



THE AMERICAN  
BUSINESS SCHOOL

PARIS

THINK **BIG**★

# AMERICAN MBA

ENTREPRENEURSHIP & INTERNATIONAL  
BUSINESS DEVELOPMENT /  
COMMUNICATIONS & PROJECT  
MANAGEMENT

**MASTER OF BUSINESS ADMINISTRATION  
FRENCH «TITRE I» DEGREES**

\*Voir grand



Membre de **HEP EDUCATION**



## THE RIGHT PLACE FOR THE RIGHT STUDIES

### The American Business School of Paris

- Founded in 1985
- Part of the IGS Group
- US accredited degrees
- Multicultural environment
- American teaching methods
- Rigorous program with excellent outcomes
- In-depth career development program



### KEY FIGURES

**1<sup>st</sup>**

Intercultural Business School

**100%**  
Courses in English

**70%**  
International Students

**+500**  
Internship & Job Opportunities

**+80**  
Different Nationalities



## MBA TOUR IN USA

The MBA program includes a highly engaging tour where our students are welcomed by various 21<sup>st</sup> century leading companies such as Google, General Electric, Linked'In and star-up companies. There they will get hands-on experience on how these companies were built from a garage start up to the giants they are now.

This exposure develops a mindset that young entrepreneurs should aspire to THINK BIG and pursue their passion. Not only will they have an idea about building a project from their home base, but they will be encouraged to pursue opportunities around the world.

Students prepare a project based on a similar theme and present it to a panel of jury members from their host companies. Constructive feedback from the expert panel allows the students to learn about current trends in the international market, best management practices, and receive personalized and expert advice on project management with a diversified team.



PALMARÈS LE MOCI 2018

**#THINK RANKING**

THE AMERICAN BUSINESS SCHOOL OF PARIS

**TOP 2**  
BEST MBA FOR FRENCH BUSINESS SCHOOLS



# MBA Curriculum (42 Credits)



## CORE COURSES

COURSE NAME	CREDITS
MANAGEMENT OF INNOVATION	3
INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3
INTERNATIONAL BUSINESS LAW & ETHICS	3
INTERNATIONAL ECONOMICS & MICRO MARKETS	3
STRATEGIC MARKETING & BRANDING	3
GLOBAL & E-MARKETING	3
PROJECT MANAGEMENT	3
INTERCULTURAL MGMT & INTL NEGOTIATION	3

## CONCENTRATION COURSES

### ENTREPRENEURSHIP & INTERNATIONAL BUSINESS DEVELOPMENT

INTERNATIONAL BUSINESS FINANCE	3
INTERNATIONAL PARTNERSHIPS & M&A	3
ADVANCED BUSINESS PLANNING	3
BUSINESS PLAN JURY PRESENTATIONS	2

### COMMUNICATIONS & PROJECT MANAGEMENT

FROM CORPORATE STRATEGY TO COMMS STRATEGY	3
PR CORPORATE COMMUNICATIONS: CASE STUDY	3
PROJECT MANAGEMENT FOR COMMUNICATIONS	3
ONLINE COMMUNICATIONS & SOCIAL MEDIA	2

## BUSINESS GAMES

BUSINESS MANAGEMENT SIMULATION	2
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## MBA TOUR

EXPLORING INNOVATION IN USA	2
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## END OF STUDY PRACTICUM

INTERNSHIP & INTERNSHIP REPORT & DEFENSE	3
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### OPTION FOR ENTREPRENEURSHIP STUDENTS ONLY

PHASE 1 BUSINESS INCUBATION (by approval only)	3
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Subject to change



## MASTER OF BUSINESS ADMINISTRATION (MBA) THE KEY TO AN INTERNATIONAL MANAGEMENT CAREER

### Entrepreneurship and International Business Development

#### ONE PROGRAM, TWO DEGREES

AMERICAN MBA accredited by IACBE and FRENCH DIPLOMA «ENTREPRENEUR DIRIGEANT», Titre certifié inscrit au RNCP au niveau I - code 15366, code NSF 310n, par arrêté du 8/12/2017, publié au J.O du 21/12/2017, code CPF 9575, delivered by sister school of IGS Group ESAM.

This concentration focuses on **real business development** projects and allows candidates to develop their entrepreneurial skills. This course is aimed at candidates who have a creative project or an opportunity to recover a family business. It is also an **ideal cross training** for project management in larger companies.

The program centers around three themes:

- **Corporate Project Development:** creation of a new product, service within an existing company
- **Company Takeovers and Family Businesses:** development of an existing business
- **Social and Stand-Alone Entrepreneurship:** creation of a new own company

### Communications and Project Management

#### ONE PROGRAM, TWO DEGREES

AMERICAN MBA accredited by IACBE and FRENCH DIPLOMA « DIRECTEUR DE PROJET COMMUNICATION », Titre certifié inscrit au RNCP au niveau I - code 25521, code NSF 320n, par arrêté du 25/02/2016, publié au J.O du 17/03/2016, code CPF 228171, delivered by sister school of IGS Group ESAM.

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.





**EDOUARD BELLIN**  
MBA student

*This program offers the students the chance to acquire a significant amount of knowledge in a variety of fields on an international level. From crafting an international company's future strategies to assure sustainable growth, to the study of some economies' history and culture to better understand their corporate environment, or learning about the process of building a thorough business plan to ensure a smooth launch of a new venture, the professors and staff of The American Business School of Paris accompany you every step of the way to make sure you leave with the right degrees and walk into the labor market with confidence, knowledge and understanding of International Business.*



**FRANCESCA MANDIGMA**  
MBA student

*A wise professor of mine from The American Business School of Paris once told us that, "Intercultural management is about breaking cultural barriers". My experience during the MBA program was both intellectually challenging as well as culturally diverse. Having a class that was diverse in culture and ethnicity played an incredible role on creating an insightful class discussion among my peers and professors. The program had a great balance between theory lectures as well as practical training and or trip to Silicon Valley was a great experience all together that definitely added to the value of the MBA program.*



**RICHARD THOMPSON**  
Innovation and Entrepreneurship Professor

*With students from all over the world, The American Business School of Paris program is truly an international MBA. The program creates a dynamic where students work individually and in groups to forge their analytical, communication and negotiating skills in a multicultural environment.*

*The program is rigorous and complete. In the first semester, students will study core subjects such as marketing, human resources, organizational behavior, finance, innovation and negotiating. Then in the second semester students select one of three specializations: Geopolitics, Entrepreneurship or Communications.*

*I see students obtain hands-on experience through working on their own start-up or development projects. The experience prepares them for a future in today's rapidly changing and innovation-focused business world.*



## REQUIREMENTS

**American BBA or a 4-year university business degree**

AND

- Complete application form
- Certified copies of transcripts for all completed university courses, translated into English or French
- A statement of purpose explaining why you want to study at The American Business School of Paris
- TOEFL score (80 IBT) or IELTS (6.5), TOEIC, Cambridge test, ITEP or equivalent; not applicable for native English speakers
- Skype interview with the Jury

## MBA PREP (1<sup>ST</sup>) YEAR

For students who have not completed 4 years of post-secondary education, the MBA Prep (1<sup>ST</sup>) Year gives them the opportunity to prepare for the MBA program.

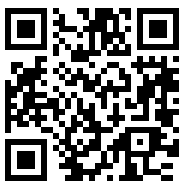


# AMERICAN DEGREES, GLOBAL CAREERS



12, rue Alexandre Parodi  
75010 PARIS - FRANCE  
tél. (33)1 80 97 65 52  
absparis@groupe-igs.fr

[www.absparis.com](http://www.absparis.com)



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