



## **SUMMER SESSION 2020**

- **Bachelor of Business Administration BBA**
- **Bachelor in Fashion and Luxury Retail Management**
- **Bachelor in Sports Management**
- **Master of Science in Digital Marketing**
- **MBA :**
  - **Entrepreneurship and International Business Development**
  - **Communications and Project Management**
  - **Hospitality Marketing & Development**
  - **Information Technology & Data Management**
  - **International Real Estate Management**



# **THE AMERICAN BUSINESS SCHOOL OF PARIS**

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**PART OF IGS UNIVERSITY**





**AN INTERNATIONAL SCHOOL  
IN THE HEART OF PARIS**

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**10<sup>th</sup> DISTRICT  
CLOSE TO  
THE CANAL SAINT MARTIN**





## CAMPUS RUE ALEXANDRE PARODI

- 10 DIFFERENT SCHOOLS
- OVER 3000 STUDENTS





**AN AMERICAN & FRENCH SCHOOL**

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## **DELIVERS AMERICAN ACCREDITED DIPLOMAS**

*BBA, Bachelor in Fashion/Luxury, MBA & DBA*

## **100% OF CLASSES ARE IN ENGLISH**

## **AMERICAN EDUCATION SYSTEM**

- *Students participate in the class room*
- *Team projects*
- *Oral presentation in class*

## **AMERICAN ACADEMIC SENATE**

## **LISTED ON THE DIRECTORY OF THE US DEPARTMENT OF EDUCATION**

**PROFESSIONAL DEVELOPMENT:** *Corporate Talks & Visits, Company Cases*





# Accreditations



★ From BBA to DBA





# Summer Program

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## 1<sup>st</sup> SUMMER SESSION: May – June 2020

Course Code	Course Name	Start Date	Professor
FINC435	Sustainable Finance	26 May 2020	FAILLOUX
MGMT310	Project Management	26 May 2020	SANTOS
MGMT401	Doing Business in Europe and Russia	26 May 2020	THOMPSON
MGMT403	Sustainable Business	26 May 2020	MATUSINEC
MKTG240	Consumer Behavior	26 May 2020	DISCORS
MKTG400	Creating and Developing Luxury Brands	26 May 2020	MIRZA



## 2<sup>nd</sup> SUMMER SESSION: June– July 2020

<b>Course Code</b>	<b>Course Name</b>	<b>Start Date</b>	<b>Professor</b>
ENGL101	Academic Methodology	<b>15 Jun 2020</b>	HAGUE
COMP120	Computer Applications for Business	<b>15 Jun 2020</b>	SILVA
MGMT215	Organizational Behavior	<b>15 Jun 2020</b>	ACH
FREN270	Summer Extension: Culture and Careers	<b>15 Jun 2020</b>	MROUEH



## **SUMMER SESSION ASSETS**

- All the courses offered are part of Bachelors and Masters Programs: accredited in USA & in France
- Summer session is equivalent to a full semester at ABSParis
- Transcripts are delivered at the end of the session
- Credits earned are automatically transferred at ABSParis: completion of 1<sup>st</sup> semester
- Credits earned can be transferred at ABSParis university partners in USA & India
- Certificates are delivered at the end of the Summer session
- Summer session is consistent with the French Embassy policy in terms of Higher Education



# THE STUDENTS

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- **DEGREE SEEKING STUDENTS**
- **STUDY ABROAD STUDENTS**  
**About 350 per year**



## THE PROGRAMS

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- Bachelor of Business Administration BBA
  - 3 majors: International Business
  - International Finance
  - International and Luxury Marketing
  - 1 Minor: Olympic Games and Cross-Cultural Management
- Bachelor of Fashion and Luxury Retail Management
- Bachelor in Sports Management
- Master of Science in Digital Marketing
- MBA :
  - Entrepreneurship and International Business Development
  - Communications and Project Management
  - Hospitality Marketing & Development
  - Information Technology & Data Management
  - International Real Estate Management
  - Leadership
- Doctorate of Business Administration (a dual Diploma with Franklin University)



