366, au niveau 7 (ancien niveau I) - code NSF 310n, par arrêté du 08/12/2017, publié au J.O du 21/12/2017, éligible CPF, formation apprentissage n°16X31006 en partenariat avec l’ESAM.

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.

CONCENTRATION IN COMMUNICATIONS AND PROJECT MANAGEMENT

This concentration is offered to business professionals looking to develop their communication skills and create strong businesses and brands as future market leaders. This professional program teaches students strategic communication techniques that are adaptable to all business sectors.

Students will build their skills in various aspects of communications, including analyzing the issues behind luxury brands and the newest media trends, to anticipate future transformations within the communications sectors, especially as they relate to international trade and relations. Besides the MBA diploma, the students

DEGREE: MBA in Communications & Project Management

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - “Directeur de Projet Communication” in partnership and delivered by ISCPA (IGS Group’s Communication school).

Titre certifié Directeur de Projet Communication, enregistré au RNCP n°25521, au niveau 7 (ancien niveau I) - code NSF 320n, par arrêté du 25/02/2016, publié au J.O du 17/03/2016, formation apprentissage n°16X32004 en partenariat avec l’ISCPA.

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.

MBA TOUR

Students are welcomed by 21st century leading companies such as Google, Yahoo and LinkedIn. There, they will get hands-on experience on how these companies were built from a garage start-up to the giants they are now. Since May 2016, students participate annually in a workshop on using Big Data at Stanford University. They also received feedback from major companies such as Google, GE Digital and start-up companies like Wingz and Star Make.
MBA CONCENTRATION IN INFORMATION TECHNOLOGY & DATA MANAGEMENT

This concentration builds on undergraduate education and experience in IT to expand to supervisory expertise and project management. This program allows students to assume various operational managerial responsibilities according to the size of the company, the level, and the hierarchical organization. Students will learn about different project management techniques for the IT and Data Management industries. Graduates will have the ability to make strategic decisions for IT departments and bring stakeholder together to meet common goals.

DEGREE: MBA in Information Technology and Data Management

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - “Manager en Système d’Information” in partnership and delivered by IPI (IGS Group’s Information Technology school).

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.

MBA CONCENTRATION IN INTERNATIONAL REAL ESTATE MANAGEMENT

This concentration focuses on the growing complexity of international real estate markets and managers in this sector. The program covers all the essential functions of management and its multidisciplinary needs for experts in this field, focusing on practical requirements for professionals and skills required for corporate management. The Real Estate concentration focuses on four specific domains:

- Corporate real estate management
- International real estate law
- Investment analysis and expertise
- Management of acquisitions and sales

DEGREE: MBA in International Real Estate Management

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - “Manager en Immobilier résidentiel et tertiaire” in partnership and delivered by IMSI (IGS Group’s Real Estate school).

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.

MBA CONCENTRATION IN HOSPITALITY MARKETING AND DEVELOPMENT

The concentration of Hospitality Marketing and Development couples a broad level of MBA education with a focus on the unique aspects of the hospitality sector. Students will learn about the fast-moving changes in finance and revenue management in hospitality, the impact of sustainable development on the industry, how to manage events, food and beverage, and other services associated with hospitality, and the current trends in innovation and business development in the sector. Courses are taught by industry professionals with relevant experience in the international hospitality market.

DEGREE: MBA in Hospitality Marketing and Development

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - “Entrepreneur Dirigeant” in partnership and delivered by ESAM (IGS Group’s business school).

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.
ONE PROGRAM, TWO DEGREES

THE MASTER OF SCIENCE PROGRAM

This concentration is designed for students interested in pursuing a career in digital marketing, including web site management, marketing analytics, community management, and new media. Students will learn about new innovations in marketing, and how to apply new technology and tools to reach marketing objectives. Graduates from the program will have the skills necessary to work in social media, website development, and support companies with their marketing decisions.

DEGREE: American Master of Science in Digital Marketing.

You will receive an American Master of Science and a French diploma: Titre certifié Directeur de Projet Communication, enregistré au RNCP n°25521, au niveau 7 (ancien niveau I) - code NSF 320n, par arrêté du 25/02/2016, publié au J.O du 17/03/2016, formation apprentissage n°16X32004 en partenariat avec l’ISCPA.

