Bachelor of Business Administration
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Renowned at both national and international levels, Paris School of Business offers you a complete range of world-class programs from undergraduate to doctorate levels, taught by an international faculty.

Our school brings together students from all over the world to an innovative campus. You will live a truly cosmopolitan education experience.

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

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

Philippe JAMET, PhD, HDR

CEO & Dean of
Paris School of Business
Welcome to your business school in the heart of Paris!

With more than 40 years of experience, and several thousand graduates, Paris School of Business has gradually established itself as a reference for French Business Schools.

By offering 4 international programs (BBA, MSc, MBA & DBA), the school strengthens its worldwide positioning. Its major international accreditations place the school in the top 1% of Business schools worldwide, thus guaranteeing pedagogical excellence. The BBA is AACSB, BGA and CEFDG accredited. The Bachelor of Business Administration taught at Paris School of Business has a license degree equivalence, and is one of the few certified BBA programs in France.

Study with international students from more than 100 different nationalities;

Live in the heart of Paris, ranked one of the best cities by the QS Best Cities, 2018;

Learn 100% in English on an innovative campus;

Make life-long friendships;

Boost your international career potential and competitive edge.
Why the Bachelor of Business Administration?

The Expert Programs (BBA, MSc & MBA) at Paris School of Business prepare you to develop the knowledge and skills critical to businesses around the world today and learn to navigate a global landscape that is changing faster than ever before. Our mission at Expert Programs is to solve future problems and create new knowledge.

We designed Expert Programs to apply business knowledge. Our objective is to create opportunities to continuously acquire business perspective and practice, enhance your teamwork and leadership skills, and keep your thinking focused on the future.

Bachelor of Business Administration (BBA) prepares the students to lead and thrive in today’s global business world. The BBA program (with five specializations) offers a cutting-edge curriculum designed with feedback from experienced faculty. You’ll acquire a theoretical and practical business education designed to make you career-ready in a global environment.

Studying in Expert programs will challenge you to work in diverse teams, discover your drives and limits, and question conventional thinking. By bringing together people, cultures, and innovative ideas worldwide, Paris School of Business provides you an educational experience that will transform your mindset and career and will allow you to see the world from a different angle.

Anytime we change the way that you see things, it changes the way you understand them. As soon as we change your understanding, you can change the way you see the world.

Paris School of Business: a multi-accredited school

Member of:
Experience the Paris advantage

Paris, one of the best student cities in the world

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

In the heart of Europe

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

Economic springboard

The greatness of Paris needs no proof. It is among the top 10 most economically influential cities in the world. Ranked number one worldwide in the luxury industry, France plays a leading role in the world’s trade and economy. Louis Vuitton, Chanel, Dior, Hermès, and Yves Saint Laurent are among the most valuable and world-renowned French luxury brands.

Paris School of Business is located in the heart of Paris so that you can make the most out of what the City of Light has to offer!

The art of French living

The world capital of arts & culture, Paris, attracts more and more people every year and has become one of the most visited destinations in the world. Studying in Paris means enjoying a unique lifestyle as well as an intellectually stimulating educational experience.

The crossroad of innovation

Education in France is well-known for its excellent standard around the world. The high number of Nobel Prize winners, Fields medalists and patents obtained by French researchers is also an indicator that proves the importance of innovation in the French research and education system.

Marvin TAYOU
BBA3, Finance & Accounting, 2021

I always knew I wanted to do my BBA in a big city. Joining Paris School of Business was the best decision I could have made. Paris really is the most beautiful city in the world. I am happy to major in Finance and accounting because it challenges you to accomplish your very best. After I graduate, I am planning to do a master’s in Finance and later work in one of the Big Four.”
Life on campus

1
Bloomberg Room

10,000 m²
in the heart of Paris

4,000
students

1
TV studio & Radio studio
broadcasting news about life on campus

100
associate professors

1
Library
Campus

3

coworking spaces

3D

printers & Oculus virtual reality headsets

100+
different nationalities

1

incubator “Start-up innovation” to support student entrepreneurs

1

unforgettable experience
Hands-on learning

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

The BBA is all about putting your skills into practice. You will gain key career skills through business games, professional projects, meetings with experts and company visits.

Practical application
Our students can put into practice what they learn in the classroom.

We use reality-based teaching materials in a variety of different company and team simulations to ensure our students’ greatest possible growth as empowered thinkers and doers.