## DUAL DEGREE PROGRAMS

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American **BBA** + French Degree equivalent to French **Master's** Degree:

- International Manager

American **Bachelor** in Fashion & Luxury Retail Management + French Degree equivalent to a French **Bachelor's** Degree

- Marketing & Development Manager

American **Bachelor** in Sports Management + French Degree equivalent to a French **Bachelor's** Degree

- Marketing & Development Manager



## DUAL DEGREE PROGRAMS

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American **MBA** + French Degree equivalent to French **Master's** Degree:

- Entrepreneur & Leader
- Communications Project Manager
- Real Estate Manager
- IT & Data Management Manager

American **Master of Science** + French Degree equivalent to French **Master's** Degree:

- Digital Marketing

American **DBA** from Franklin University-Ohio + **DBA** from ABSParis-France



## **SUMMER PROGRAM 2020**

**MAY 25 – July 3**

**WITH A “CAREERS & CULTURE” OPTIONAL EXTENSION JULY 6 – JULY 17**

**In partnership with the University of Mary Washington**

**Application deadline: April 15th**

### **LIST OF CLASSES:**

COMM130: Communications/Speech

MGMT215: Organizational Behavior

MGMT310: Project Management

MKTG240: Consumer Behavior

ARTS290: Photography through the Parisian Lens

MGMT444: Doing Business in Asia

MGMT330: Learning to Fail

MGMT403: Sustainable Business

MGMT410: The Business of European Football

MKTG444: Digital Marketing





## **STUDY AND WORK ABROAD**

**1 Spring Semester (5 courses + Career Management seminar)**

**followed by a 2-month non-paid internship in English**





**June-July : 2 month Immersion Internship**

**tutoring + internship report**

**Internships available in marketing/ecommerce, business development, tourism, hospitality and retail management**

# EUROPEAN & FRENCH ACADEMIC SYSTEM



Y E A R	FRENCH PUBLIC UNIVERSITY CURRICULUM	 RÉPUBLIQUE FRANÇAISE  MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR, DE LA RECHERCHE ET DE L'INNOVATION		FRENCH PRIVATE SCHOOL CURRICULUM	 RÉPUBLIQUE FRANÇAISE  MINISTÈRE DU TRAVAIL	
	8	PH-D 3	PH-D	No ECTS RANGE	DBA 3	DBA
7	PH-D 2	DBA 2				
6	PH-D 1	DBA 1				
5	MASTER 2	MASTER	300	VOCATIONAL MASTERE/MBA/ ABSPARIS BBA	MASTER / ABSPARIS BBA LEVEL I RNCP	EQF LEVEL 6
4	MASTER 1		240	BBA 4: ABS PARIS		
3	LICENCE 3	LICENCE	180	BACHELOR 3	LEVEL II RNCP	
2	LICENCE 2	BTS/ DUT VOCATIONAL DEGREE	120	BACHELOR 2	LEVEL III CNCP	EQF LEVEL 4
1	LICENCE 1		60	BACHELOR 1		
0	LYCEE PUBLIC	BACCALAUREAT	0	PRIVATE LYCEE	LEVEL IV CNCP	EQF LEVEL 3



## OTHER INFORMATION

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## LIFE IN PARIS

On-Site Orientation Program Introduces:

- Paris Life and French Culture
- School
- Accommodation
- Transportation, etc.







Its mission is to provide both incoming and outgoing students with assistance, tips and directions with daily issues and other concerns.

It also puts students in contact with each other, whether the students are coming to study in Paris, or going to study abroad.

The CIS has office hours to answer questions and help students with their inquiries.

## STUDENT LIFE

The student government association organizes:

- Social Events
- Weekend trips to other European countries



Le Conseil général soutient  
le sport en Val d'Oise