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.

ENTREPRENEURSHIP & INNOVATION

With this concentration, you will be fully equipped to start your own company anywhere in the world! This degree combines an academic program with a business incubator, so that you can:

- Establish an in-depth and thoroughly researched business plan for a new product or service,
- Present and sell your plan to a group of investors or senior management. Preparation for the following jobs:
  - Business Development Manager
  - Project Manager
  - CEO of your own business venture

DEGREE: American Master of Science in Entrepreneurship & Innovation

You will receive an American Master of Science and a French degree registered by France Compétences, a French Public Administration, “Entrepreneur Dirigeant” in partnership and delivered by ESAM (IGS Group’s business school). Titre certifié Entrepreneur Dirigeant, enregistré au RNCP n°15366, au niveau 7 (ancien niveau I) - code NSF 310n, par arrêté du 08/12/2017, publié au J.O du 21/12/2017, éligible CPF, formation apprentissage n°16X31006 en partenariat avec l’ESAM.

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.
HEP’S PEDAGOGY

AN EDUCATION BASED ON HUMAN-BASED SKILLS

Convinced that human-based skills will be essential for the world of tomorrow, HEP EDUCATION member Schools and Training Centers, have designed an unprecedented training program. This program starts with HEP On Boarding – a series of engaging and entertaining orientation events so that students can experience H.E.P. values firsthand and discover its “Human Superpowers.” This type of learning continues throughout students’ studies with HEP Inside modules, which teach them how to learn and take action differently. All HEP EDUCATION member Schools and Training Centers have integrated a core curriculum, which represents 25% of each program’s overall pedagogy.

The core curriculum’s purpose is to create learners, women and men who are in sync with themselves, others and their environment, capable of taking their future into their own hands and contributing positively to the society of tomorrow.

HEP EDUCATION thus proposes a genuine educational program based on the values of Humanism, Entrepreneurship and Professionalism as well as the development of fundamental human-based skills such as cooperation, ethics, critical thinking, creativity and leadership… A program capable of preparing our learners for current and upcoming professional, societal and environmental changes.

HEP’S INNOVATIVE APPROACH

AN OPEN INNOVATION PROCESS

In 2018, HEP EDUCATION created its open innovation think tank in order to define, support and evaluate the impact of an educational model based on values. The work from this think tank has resulted in an initial publication, the White Paper: “Learning about Tomorrow – An Exploratory Manifesto for Sustainable Education.” Partnerships have also been formed with major figures from civil society in order to imagine and experiment with unprecedented educational projects. Consequently, digital humanism, respect for nature and environmental responsibility, measured artificial intelligence, individual and collective capacity for change… are all part of the education currently taught in HEP EDUCATION member Schools and Training Centers.
DOCTOR OF BUSINESS ADMINISTRATION (DBA)

International business today is evolving at an impressive rate. Business leaders are seeking colleagues, partners, and educators with a higher level of skill than ever before. Verbal and written competencies, technical and technological abilities, and advanced interpersonal and management skills are vital to the leaders of industry today. These sophisticated and highly-sought-after skills are not developed automatically. They require a degree of the highest level, a doctorate.

FRANKLIN UNIVERSITY

Franklin University is a private non-profit university founded in 1902 in Columbus, Ohio. Its primary goal is to serve the needs of adult students who have the ambition to continue their education. Franklin is the second-largest private university in Ohio with over 45,000 alumni serving in communities across the world. Franklin is a leader in online learning and offers flexibility to its students who want to study full-time, part-time, in the evenings, and in various locations across the Midwest USA.

WHY EARN A DBA?

Earning a doctor in business administration will equip you with a working knowledge based on the latest business research, theories and trends. The degree signals to employers that you have a sophisticated proficiency in business and a commitment to personal and organizational growth.

A DBA demonstrates a desire to apply high-level business education to solve problems and seek solutions in the workplace. With a DBA, you open up a range of new professional opportunities in a variety of industries and settings including a consultant for government or the private or non-profit sector, management, entrepreneur, education administrator or faculty.

ADMISSIONS REQUIREMENTS

- Masters degree (M2) with 30 hours of business-related master’s level coursework
- GPA 3.0 or equivalent
- Official Transcripts
- Admission Essay
- Resume
- Passport
- Adequate technical ability for online learning

PROGRAM:

You will earn 58 credits over 3 years including Research Core courses (16 credits), Major areas (20 credits), Electives courses (12 credits) and a dissertation (10 credits).
EMPLOYMENT OUTLOOK

Through 2025, business administration and management positions are expected to grow by 13%.

In 2015 there were 5.2 million job openings related to business administration and management. It is estimated that in 2025 there will be 5.9 million.

CAREER OPPORTUNITIES

- University Professor
- Business Analyst, Financial analyst
- Management consultant, Business strategist
- Entrepreneur
- Executive
- Human Resources Specialist
- Manager

OUR RECIPE FOR YOUR SUCCESS

- Academic & Industry Experts
- Relevant & Consistent Curriculum
- Hands-On Learning Experience
- Continuously Evolving Programs

Source information provided by Economic Modeling Specialists International (EMSI) 2016.2
THINK PROFESSIONAL

THE AMERICAN BUSINESS SCHOOL OF PARIS IS CAREER BUILDING

EXCITING EVENTS EACH YEAR SO THAT STUDENTS CAN MEET KEY FIGURES FROM THE PROFESSIONAL WORLD

- **Company cases** responding to the challenges posed by our partner companies on issues in the fields of Retail, Auditing, Banking, Communications & Human Resources.
- **Job dating**, our students are given the opportunity to meet and network with recruiters from multiple sectors so that they can make an initial professional contact and practice their pitch.
- **Entrepreneurship projects** for our BBA or MBA students wanting to develop their own start-ups or work in the Innovation departments at large companies.
- **IGS Group company forum** introduces our students to approximately one hundred partner companies in order to help them find an internship or their first job.
- **Corporate talks** within classes, created in order to shed light on different professions and possible career paths.
- **Conferences** on current issues and subjects, followed by networking events so that our students can build their professional networks.

A CAREER MANAGEMENT PROGRAM ADAPTED FOR YOU

During your studies, take advantage of personalized coaching to ensure success in your career goals. The American Business School of Paris helps each student envision and realize their professional plans. This program includes personality tests, personal branding and training so that you can fully impress future recruiters.

These seminars help you develop your career objectives and utilize the experience you have gained in real-world training.

Thanks to the headhunters, recruiters and coaches who organize these seminars, you get a jump-start in finding your perfect job!

FLEXIBILITY IN YOUR PROFESSIONAL ENDEAVORS

You can plan your courses around your part-time jobs or internships during the year thanks to:

- A modular academic system
- A flexible and adjustable schedules

You can also prepare for the global job market through on-the-ground training in France and abroad during vacation:

- 1/3-month internship in Summer or Winter
- 6-month internship at the end of the BBA, Bachelor in Fashion and MBA programs

2 OUT OF 3 STUDENTS BUILT THEIR WORK EXPERIENCE DURING THEIR STUDIES
“Kaan has always dreamed of working in communication and with his brilliance and proactive nature awarded him an internship at Publicis. His good work has prompted the team to take him on as an Account Executive for some of Publicis’ big clients.”

Kaan,
International Marketing major

Hard-working and always paying attention to detail, it comes to no surprise that Andrea now works as an OTC Derivatives Structuring Advisor for a Luxembourg-based State Street Global Advisors, a testament to her consistent efforts in striving for excellence.

Andrea Oulaasri,
International Finance major
THINK INTERNATIONAL

TAKE ADVANTAGE OF A RICH, MULTICULTURAL ENVIRONMENT

From day one, you will develop genuine expertise in intercultural management, thanks to our international student body and faculty. You will also have access to a wide-ranging global network of potential business contacts for your future career.

AN EXPANSIVE UNIVERSITY NETWORK

The American Business School of Paris is part of an international network of 92 partner universities in 34 different countries, with more than 30 partners in the USA alone. The diversity of our partners is an integral part of our global vision regarding business and human exchange. Our students have the opportunity to benefit from our network in many ways, including:

- A semester or an academic year abroad,
- Dual degree partnerships with selected universities,
- Contact with over 300 foreign students from our partner universities who come and study at The American Business School of Paris each year, as well as many visiting professors who teach for an academic year or during the Summer Program.