Extra learning from pros
A series of events are designed to give you the opportunity to gain knowledge from professionals and industry leaders through conferences, keynotes, from guest speakers on and off-campus.

It fuels the passion that drives the most innovative and successful business leaders of our time. So it is up to you to seize these occasions.

International consultancy project
Experience the European business environment first-hand. Working with students from partner institution Hogeschool Von Amsterdam, both on campus and by distance, you’ll build an original business concept from the ground up!

A great opportunity to elevate your communication skills and develop a take-charge attitude that will help you to improve, grow and develop as a leader.

“Paris is an international city with the perfect combination of modernization and history. Thanks to the BBA program at Paris School of Business, international students like me have the chance to study in Paris. I really enjoyed my time at Paris School of Business because I had the opportunity to work with students from different countries who then became friends. My teachers were very professional. The classroom size is limited to make the learning experience more efficient. The professors can therefore better support every student’s needs and ensure a good knowledge transmission. The program allows students to customize their courses according to their career goals.”

Xueer CHEN
BBA3, Luxury Brand Management
The Galileo Global Education Network

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

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

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

Various specializations:


Galileo Global Education key figures:

- **41** Schools around the world
- **10,000** Students
- **80** Campuses
- **280** International partners
- **43** Certificates recognized by the French Government

Our expertise is unique. It encourages the compatibility of creation and management universes, developing innovations in every field.

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

By joining Galileo Global Education, you can enjoy:

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

1st year 60 ECTS

**CORE REQUIREMENTS**

- Accounting
- Advanced Economics
- Business Ethics & Corporate Social Responsibility
- Business Data Analytics
- Business Game BBA 1
- Digital Business
- Financial Mathematics
- International Business
- Introduction to Programming
- Introduction to Statistics
- Operational and Advanced Marketing
- Organizational Behavior
- Principles of Accounting
- Principles of Business Law
- Principles of Corporate Finance
- Principles of Economics
- Principles of Management
- Principles of Marketing
- Professional Week Management
- Professional Week Marketing
- Strategic Management

**ELECTIVES**

- Applied Excel
- Business Skills
- Communication Skills
- Content Strategy / Inbound Marketing
- Creativity and Design Thinking
- Entrepreneurship
- French - Beginner
- French - Intermediate
- History of Paris Through Iconic Works of Art
- Innovations in Finance
- Innovation Management
- International Consultancy Project
- Learning Expedition
- Lean Management
- Posture and communication of a manager-leader
- Time and Stress Management

2nd year 60 ECTS

**CORE REQUIREMENTS**

**ELECTIVES**

**OPTIONAL STUDY ABROAD**

**SPRING SEMESTER**
The Bachelor of Business Administration seeks to introduce you as early as possible to the world of business through a choice of 5 different specializations:

3rd year  60 ECTS / DECLARATION OF MAJOR

**Common courses among all majors**
- Introduction to research methodology
- Business game

**E-Commerce & Digital Marketing**
- Business models in digital environments
- Communication & social media
- Data analytics
- Database management
- Digital marketing & customer experience
- E-Commerce, mobile commerce and marketing in the digital age
- Website design & implementation

**Finance & Accounting**
- Corporate Finance
- Cost Accounting
- Financial Reporting and Regulation
- Financing New Ventures
- International Finance
- Portfolio Management
- Principles of Investments

**International Management**
- Business consulting
- Human resource management
- International strategic management
- Management of change and innovation
- Principles of operations management
- Project management
- Sales techniques and negotiation

**International Marketing**
- Advertising
- Consumer behavior
- Content marketing
- International marketing
- Marketing of services
- Marketing research
- Web marketing

**Luxury Brand Management**
- CRM in the luxury industry
- Fundamentals of the luxury industry
- History of luxury
- Luxury brand management
- Luxury retail
- Marketing applied to luxury
- Sales techniques for luxury brands

List of modules subject to change without notice.
Study abroad

4,000 Exchange students since 2007

AMERICA
24 partners

EUROPE
39 partners

+88 Agreements with our international partners

THE AMERICAN UNIVERSITY IN CAIRO
THE UNIVERSITY OF WASHINGTON
NOTTINGHAM TRENTE UNIVERSITY

THE UNIVERSITY OF SÃO PAULO
As part of the program, during the 2nd semester of Year 2, eligible students can opt for a study abroad semester. Students can choose one of Paris School of Business exchange partner institutions and transfer their credits towards the BBA.
Get more out of your student experience in Paris by getting involved in Paris School of Business Student Association!

