



THINK BIG★

STUDY DIFFERENTLY

- AMERICAN BBA /
 - BACHELOR IN FASHION & LUXURY RETAIL /
 - BACHELOR IN SPORTS MANAGEMENT /
 - AMERICAN MBA /
 - MASTER OF SCIENCE
- DUAL DEGREE WITH FRANKLIN UNIVERSITY
HIGHER LEARNING COMMISSION

*Voir grand



WELCOME to a world that offers learners a top-of-the-line education, regardless of their age, objectives and background. To a world that encourages self-confidence, curiosity and entrepreneurship, qualities that lead learners towards success, both professionally and personally. To a world where inclusive education prevails, one that has been enriched by our specificities, passions and differences. To a world where Humanism, Entrepreneurship and Professionalism, values passed down on a daily basis through our teachings, help students make informed decisions throughout their career. To a world where education emancipates and promotes learning through experiences, obstacles and even failures. To a world curious about others and other places, which encourages cultural, generational and international exchanges, through each new encounter. To a creative world, one that combines innovation with our instructors' savoir-faire in order to create the society of tomorrow. To a world that believes in each person's potential. To **OPPORTUNITIES** a world of

THE AMERICAN BUSINESS SCHOOL OF PARIS, UN ÉTABLISSEMENT DU GROUPE IGS



**MORE THAN 45 YEARS OF
EDUCATIONAL INNOVATION**



**10
SCHOOLS**



**5 APPRENTICESHIP
TRAINING CENTERS**



**8 SKILL AND BUSINESS
EXPERTISE SECTORS**



**MORE THAN 200 UNDERGRADUATE
AND GRADUATE PROGRAMS**



**75,000 ALUMNI INCLUDING
20,000 IN HR POSITIONS**



**15,000 PEOPLE EDUCATED PER YEAR,
INCLUDING 9,300 WORK-STUDY TRAINING
STUDENTS AND TRAINEES**



**A NETWORK OF 3,000 PROFESSORS,
GUEST SPEAKERS, TUTORS
AND PROFESSIONAL EXPERTS**



**MORE THAN 100 PARTNER
UNIVERSITIES IN FRANCE
AND ABROAD**



GROUPE IGS

www.groupe-igs.fr



THINK OUTSIDE THE BOX



Describe The American Business School of Paris student body: Where are they from? Why do these students choose your school?

Our students come from all over the world! Foreign students make up **70% of our population**, and come from across America, Europe, as well as the Middle East and Asia. Students often choose France - and our school - because they are attracted to the fact that they can earn American degrees (Bachelor's degree, BBA and MBA) in the heart of Paris.

French students also form 30% of our student body. Some of these students are first-year students who want to immerse themselves in an international and multicultural environment, as well as take an American course in English. Others come after three or four years of college-level studies in order to complete their coursework and obtain an MBA that corresponds with their career aspirations.

What are the main advantages of a multicultural environment?

The advantages of a multicultural environment are most visible through two of our guiding focuses: group projects and our study abroad program:

- Group projects give students from different countries the opportunity to work together on issues or case studies and allow them to share and reconcile different perspectives, which will benefit their future professional lives. Within

multinational companies, they will find that they are equipped to handle complex global projects.

- Our Study Abroad program lets our students spend one to three semesters at a partner university abroad. Once there, these students always succeed in finding ways to enhance and enrich their educational journey. You will discover through the many student stories and testimonials throughout this brochure that we offer many paths to excellence, particularly at a wide selection of American universities.

What are the advantages of studying in English in the French capital? And how does it prepare students for the global job market?

Paris, also known as the "City of Lights," is a magnet for world culture and business. Our international students discover a place that acts, in essence, as a "hinge" between Europe, the Middle East, Asia...as well as the United States. For our students, France is both a nation of tradition and a 21st-century country focused on careers and values of the future.

Finally, I would like to emphasize that we do not just train and prepare our students for international careers, we also support them in their professional endeavors, both during and after their studies, up until our alumni are able to find a permanent position in a company that is suited to their skills and aspirations. As you can see, the support we provide our students never ends!