THE INTERCULTURAL MANAGEMENT SEMESTER

You can participate in a 5-month program of Business Development abroad, focusing on the leading economic poles of US-Asia.

The SMI (Semestre de Management Interculturel) offers courses, simulation games and export missions on behalf of French companies. Students will deal with real commercial and managerial situations in these strategic geographic areas:

San Diego, Beijing, Shanghai, Hong-Kong, Hanoi.
PARTNER SCHOOLS AND UNIVERSITIES

AFRICA & MIDDLE-EAST

Kenya
United States International University Nairobi
Lebanon
Lebanese American University Beirut
Notre Dame University Louaizeh
Moroc
IHIM (International Institute for Higher Education in Morocco) Rabat
ISMAI (Institut Supérieur de Management d’Administration et Génie Informatique) Rabat
United Arab Emirates
American University in Dubai

NORTH & CENTRAL AMERICA

Canada
Bishop’s University Sherbrooke
Concordia University Montreal
McGill University Montreal
Selkirk College Selkirk
United States
Baldwin Wallace University Berea, Ohio
California Lutheran University Thousand Oaks, California
Chesnut Hill College Philadelphia, Pennsylvania
College of William & Mary Williamsburg, Virginia
Concordia University Irvine, California
Emory University Atlanta, Georgia
Fashion Institute of Technology State University of New York Manhattan, New York
Felician University, Rutherford, New Jersey
Florida Atlantic University Boca Raton, Florida
Franklin University Columbus, Ohio
Georgia College & State University Milledgeville, Georgia
James Madison University, Harrisonburg, Virginia
LIM College New York, New York
Loyola University Maryland Baltimore, Maryland
Marymount University Arlington, Virginia
Mercy College Dobbs Ferry, New York
Mercyhurst University Erie, Pennsylvania
Millersville University Millersville, Pennsylvania
Pace University, New-York, New-York
Rider University Lawrence Lawrenceville, New Jersey
Robert Morris University Chicago, Illinois
Robert Morris University Moon Township, Pennsylvania
San Francisco State University San Francisco, California
Temple University Philadelphia, Pennsylvania
University of Georgia Athens, Georgia
The College of New Jersey Ewing Township, New Jersey
University of Mary Washington Fredericksburg, Virginia
University of South Carolina Columbia, South Carolina
University of South Carolina Upstate Spartanburg, South Carolina
University of Texas El Paso, Texas
Virginia Commonwealth University Richmond, Virginia
Webber International University Babson Park, Florida
Washington College Chestertown, Maryland
Whittier College Whittier, California
Xavier University of Louisiana New Orleans, Louisiana

US Community Colleges
College of Lake County, Grayslake Illinois
College of Southern Maryland Maryland
Edmonds Community College Lynnwood, Washington
Delaware County Community College Media, Pennsylvania
Harper College Palatine, Illinois
South Puget Sound Community College Olympia, Washington
Mexico
Escuela Bancaria y Comercial Toluca, Mexico City
Tec de Monterrey Atizapan de Zaragoza
Universidad Anahauac Huixquilucan
Universidad Iberoamericana Mexico City
Universidad La Salle Mexico City

SOUTH AMERICA

Argentina
Faculdade Serra Gaucha Caxias do Sul
Universidad Empresarial Siglo 21 Córdoba
Universidad de Belgrano Buenos Aires
Brazil
Fundacao Armando Alvares Penteado
Sao Paulo
Chile
Universidad Finis Terrae Santiago
Colombia
Universidad de la Salle Bogota
Uruguay
Universidad de Montevideo Montevideo

ASIA

China
Sichuan International Studies University, Chongqing
Jiangsu Normal University, Jiangsu
Beijing Institute of Economics & Management Beijing
Tongji University Shanghai
India
IILM University, Gurgaon
Jesus & Mary College, affiliated to Delhi University, New Delhi
Alliance University, Bangalore
ISB, Bangalore
University of Petroleum and Energy Studies New Delhi
International School of Business and Research Jamshedpur
Manipur Academy for Higher Education Manipur
Kazakhstan
Alma University, Almaty
Suleyman Demirel University Almaty
Korea
Chung-Ang University Seoul
Kookmin University, Seoul
Kyung Hee University Seoul
Soonchunhyang University Asan
Thailand
Mahidol University International College
Nakhon Pathom
Vietnam
Ho Chi Minh-Binh-Vien