The student community at Paris School of Business offers a varied range of student clubs, to join students from other programs with whom you will build long-lasting friendships. You can sign up for different activities and events happening throughout the year, or even create your own association! There is also a new International Student Club on campus. Its role is to create synergies between French and international students, by including them in various projects, and by doing so, making the most of your PSB experience.

1M€ Annual budget
+ 100 Associative projects
1,000 Members
## FAQ

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<tr>
<th>Question</th>
<th>Answer</th>
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<tr>
<td>Is my qualification recognized?</td>
<td>Yes! The BBA program is AACSB, BGA and CEDFG accredited. It is also State certified and perfectly recognized by French and International companies. Thus, you will receive a Degree in General and International Management.</td>
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<tr>
<td>Do I need to speak French to apply to the program?</td>
<td>Classes within the BBA program are taught 100% in English. However, you have the opportunity to choose French class as an elective.</td>
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<td>Do I need a student visa to study in France?</td>
<td>Citizens from non-European countries must apply for a student visa at their local French Consulate.</td>
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<tr>
<td>What about administrative procedures?</td>
<td>Your Student Experience Officer will assist you with the French administrative procedures (open a bank account, find an apartment for example...).</td>
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<tr>
<td>Can I benefit from student health insurance in France?</td>
<td>All students under the age of 28 are obliged by law to have student Social Security. Your Student Service Coordinator will assist you with the administrative procedures at the beginning of the school year.</td>
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<tr>
<td>Is there a career department?</td>
<td>Yes, our student career department is dedicated to provide you with support to find internships.</td>
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<tr>
<td>What can I do after the BBA program?</td>
<td>Paris School of Business offers a wide range of programs: Master in Business Management, Master of Science, short programs, etc.</td>
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### Léo Cormier
Student Experience Officer  
Paris School of Business

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

Apply online at
psbedu.paris/en

2 intakes:
• October (Fall)
• January (Spring)

The admission process is divided in two steps:

1. File review
   • Application form
   • Transcript of marks from highschool degree as well as the diplomas obtained since then
   • Motivation letter
   • CV
   • Letter(s) of recommendation from one or more teachers
   • Copy of an identity document
   • A language test (English or French) may be requested if the candidate's mother tongue is not the language of instruction.

2. Individual Interview
   The purpose of this interview is to evaluate the motivation and open-mindedness of the candidate as well as to assess the adequacy between his personality, his knowledge and the teaching provided at the Paris School of Business. It also aims to assess the ability to imagine / build an idea and propose an original solution to a problem.

Entry Exam Session:

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<td>January</td>
<td>20, 21, 22</td>
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<td>Session 2:</td>
<td>February</td>
<td>24, 25, 26</td>
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<tr>
<td>Session 3:</td>
<td>March</td>
<td>24, 25, 26</td>
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<tr>
<td>Session 4:</td>
<td>May</td>
<td>19, 20, 21</td>
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<tr>
<td>Session 5:</td>
<td>June</td>
<td>23, 24, 25</td>
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<tr>
<td>Session 6:</td>
<td>July</td>
<td>28, 29, 30</td>
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Your contact:
admission@psbedu.paris
01 83 77 29 22
Points of interest
Here we have selected a few places you may want to discover around the school.

To eat
02 RESTAURANT UNIVERSITAIRE / RESTO U
17, rue de Tolbiac, 75013 Paris
03 M’DONALD’S • 84, rue Nationale, 75013 Paris
04 ARLOCCHINO • 49, rue de Tolbiac, 75013 Paris
05 FOOD TRUCKS • 132, avenue de France, 75013 Paris
06 PHO BIDA • 36, rue Nationale, 75013 Paris

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

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

Information
15 POST OFFICE • 19 rue Simone-Weil, 75013 Paris
16 COREP PARIS • 89 rue de Tolbiac, 75013 Paris
(print & copy)
17 HEXAMÉDIA • 90, rue Nationale 75013 Paris
(print & copy)
18 POLICE STATION • 71, rue Albert, 75013 Paris
19 PHARMACY • 74, rue du Javelot, 75013 Paris
20 CINÉMA UGC BERCY • 2, cours Saint-Émilion, 75012 Paris
21 STATION F • 55, boulevard Vincent-Auriol, 75013 Paris
Bachelor of Business Administration
3-year degree with state recognition
AACSB - BGA accreditations

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

Stay connected with Paris School of Business and follow us on social networks: