



THE AMERICAN  
BUSINESS SCHOOL

PARIS

# SUMMER ACADEMY IN PARIS 2018

GLOBAL INNOVATION

**MAY 21 - JUNE 29**

"CAREERS & CULTURE" EXTENSION

**JULY 2 - JULY 13**

Member of



In partnership with



ROBERT MORRIS UNIVERSITY  
ILLINOIS



Member of **HEP** EDUCATION

# BE INSPIRED

## GLOBAL INNOVATION PROGRAM: MAY 21 – JUN 29 - 2 courses (3 credits each)

MORE THAN JUST A TYPICAL STUDY ABROAD,  
OUR 6-WEEK PROGRAM BUILDS UPON UNIQUE  
EXPERIENCES ONLY FOUND IN FRANCE:

- Classes meet once or twice a week providing abundant time to discover Paris
- Uncover a distinctive history and explore one of the world's most renowned luxury products during a weekend trip to the Champagne region

## “CAREERS & CULTURE” OPTIONAL EXTENSION PROGRAM: JULY 2- JULY 13 - 1 course (3 credits)

EXTEND YOUR TIME IN PARIS AND CONTINUE LEARNING THROUGH  
“HANDS ON” EXPERIENCES AND OPPORTUNITIES:

A program designed to expose students to cultural and career development experiences during their stay in Paris. A series of custom-designed activities built around cultural exposure, language and cultural exchange, as well as unique career development concepts, and introductions to French corporate innovation. Students will be introduced to business vocabulary and spend time with native francophone students who are motivated to exchange, and learn more about their culture and language.

### THE AMERICAN BUSINESS SCHOOL OF PARIS

- The American Business School of Paris offers a Bachelor of Business Administration Program, a Bachelor in Fashion and Luxury Retail Management, an MBA and online MBA programs.
- The BBA and MBA programs are accredited in the United States by the IACBE (International Assembly for Collegiate Business Education) and the BBA program is recognized in France through its degree certified level II by the French government\*.
- The school is centrally located on the IGS Campus in the 10th arrondissement near the picturesque Canal St. Martin.
- The American Business School of Paris is part of IGS Group (Institut de Gestion Sociale), a federation of 14 schools.
- The IGS Campus houses 10 different schools and over 3,000 students.
- All courses are taught in English and in the American style of interactive education and student engagement.
- Credits are transferable to the home institution. Students are responsible for confirming with their academic advisor prior to their application that the credits earned at The American Business School of Paris can be applied towards their degree.

\*Titre certifié niveau II, Manager à l'International, arrêté du 27 nov. 2012, J.O du 9 déc. 2012. code NSF 310m



# LIST OF COURSES\* FOR MAY 21 – JUNE 29 SESSION

- **POLS 211 INTERNATIONAL RELATIONS AND EUROPEAN STRATEGIES - 3 credits**  
A deeper look into international relations, especially as they relate to recent and current European strategies.
- **MGMT 215 ORGANIZATIONAL BEHAVIOR & MANAGEMENT - 3 credits**  
The study of management principles and practices with the study of human behavior within organizations.
- **ECON 110 PRINCIPLES OF MACROECONOMICS - 3 credits**  
An introduction to the classic macroeconomic issues such as economic growth, inflation, unemployment, interest rates, government budget deficits, exchange rates, and balance of payment.
- **MKTG 240 CONSUMER BEHAVIOR - 3 credits**  
The development of Consumer Behavior, differentiating the methods, structures and implications with a central focus on psychological and sociological influences.
- **MGMT 290: PROJECT MANAGEMENT - 3 credits**  
Project management examines the organization, planning, and control of projects, and provides practical knowledge on managing project scope, schedule, and resources.
- **FINC 425 INNOVATIONS IN DIGITAL FINANCE – 3 credits**  
Explore the emergence of a new world in financial services, examine the rise of Fintech and take a look at the business models that drive these technological innovations.
- **MGMT 401 DOING BUSINESS IN EUROPE AND RUSSIA – 3 credits**  
This course focuses on case studies of European companies in the European market, primarily in the context of corporate strategy and mergers and acquisitions.
- **MGMT 403 SUSTAINABLE BUSINESS AND GLOBAL INNOVATION – 3 credits**  
Global companies can no longer simply focus on the bottom line and must expand their vision to include a wider set of stakeholders and a longer term vision of their impacts.
- **MKTG 401 STRATEGIC BRAND MANAGEMENT – 3 credit**  
This course is for students interested in working in marketing communications, brand management, advertising sales, and sales managers in retail and B2B.
- **MGMT 410 THE BUSINESS OF EUROPEAN FOOTBALL – 3 credit**  
This course addresses the different functional areas in business as they pertain to managing a European football (soccer) club.