EUROPE

Austria
FH Joanneum Graz
Belgium

Artevelde Hogeschool Gent
Thomas More University Mechelen
Czech Republic
University of Economics Prague
Denmark
Niels Brock Copenhagen Business School
København K
University College of Northern Denmark Aalborg
Finland
Jyväskylä University of Applied Sciences
Jyväskylä
Germany
Accadis Hochschule Bad Homburg vor der Höhe
Cologne Business School Cologne
EBC Hochschule Hamburg
Karlschule International University Karlsruhe
Ireland
Dublin Business School Dublin
Griffith College Dublin
International School of Business Dublin
University of Limerick Limerick
Italy
Università Cattolica del Sacro Cuore Milan
Lithuania
International School of Law & Business Vilnius
Netherlands
Avans University, ’s-Hertogenbosch
Hanz University of Applied Sciences, Groningen
Fontys University of Applied Sciences Eindhoven
Hogeschool Rotterdam, Rotterdam
Rotterdam Business School, Rotterdam
Poland
University of Wroclaw Wroclaw
Wyższa Szkoła Biznesu - National Louis University Nowy Sacz
Portugal
Universidade de Lisboa Lisbon
Russia
Moscow State University Moscow
RANEPA University Moscow
Russian Presidential Academy of National Economy Moscow
Spain
Universidad Francisco de Vitoria Madrid
Slovakia
Comenius University Bratislava
United-Kingdom
New College Durham
South Bank University London
Staffordshire University Stoke-on-Trent

Australasia

Australia
Australian Catholic University, Melbourne
International Catholic University, Sydney
University of Wollongong Wollongong

OCEANIA

New Zealand
University of Waikato Hamilton
University of Waikato Hamilton
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THINK SUCCESS

WITH THE AMERICAN BUSINESS SCHOOL OF PARIS, GET CONNECTED TO A WORLDWIDE BUSINESS COMMUNITY

FIND WORK IN NEW AND EMERGING BUSINESS SECTORS WORLDWIDE

Today, 2,500 graduates of The American Business School of Paris are working in a vast array of business sectors, including marketing, sales, finance and international trade. Our alumni work in dynamic emerging economic fields such as E-commerce, the Luxury Industry, Hospitality Management, Banking, Publishing, etc. in 35 different countries.

FROM ALL OVER THE WORLD A NETWORK OF ALUMNI

When you study at The American Business School of Paris, you become part of a 50,000 member worldwide network of alumni. You can connect with alumni from different schools in the IGS Group and take advantage of all of the group’s support services. The Corporate Relations Department of IGS is a bridge between students and the company, and helps to place both trainees and graduates. Above all, you will be connected to an incredible network for career advancement!

EXAMPLES OF POSITIONS HELD BY OUR ALUMNI CLASSES*

They work in various types of companies
- Multinationals
- Small-Medium Enterprises (SMEs)
- Startups

*Source: ABSParis 2016 certification (2011 to 2015 Alumni)
COMMUNICATION MARKETING
Marketing and Special Events Administrator
Marketing and Communications Manager
Product Manager
Brand Performance Manager
E-Commerce Manager

INTERNATIONAL BUSINESS
Account Manager
Business Development Manager
Account Executive
Import-Export Manager
Asia Pacific Market Analyst

FINANCE ACCOUNTING MANAGEMENT
Portfolio Manager
Financial Operations Associate
Management Controller
Management Accountant
Financial Reporting Services Officer
Financial Analyst
Auditor

OTHERS
Buyers
Human Resources Management
Head of Production (Press)
WITH THE AMERICAN BUSINESS SCHOOL OF PARIS, YOUR CAREER HAS NO BOUNDARIES