Dr. Fady Fadel, Dean of The American Business School of Paris

100% COURSES IN ENGLISH

80% INTERNATIONAL STUDENTS

+80 DIFFERENT NATIONALITIES

1ST INTERCULTURAL BUSINESS SCHOOL IN FRANCE

+500 INTERNSHIP AND JOB OPPORTUNITIES

+100 PARTNER UNIVERSITIES AROUND THE GLOBE

+300 AMERICAN STUDENTS PER YEAR

| The American Business School of Paris WHERE YOUR AMBITIONS BECOME REALITY...

THINK BIG



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EXPAND YOUR AMBITIONS, WIDEN YOUR HORIZONS

THE AMERICAN BUSINESS SCHOOL OF PARIS, A SUCCESS STORY

Founded in 1985, and a member of IGS Group University (Institut de Gestion Sociale), one of France's most dynamic private non-profit universities since 1995, the ABSParis offers degrees that are recognized the world over. With classes taught entirely in English, students soon become fully bilingual, an essential asset for companies hiring people with an international profile. Join The American Business School of Paris, and "Think Big" about your education!

AN AMERICAN DEGREE WORKING HAND IN HAND...

The American Business School of Paris has a global vision when it comes to education in business and commerce. Although located in Paris, students earn **U.S. accredited degrees**, the international reference for companies recruiting in France and abroad. Armed with an American university degree and your understanding of international business, your future success is guaranteed. The ABSParis is a window to the world, and opens the door to a wide range of career possibilities.

ENROLL AT A MULTICULTURAL SCHOOL

The American Business School of Paris offers students a rich and multicultural environment. From day one, students interact and work with people from all types of backgrounds and cultures on a daily basis. During your 4- or 5-year program, you will develop unique expertise in **intercultural management**, highly appreciated by future employers. ABSParis trains students to develop specific leadership qualities, take initiatives and act with a multicultural perspective, fully preparing them to become the global business executives of the future.

... WITH THE EUROPEAN EDUCATIONAL SYSTEM!

The American Business School of Paris combines American teaching methods with valuable **European pedagogical practices**, such as a 6-month business internship at the end of your studies, as well as seminars on career development that help in developing and sharpening your professional goals. These courses also enhance your initial work experiences, highlight your particular talents, help build your résumé and expand your network... all of which are extremely important first steps on the road to a full-time, permanent position.



UNIVERSITY
DEGREES
RECOGNIZED
IN BOTH THE
UNITED STATES
AND FRANCE

Welcome to The American Business School of Paris

Be ambitious, get globally recognized degrees, benefit from a dynamic, multicultural environment and take advantage of exciting opportunities for an international career.



MISSION STATEMENT

The mission of The American Business School of Paris is to educate and empower future international business leaders to acquire the necessary skillset to think independently and creatively, to address complex business issues, and to successfully collaborate in multicultural teams. We continuously develop our academic standards to ensure a relevant and innovative curriculum that instills respect and tolerance for diversity together with high ethical standards. Across all our programs, we collaborate closely with our corporate community to ensure inspiring and varied opportunities for the professional development of our students.

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THINK BACHELOR'S DEGREE

WITH THE AMERICAN BUSINESS SCHOOL
OF PARIS, GET THE BEST OF BOTH THE FRENCH
AND AMERICAN EDUCATION SYSTEMS



TOP SCHOOL OFFERING

- **INTERCULTURAL ENVIRONMENT,**
- **INTERNATIONAL NETWORK,**
- **PROFESSIONAL OPPORTUNITIES**

IN THE FOLLOWING SECTORS:
FINANCE - BANKING - INSURANCE
LUXURY - COMMERCIAL-RETAIL
MEDIA - ART - CULTURE



**GET HANDS - ON
AND STUDY ABROAD
EXPERIENCES**

BACHELOR IN FASHION AND LUXURY RETAIL MANAGEMENT

The luxury and fashion sectors are predicted to grow by 7% annually over the next 15 years. This exclusive 3-year program was designed with the input of professionals in these fields so that our graduates are completely prepared for international careers in luxury goods, services and fashion, with an emphasis on retail management.