*\*Subject to change. Please contact us directly for updates*



## PARTNER UNIVERSITIES IN NORTH AMERICA

Baldwin Wallace College, OH\*  
Californian Lutheran University, CA\*  
Chestnut Hill College, PA  
College of William and Mary, VA  
Concordia University Montréal, Canada  
Diablo Valley College, CA  
Dominican University of California, CA  
Emory University, Goizueta Business School, GA\*  
Fashion Institute of Technology, NY  
Florida Atlantic University, FL\*  
Franklin University, OH  
Georgia College & State University, GA\*  
LIM College, NY\*  
Loyola University Maryland, MD  
Marymount University, VA  
McGill University, Canada  
Mercy College, NY\*  
Mercyhurst University, PA  
Millersville University, PA

Rider University, NJ\*  
Pace University, NY  
Robert Morris University, IL  
Robert Morris University, PA  
Saint Leo University, FL  
San Francisco State University, CA\*  
Selkirk College, BC Canada\*  
Temple University, The Fox School of Management, PA  
University of Mary Washington, VA  
University of South Carolina, Moore School of Business, SC\*  
University of South Carolina, Upstate, SC  
University of Texas at El Paso, TX\*  
The College of New Jersey, NJ  
Washington College, MD  
Webber International University, FL\*  
Xavier University of Louisiana, LA\*

*\*The American Business School of Paris Exchange partner*

# SUMMER 2018 PROGRAM COSTS

## GLOBAL INNOVATION PROGRAM: MAY 21 – JUNE 29

PACKAGE FEE: 2,395 euros - including tuition fees for 2 courses (6 credits),  
administration fees, weekend in Champagne area.  
OPTIONAL THIRD CLASS: 890 euros

HOUSING\*: • Home stays : From 1300 a 1700 euros\*\* for single occupancy  
B&B to 5 meals per week  
• Shared apartment double occupancy: 1300 euros\*\*  
• Shared apartment single occupancy: 1900 euro \*\*

## “CAREERS & CULTURE” OPTIONAL EXTENSION PROGRAM: JULY 2 – JULY 13 - 3 credits

PACKAGE FEE: 549 euros - including tuition fees for 3 credits, site and corporate  
visits and excursion to Versailles

### HOUSING FOR BOTH SESSIONS MAY 21 TO JULY 13:\*

- Home stays : From 1600 to 2100 euros\*\* for single occupancy  
B&B to 5 meals per week
- Shared apartment double occupancy: 1950 euros\*\*
- Shared apartment single occupancy: 2850 euros\*\*

*\*Accommodation is organized prior to arrival. - \*\* Based on summer 2016 costs. Subject to change*

### APPLICATION DEADLINE

APRIL 1

### ADMISSION REQUIREMENTS

*The program is open to any business or social science student whether they apply through partner institutions or directly. It is designed primarily for undergraduate students who are interested in an international experience in France. Applicants will be judged on their motivation, flexibility and sensitivity to other cultures, and their ability to adjust to a new cultural setting.*

### HOW TO APPLY?

*If your university is listed on the brochure, you must apply through your Study Abroad Office and meet the deadlines of your own university. In case of direct enrollment, download the study abroad application from the website and send it with supporting documents to Dr. Marie-Odile Savarit.*

### FOR FURTHER INFORMATION

**Marie-Odile Savarit, Ph.D.**

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