ABS PARIS GRADUATES ARE WORLDWIDE

Yacine from Morocco  
Corporate banking, SOCIETE GENERALE, Morocco

Constantine from Greece  
Head of Partnerships, RED PULSE, China

Merel from The Netherlands  
Client Account Associate, PWC, The Netherlands

Emelie from Sweden  
Business Performance Manager, ZURICH FINANCIAL SERVICES, Switzerland

Jean-Antoine Bruno from Senegal  
Trade Marketing Lead, PFIZER, Senegal

Camille from France  
Partner Service Development Manager, CISCO SYSTEMS, France

Jill from Germany  
Assistant Manager Clinique Global Treatment Product Development, ESTEE LAUDER, USA

Romero from France  
Digital Campaign Manager, COHORT DIGITAL, Australia

Kenzie from the US  
Communications & Marketing Manager, MANSOUR GROUP & MAN CAPITAL, London

...and you can find many more profiles on LinkedIn!

Join an international network of 70,000 Alumni of the IGS Group
CHARITY, ARTS, MUSIC...
CONTINUE TO CULTIVATE YOUR PASSIONS!

FLEXIBILITY FOR ACTIVITIES
Whatever your interests are, The American Business School of Paris encourages involvement in extracurricular activities by helping you organize and manage your course load, so that you can continue to do what you love.

Thanks to our flexible system, you can plan your courses to suit your lifestyle!

GET INVOLVED WITH THE IGS STUDENT COUNCIL
Outside your studies, you can also get involved in many enriching experiences while acquiring invaluable skills in leadership and organization by working with our Student Council. This organization helps coordinate social and cultural events throughout the school year, and is your in-house network for IGS school activities such as:
- Integration day
- Theme parties: Thanksgiving, Halloween
- Weekend trips to cultural and exciting destinations: Venice, Berlin, Barcelona...
- Skiing Trips.

BECOME AN AMBASSADOR OF ABSPARIS BY JOINING THE COMMUNICATION TEAM
As a member of the Communication Team, you will be promoting the school by presenting our institution to students during various events and helping them in their search for the best university. You will benefit from a great selling experience and training that will help you accomplish your professional goals in your business career.

THE COUNCIL OF INTERNATIONAL STUDIES, HELPING TO MAKE PARIS YOUR HOME
We want you to make the most of your time in Paris, which is why the CIS is here to ensure your study abroad is enjoyable, exciting as well as hassle-free. The CIS also puts students in touch with one another, whether they are arriving to study in Paris for the first time or heading off to study abroad. In addition, the CIS organizes museum visits, excursions and even American-style themed events for Thanksgiving, Valentine’s Day or the Super Bowl in order to make sure your Parisian life is rich, varied and fun!
ADAPT YOUR STUDIES TO YOUR LIFESTYLE!
CONTINUE TO CULTIVATE YOUR PASSIONS!

SPORTS ACADEMY

In partnership with CDFAS, the American Business School of Paris offers young soccer players the opportunity to pursue their passion and acquire expertise thanks to an education in international business in the American BBA program (Bachelor of Business Administration).

The American modular system makes it possible to take classes during the week, have daily practice sessions and participate in the French “grandes écoles” university championship.

Sports are an essential part of The American Business School of Paris’s educational philosophy. Participation is mandatory during your first year of studies and athletic facilities are available throughout your academic career.

Join a team with other IGS students and choose from a wide variety of sports such as:

- Basketball (Champion of France in 2016)
- Championnat des Grandes Écoles, (Vice-Champion in 2018)
- Soccer
- Volleyball (men’s and women’s leagues)
- Track and Field
- Tennis
- Horse riding
- Swimming
- Karate

Find our teams on Youtube
IGS Interschool Trophy Day
In addition to our educational campus in the heart of Paris, the IGS Group also offers to its students an athletic complex in Ermon-Eaubonne (25 minutes from Paris) in partnership with CDFAS (Departmental Center for Athletic Training and Events).

First-class athletic equipment, fields and courts for basketball, football, volleyball, tennis, track and field, gymnastics, etc. are all available for our students.

“By enrolling at The American Business School of Paris, I made the choice to give sports an important place in my life as a student and future professional. The School gave me a scholarship so I can more easily stay focused on classes while playing Basketball on the school team. I love the idea that sports are promoted at The American Business School of Paris, as they are in other countries, which consider it important for everyone to develop both mental and physical consistency.”

