



**THINK *BIG*★**

# MASTER OF SCIENCE

DIGITAL MARKETING

ENTREPRENEURSHIP & INNOVATION

FINTECH & DIGITAL SUSTAINABILITY

LOGISTICS & SUPPLY CHAIN MANAGEMENT

**DUAL DEGREES**

**FRENCH "TITRE 7" DEGREES:  
EQUIVALENT TO MASTER'S DEGREE**

\*Voir grand



Member of **HEP** EDUCATION

# OUR SCHOOL



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

**100%**  
Courses in English

**+500**  
Internship & Job Opportunities

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

Intercultural  
Business School

**80%**  
International Students

**+80**  
Different Nationalities

## ONE PROGRAM, TWO DEGREES

### ALL OUR MASTER OF SCIENCE PROGRAMS

are dual degree programs with graduates earning an **American Master of Science and a French Diploma: Titre I (level 7)** accredited by France Compétences. Our Master of Science graduates benefit from 1 or 2-year stay-back program allowing them to pursue career opportunities in the French market immediately after the completion of their program.



# DIGITAL MARKETING

## SPECIALIZATION: DIGITAL MARKETING

CODE	COURSE NAME
HUMA505	PERSONAL DEVELOPMENT FOR A CAREER IN BUSINESS
MKTG500	PRINCIPLES OF INTERNATIONAL STRATEGIC MARKETING
COMP505	DATA ANALYTICS & DECISION MAKING
COMM525	JOURNALISM, NEW MEDIA, & COMMUNITY MGMT
MGMT690	PROJECT MANAGEMENT
COMM565	STRATEGIC COMMUNICATIONS
MGMT500	INTERCULTURAL MANAGEMENT & NEGOTIATION
COMM550	DIGITAL COMMUNICATIONS AND SOCIAL MEDIA
COMM570	CROSS CHANNEL MARKETING STRATEGY & MANAGEMENT
COMM520	PROJECT MANAGEMENT FOR COMMUNICATIONS

### **DIGITAL MARKETING** | ONE PROGRAM, TWO DEGREES

AMERICAN MASTER OF SCIENCE accredited by IACBE and FRENCH DIPLOMA: TITRE CERTIFIÉ DE DIRECTEUR DE PROJETS IMAGE ET COMMUNICATION, enregistré au RNCP n°35593, niveau 7(EU), codes NSF 320,320n, par décision France Compétences en date du 18/05/2021 Titre certifié de Directeur de projets image et communication, enregistré au RNCP n°35593, niveau 7(EU), codes NSF 320,320n, par décision France Compétences en date du 18/05/2021 en partenariat avec l'ISCPA.

This specialization 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.



# ENTREPRENEURSHIP & INNOVATION



## SPECIALIZATION: ENTREPRENEURSHIP & INNOVATION

CODE	COURSE NAME
HUMA505	PERSONAL DEVELOPMENT FOR A CAREER IN BUSINESS
MKTG500	PRINCIPLES OF INTERNATIONAL STRATEGIC MARKETING
COMP505	DATA ANALYTICS & DECISION MAKING
FINC501	INTERNATIONAL FINANCE AND ACCOUNTING BASICS
MGMT690	PROJECT MANAGEMENT
COMM565	STRATEGIC COMMUNICATIONS
MGMT500	INTERCULTURAL MANAGEMENT & NEGOTIATION
ECON530	INTERNATIONAL ECONOMICS AND MICRO MARKETS
MGMT515	ORGANIZATIONAL BEHAVIOR & STRATEGIC LEADERSHIP
MGMT520	ENTREPRENEURSHIP & INNOVATION

### ENTREPRENEURSHIP & INNOVATION | ONE PROGRAM, TWO DEGREES

AMERICAN MASTER OF SCIENCE accredited by IACBE and FRENCH DIPLOMA: TITRE CERTIFIÉ DIRIGEANT ENTREPRENEUR, enregistré au RNCP n°35173, niveau 7(EU), codes NSF 310m-312-313, par décision d'enregistrement de France Compétences en date du 16/12/2020, éligible CPF, formation apprentissage n° 16X31006 en partenariat avec l'ESAM.

Students in this specialization will learn the necessary skills to develop their own business or re-develop an existing one. Students will focus on identifying and defining innovation, pitching and presenting, and building their knowledge around key business topics such as economics, marketing, negotiation, and people management. Students graduating from this program will have the skills to think out-of-the box and develop innovative new products and services.

#### ADDITIONAL REQUIREMENTS – ALL SPECIALIZATIONS

APCE510	BUSINESS GAMES	<b>BUSI59x</b> 6-MONTH END-OF-STUDY CAPSTONE (choose one) <b>BUSI590</b> - INTERNSHIP & INTERNSHIP REPORT & DEFENSE <b>BUSI591</b> - BUSINESS-RELATED PRIMARY RESEARCH, THESIS & DEFENSE
CMPR601	2-WEEK PROFESSIONAL DEVELOPMENT SEMINAR	
BUSI575	6-WEEK PROFESSIONAL EXPERIENCE & FRESH EYES REPORT	

# FINTECH & DIGITAL SUSTAINABILITY



## SPECIALIZATION: FINTECH & DIGITAL SUSTAINABILITY

CODE	COURSE NAME
HUMA505	PERSONAL DEVELOPMENT FOR A CAREER IN BUSINESS
MGMT500	INTERCULTURAL MANAGEMENT & NEGOTIATION
MGMT690	PROJECT MANAGEMENT
MGMT611	ORGANIZATIONAL BEHAVIOR & STRATEGIC LEADERSHIP
BUSI521	ENTREPRENEURSHIP & INNOVATION
FING501	CORPORATE FINANCE
FING 510	FINANCE AND BIG DATA MANAGEMENT
FING511	FINANCIAL APPLICATIONS, BLOCK CHAIN TECHNOLOGY AND CYBER SECURITY
FING502	VENTURE CAPITAL AND PRIVATE EQUITY
FING503	FINANCIAL MARKETS & RISK MANAGEMENT

## FINTECH & DIGITAL SUSTAINABILITY | ONE PROGRAM, TWO DEGREES

AMERICAN MASTER OF SCIENCE and FRENCH DIPLOMA: TITRE CERTIFIÉ «EXPERT FINANCIER» inscrit au RNCP n°15368, au niveau 7, code NSF 313, par arrêté du 28/07/2017, publié au J.O du 05/08/2017, éligible CPF, en partenariat avec l'ESAM.