DEGREE: Bachelor's Degree in Fashion and Luxury Retail Management.

You will receive a dual degree: an American Bachelor's Degree in Fashion and Luxury Retail Management accredited by the IACBE, and a French degree registered by the Registre National de la Certification Professionnelle (RNCP, French National Directory of Professional Certification) "Responsable du Développement Commercial et Marketing" in partnership with ICD (IGS Group's business school).

Le programme Bachelor in Fashion and Luxury Retail Management de l'ABS Paris Diplôme français "Responsable du Développement Commercial et Marketing" est un titre certifié enregistré au RNCP n°31923, au niveau 6 (ancien niveau II) - code NSF 310 - 313, par arrêté du 11/12/2018, publié au J.O du 18/12/2018, éligible CPF, formation apprentissage n°26X31201.

PROGRAM: This program is both truly international and professional. Our English-language courses are taught in a cosmopolitan setting with students and professors from all over the world. Not only are courses taught in part by professionals who work or consult with the Fashion and Luxury sector, but, in addition, students get hands-on experience with up to 14 months of practical training through company internships either in France or abroad, including a 5- to 6-month internship upon concluding their coursework.

AMERICAN BBA ACCREDITED IN THE UNITED STATES AND RECOGNIZED IN FRANCE*

The Bachelor of Business Administration (4-year degree) offers many advantages, including schedule flexibility and specialized courses for 3 different majors:

- International Business
- International Finance
- International Marketing

DEGREE: Bachelor of Business Administration (BBA). Since 2004, the Bachelor of Business Administration (American BBA) has been accredited by the International Accreditation Council for Business Education (IACBE) located in Olathe, Kansas, which in turn was recognized in 2011 by the Council of Higher Education Accreditation (CHEA), the equivalent of the U.S. Board of Education. We are pleased to announce that the BBA accreditation was renewed for 7 more years in 2012.

Le programme BBA de l'ABS Paris Diplôme français "Manager International" est un Titre certifié de Manager International, enregistré au RNCP n°35069, niveau 7(EU), code NSF 310 - 312 - 313, par décision France Compétences en date du 18/11/2020, éligible CPF.

En vertu de l'arrêté du 12 Mai 2011 fixant la liste des diplômes au moins équivalents au Master pris en application du 2° de l'article R. 311-35 du code de l'entrée et du séjour des étrangers et du droit d'asile et publié au JO le 15 Mai 2011, les titres inscrits au niveau I au Répertoire National des Certifications Professionnelles font partie de la liste en question.



PROGRAM: To obtain the Bachelor of Business Administration (BBA) you will take the following courses:

- 9 foundation courses in Humanities, Calculus and Management Information System
- 20 core business courses in Management, Economics, Finance, Business Administration and Marketing
- 8 specialized courses towards your major in Economics, Finance, Business Administration or Marketing

GET A DEGREE FROM AN AMERICAN UNIVERSITY:

You can also earn a BBA degree in the United States thanks to our partnerships with several American Universities. In your last year, transfer to one of our U.S. partner universities accredited by the AACSB and get your degree while living in the States!

PREREQUISITE FOR BOTH PROGRAMS: High school diploma or equivalent, TOEFL score or equivalent

Students can transfer into our programs based on their academic profile, an examination of their course equivalencies and the transfer of credits from their previous school.

"Since joining the ABSParis, I feel that courses helped me to shape my professional future in an effective way. Besides, the school gives the opportunity to obtain 2 degrees recognized in the US & France".

ANTONIN GALAYA
Class of 2017,
Basketball player



BACHELOR IN SPORTS MANAGEMENT

The Bachelor in Sports Management is a customized program combining sports and studies, designed for students willing to pursue an athletic career or a career in a sports-related field. Thanks to our partnership with the CDFAS, an elite athletic center in the Val d'Oise, you will be able to continue to play sports while attending this 3-year Bachelor.