Somalia Barro
MBA, Entrepreneurship & International Business Development
THINK PARIS

A MONUMENT TO CULTURE AND BEAUTY, COME AND STUDY IN ONE OF THE CULTURAL CAPITALS OF THE WORLD!

A CAMPUS IN THE HEART OF PARIS

The American Business School of Paris is strategically located alongside the Canal Saint-Martin in Paris’s 10th arrondissement, an area known for its vibrant and dynamic atmosphere. The ABS Paris’s campus is a friendly place where students with different educational backgrounds from all over the world converge to exchange ideas, mature in an intellectual environment and become global citizens.

The school’s ideal location allows professionals and students to meet conveniently, get acquainted with one another and collaborate on different projects. We also encourage students to participate in the many cultural opportunities offered by this astonishing city.

HOUSING: FINDING SOLUTIONS IS A TOP PRIORITY

Whether you live in Paris, another part of France or abroad, finding comfortable and affordable housing for our students is always a top priority.

As in many large cities, student accommodations in Paris are scarce and can be expensive. By starting the process early, students from all over the world are able to find housing that meets both their needs and their budgets.

The American Business School of Paris assists students throughout the whole process of finding accommodations. Housing solutions include shared or single, furnished or unfurnished apartments as well as home stays.

EXPERIENCE PARIS LIKE A PARISIAN...

Paris, France’s capital, is one of the world’s major metropolitan centers, and is also a global magnet for culture, art, fashion, gastronomy and intellectual life. In their free time, we encourage our students to explore and take advantage of the rich array of activities that Paris has to offer.

Explore the banks of the Seine, taste a variety of French delicacies or take time to discover some of the most famous monuments and museums in the world, such as the Eiffel Tower, Louvre Museum and Notre Dame Cathedral. The city is also celebrated for its cafés, parks, outdoor markets and nightlife. You will enjoy a wealth of extraordinary experiences... simply by living in Paris!
NEW MINOR IN THE BBA PROGRAM OLYMPIC GAMES & CROSS-CULTURAL MANAGEMENT
4 classes over 4 semesters = 12 credits
Sport Branding and the Olympic Games
Law & Ethics in the Olympic Games
The economic impact of the Olympic Games
Logistics & Management of the Olympic Games
SERIOUS GAMES: MANAGING INTERCULTURAL DIFFERENCES, AN ACTIVITY DESIGNED FOR ABS PARIS STUDENTS
©CYNTHIA EID & CASSIE HAGUE

The story is as follows:
You work in a multinational company and you have been given a new assignment by your boss. You have been asked to lead an inter-cultural team with members from all over the world, including France, the USA, the Republic of Ivory Coast, Greece, China, Saudi Arabia, India, and others.
The team is based in Paris and is working to attract both French and International clients.

They have already been working together for some time and you have heard, informally, that their performance under their previous leader was not optimal.
A series of conflict situations are to be resolved:
1. What awaits?
2. a. Your own Agenda
   b. A few do all the talking
3. a. The trouble with people like them
   b. Time to socialize
4. Your team wins a new project!
5. What does the client want?
6. a. Just labelling us
   b. A difficult woman?
7. What should I say?
8. Delivery time!

Based on Bennett’s developmental model of Intercultural Competence, scoring feedback and feedback for each scenario are provided to guide each student through his/her own path - from denying cultural differences, to having a defensive behavior, minimizing differences and falling into ethnocentrism, to acknowledging and accepting cultural differences, to adapting your behavior to move into ethno-relativism, and to work effectively with people from all over the world.

BIG DATA
What is “big data”: Big Data refers to the use of predictive analytics, artificial intelligence, or a large amounts of data that are used to determine an outcome.

WHO
students in 10 different classes across 4 academic years

WHAT
produce something tangible with BIG DATA

WHY
hands-on experience developing the statistics and headlines

WHERE -
Fall 2018 - COMP120, ENGL212, MATH210, MGMT310, ECON450 and in Spring 2019 - PHIL290, DSCI310, MKTG385, FINC450, BUSI410

HOW
one in-class assignment per semester per subject, each class develops one building block that goes into the final output