



THE AMERICAN
BUSINESS SCHOOL

PARIS

THINK *GLOBAL*★

STUDY ABROAD IN PARIS

STUDY / EXPLORE / NETWORK / EXPERIENCE

SUMMER 2017

**“INTERNATIONAL BUSINESS & MARKETING” SESSION
MAY 22 – JUNE 30**

**“CAREERS & CULTURE” OPTIONAL SESSION EXTENSION
JULY 3 – JULY 13**

Member of



In partnership with



Member of **HEP** EDUCATION

BE INSPIRED

“INTERNATIONAL BUSINESS & MARKETING” SESSION: MAY 22 – JUN 30 - 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 SESSION EXTENSION: JULY 3 – JULY 13 - 3 credits

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

- Develop new skills during professional development workshops
- Attend exclusive speaking engagements with corporate experts
- Bolster your French with language exchanges
- Tour French businesses and cultural sites
- Enjoy a guided visit of the famous Chateau de Versailles

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 program is accredited in the United States by the IACBE (International Assembly for Collegiate Business Education) and 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 22 – JUNE 30 SESSION

- **ECON110: MACROECONOMICS - 3 credits**
A basic toolkit for understanding the macro global economy, with particular focus on the United States and frequent references to the European economies.
- **POLS211: INTERNATIONAL RELATIONS AND EUROPEAN STRATEGIES - 3 CREDITS**
A deeper look into international relations, especially as they relate to recent and current European strategies.
- **MGMT215: ORGANIZATIONAL BEHAVIOR - 3 CREDITS**
The study of management principles and practices with the study of human behavior within organizations.
- **MKTG240: CONSUMER BEHAVIOR - 3 CREDITS**
The development of Consumer Behavior, differentiating the methods, structures and implications with a central focus on psychological and sociological influences.
- **MGMT375: INTERNATIONAL CORPORATE GOVERNANCE - 3 CREDITS**
A focus on corporate governance around the world with an emphasis on how various corporate governance mechanisms differ internationally.
- **MKTG395: BEHAVIORAL ECONOMICS - 3 CREDITS**
A method of economic and marketing analysis that applies psychological insights into human behavior to explain decision-making.
- **MKTG401: STRATEGIC BRAND MANAGEMENT - 3 CREDITS**
Future international marketing managers will need to understand the function of Marketing, Sales & Communications and how they are interlinked.
- **MGMT444: DOING BUSINESS IN ASIA - 3 CREDITS**
The political, economic, legal and cultural basics needed to understand and be competitive in the local environment of Asian markets.

**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*
Georgia College & State University, GA*
LIM College, NY*
Loyola University Maryland, MD
Marymount University, VA
Mercy College, NY*
Mercyhurst University, PA
Millersville University, PA
Rider University, NJ*

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 2017 PROGRAM COSTS

“INTERNATIONAL BUSINESS & MARKETING” SESSION: MAY 22 – JUN 30 - 2 courses (3 credits each)

PACKAGE FEE: 2,395 euros - including tuition fees for 2 courses (6 credits), administration fees, weekend in Champagne area, and airport transfers in Paris.

OPTIONAL THIRD CLASS: 890 euros

HOUSING*: • Home stays : From 1500 a 2000 euros** for single occupancy B&B to 5 meals per week
• Shared apartment double occupancy: 1500 euros**
• Shared apartment single occupancy: 2300 euro **

“CAREERS & CULTURE” OPTIONAL SESSION EXTENSION: JULY 3 – JULY 13 - 3 credits

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

HOUSING*: • Home stays : From 450 to 600 euros** for single occupancy B&B to 5 meals per week
• Shared apartment double occupancy: 450 euros**
• Shared apartment single occupancy: 650 euros**

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

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.

APPLICATION DEADLINE

APRIL 1

FOR FURTHER INFORMATION

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Établissement d'enseignement supérieur technique privé