DEGREE: Bachelor's Degree in Sports Management.

You will receive a dual degree: an American Bachelor's Degree in Sports Management and a French degree registered by the Registre National de la Certification Professionnelle (RNCP, French National Directory of Professional Certification) "Responsable du Développement Commercial et Marketing" in partnership with ICD (IGS Group's business school).

Le programme Bachelor in Sports Management de l'ABS Paris Diplôme français " Responsable du Développement Commercial et Marketing " est un titre certifié enregistré au RNCP n°31923, au niveau 6 (ancien niveau II) - code NSF 310 - 313, par arrêté du 11/12/2018, publié au J.O du 18/12/2018, éligible CPF, formation apprentissage n°26X31201

PROGRAM: This program is designed to make it possible for students to continue to play sports while pursuing a related business education thanks to its adapted schedule. All the courses are taught in English. Students have the opportunity to apply for athletic scholarship and receive tuition discounts according to their competitive performance. Courses are in partnership with

The CDFAS, which has been selected as the American training center for the 2024 Paris Olympic Games thanks to its impressive athletic facilities: 4 main buildings extending over 7 hectares hosting different athletic events for schools, companies, as well as elite athletes.

Official sponsor of PSG Handball, **the IGS Group**, in collaboration with this prestigious club, organizes sport events and offers training, work-study and employment opportunities to young athletes and students seeking a career in the sports world.

THINK MBA

GET AN AMERICAN DIPLOMA,
THE KEYS TO YOUR
INTERNATIONAL CAREER!



MBA TOUR

Students are welcomed by 21st century leading companies such as Google, Yahoo and LinkedIn. There, they will get hands-on experience on how these companies were built from a garage start-up to the giants they are now. Since May 2016, students participate annually in a workshop on using Big Data at Stanford University. They also received feedback from major companies such as Google, GE Digital and start-up companies like Wingz and Star Make



FOLLOW
ONE PROGRAM,
EARN DUAL DEGREES,
AMERICAN
AND FRENCH

CONCENTRATION IN ENTREPRENEURSHIP AND INTERNATIONAL BUSINESS DEVELOPMENT

With this concentration, you will be fully equipped to start your own company anywhere in the world! This degree combines an academic program with a business incubator, so that you can:

- Establish an in-depth and thoroughly researched business plan for a new product or service,
- Present and sell your plan to a group of investors or senior management.

Preparation for the following jobs:

- Business Development Manager
- Project Manager
- CEO of your own business venture

DEGREE: MBA in Entrepreneurship and International Business Development

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - "Dirigeant Entrepreneur" in partnership and delivered by ESAM (IGS Group's business school).

Titre certifié de 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.

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.

CONCENTRATION IN COMMUNICATION AND PROJECT MANAGEMENT

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. Besides the MBA diploma, the students

DEGREE: MBA in Communication & Project Management

You will receive an American MBA and a French degree registered by France Compétences, a French Public Administration - "Directeur de Projets Image et Communication" in partnership and delivered by ISCPA (IGS Group's Communication school). *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.*

PREREQUISITE: A four-year University degree in Business or completion of the ABS Paris MBA prep year.





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HEP'S PEDAGOGY

AN EDUCATION BASED ON HUMAN-BASED SKILLS

Convinced that human-based skills will be essential for the world of tomorrow, **HEP EDUCATION** member Schools and Training Centers, have designed an unprecedented training program. This program starts with **HEP On Boarding** – a series of engaging and entertaining orientation events so that students can experience H.E.P. values firsthand and discover its “Human Superpowers.”

This type of learning continues throughout students' studies with **HEP Inside** modules, which teach them how to learn and take action differently. All **HEP EDUCATION** member Schools and Training Centers have integrated a core curriculum, which represents 25% of each program's overall pedagogy.

The core curriculum's purpose is to create learners, women and men who are in sync with themselves, others and their environment, capable of taking their future into their own hands and contributing positively to the society of tomorrow.