Students pursuing this specialization in fintech and digital sustainability will acquire solid technical knowledge and skills in digitalization and sustainable financial services in every sector of finance. They will be able to meet the new challenges of fintech and become key business partners at decision-making levels. There are many career opportunities: Strategic Analysts, Data Scientists, Project Managers, Fintech consultants, etc.

### ADDITIONAL REQUIREMENTS – ALL SPECIALIZATIONS

APCE510	BUSINESS GAMES	BUSI59x	4 TO 6-MONTH END-OF-STUDY CAPSTONE (choose one)
CMPR601	PROFESSIONAL DEVELOPMENT SEMINAR		
BUSI575	6-WEEK PROFESSIONAL EXPERIENCE & FRESH EYES REPORT	BUSI590	- INTERNSHIP & INTERNSHIP REPORT & DEFENSE
		BUSI591	- BUSINESS-RELATED PRIMARY RESEARCH, THESIS & DEFENSE

# LOGISTICS & SUPPLY CHAIN MANAGEMENT



## SPECIALIZATION: LOGISTICS & SUPPLY CHAIN MANAGEMENT

CODE	COURSE NAME
HUMA505	PERSONAL DEVELOPMENT FOR A CAREER IN BUSINESS
MGMT500	INTERCULTURAL MANAGEMENT & NEGOTIATION
MGMT690	PROJECT MANAGEMENT
BUSI551	PURCHASING POLICY AND STRATEGY
BUSI517	REQUEST FOR PROPOSAL MANAGEMENT
MGMT528	SUSTAINABLE PURCHASING, ECOLOGICAL CONCEPTION AND UPCYCLING
BUSI537	ECO-LOGISTICS
MGMT538	INTERNATIONAL SUPPLY CHAIN MANAGEMENT
BUSI524	PURCHASING NEGOTIATION
BUSI549	SUPPLIER ANALYSIS AND SOURCING

## LOGISTICS & SUPPLY CHAIN MANAGEMENT

### ONE PROGRAM, TWO DEGREES

Graduates will earn an American Master of Science delivered by the American Business School of Paris and a French Degree equivalent to the Master's degree delivered by ICD Business School & accredited by the CGE (Conférence des Grandes Ecoles).

This specialization is designed for students interested in pursuing a career in logistics and supply chain management. Students will learn practical knowledge of global purchasing, logistics, supply chain management and development, as well as an innovative approach of sustainability in those fields. Graduates from the program will have the necessary skills to work as logistics / purchasing / supply chain consultants, sourcing managers, logistics manager, lead buyer, etc. and support companies in their decisions.

### ADDITIONAL REQUIREMENTS – ALL SPECIALIZATIONS

APCE510	BUSINESS GAMES	BUSI59x	4 TO 6-MONTH END-OF-STUDY CAPSTONE (choose one)
CMPR601	PROFESSIONAL DEVELOPMENT SEMINAR	BUSI590	- INTERNSHIP & INTERNSHIP REPORT & DEFENSE
BUSI575	6-WEEK PROFESSIONAL EXPERIENCE & FRESH EYES REPORT	BUSI591	- BUSINESS-RELATED PRIMARY RESEARCH, THESIS & DEFENSE

# THINK PARIS



LIVING IN PARIS  
IS A TRULY  
UNFORGETTABLE  
EXPERIENCE!  
THE CULTURE,  
THE BEAUTY, THE  
LIFESTYLE!

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



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Study in a cultural  
capital 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.

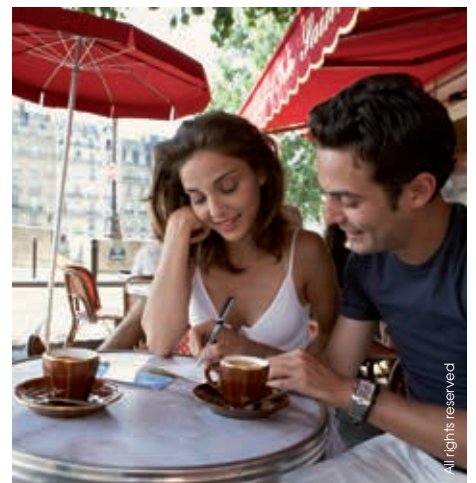
As in many large cities, student accommodations in Paris are scarce and can be expensive. By starting the process early, students from all over the world are able to find housing that meets both their needs and their budgets.

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!



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ADD SOME MAGIC  
TO  
YOUR STUDIES

# DUAL DEGREES, GLOBAL CAREERS



12, rue Alexandre Parodi  
75010 PARIS - FRANCE  
tél. (33)1 80 97 65 50  
absparis@groupe-igs.fr

[www.absedu.paris](http://www.absedu.paris)



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ABSPARIS



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Hand'IGS  
is the support office  
for IGS Group students  
with disabilities.

**Contact us  
to learn more :**  
[handigs@groupe-igs.fr](mailto:handigs@groupe-igs.fr)

Établissement d'enseignement supérieur technique privé