HEP EDUCATION thus proposes a genuine educational program based on the values of Humanism, Entrepreneurship and Professionalism as well as the development of fundamental human-based skills such as cooperation, ethics, critical thinking, creativity and leadership... A program capable of preparing our learners for current and upcoming professional, societal and environmental changes.

HEP'S INNOVATIVE APPROACH

AN OPEN INNOVATION PROCESS

In 2018, **HEP EDUCATION** created its open innovation think tank in order to define, support and evaluate the impact of an educational model based on values. The work from this think tank has resulted in an initial publication, the White Paper: “Learning about Tomorrow – An Exploratory Manifesto for Sustainable Education.”

Partnerships have also been formed with major figures from civil society in order to imagine and experiment with unprecedented educational projects. Consequently, digital humanism, respect for nature and environmental responsibility, measured artificial intelligence, individual and collective capacity for change... are all part of the education currently taught in **HEP EDUCATION** member Schools and Training Centers.

THINK MASTER OF SCIENCE

ONE PROGRAM, TWO DEGREES



THE MASTER OF SCIENCE PROGRAM

is a dual degree with graduates earning an American Master of Science accredited by IACBE 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. The program offers two specializations: Digital Marketing and Entrepreneurship & Innovation.



**FOLLOW
ONE PROGRAM,
EARN DUAL DEGREES,
AMERICAN
AND FRENCH**

CONCENTRATION IN DIGITAL MARKETING

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.

DEGREE: American Master of Science in Digital Marketing.

You will receive an American Master of Science and a 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 en partenariat avec l'ISCPA.

PREREQUISITE: A four-year university degree in Business or completion of the ABS Paris prep year.

CONCENTRATION IN ENTREPRENEURSHIP & INNOVATION

With this concentration, you will be fully equipped to start your own company anywhere in the world! This degree combines an academic program with a business incubator, so that you can:

- Establish an in-depth and thoroughly researched business plan for a new product or service,
- Present and sell your plan to a group of investors or senior management. Preparation for the following jobs:
- Business Development Manager
- Project Manager
- CEO of your own business venture

DEGREE: American Master of Science in Entrepreneurship & Innovation

You will receive an American Master of Science and a French degree registered by France Compétences, a French Public Administration, "Dirigeant Entrepreneur" in partnership and delivered by ESAM (IGS Group's business school). *Titre certifié de 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.*

PREREQUISITE: A four-year university degree in Business or completion of the ABS Paris prep year.





© MATTHIEU SUPRIN

CONCENTRATION IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

This specialization is designed for students interested in pursuing a career in logistics, purchasing and supply chain management.

Students will learn practical knowledge of global purchasing, logistics, supply chain management and development, as well as an innovative approach to sustainability in those fields. Graduates from the program will have the necessary skills to work as logistics, purchasing / supply chain consultants, sourcing managers, logistics managers, lead buyers, etc. to support companies in their decisions.

DEGREE : American Master of Science in Logistics and Supply Chain management.

You will receive an American Master of Science and a French diploma delivered by ICD Business School & accredited by the CGE (Conférence des Grandes Ecoles)

PREREQUISITE : A four-year university degree in Business or completion of the ABS Paris prep year.



CONCENTRATION IN FINTECH AND DIGITAL SUSTAINABILITY

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.

DEGREE : American Master of Science in Fintech and Digital Sustainability»

You will receive 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 ESAM school of management: *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.*

PREREQUISITE : A four-year university degree in Business or completion of the ABS Paris prep year.



CONCENTRATION IN INFORMATION TECHNOLOGY & DATA MANAGEMENT

This concentration builds on undergraduate education and experience in IT to expand to supervisory expertise and project management. This program allows students to assume various operational managerial responsibilities according to the size of the company, the level, and the hierarchical organization. Students will learn about different project management techniques for the IT and Data Management industries. Graduates will have the ability to make strategic decisions for IT departments and bring stakeholder together to meet common goals.

DEGREE: American Master of Science in Information Technology and Data Management

You will receive an American Master of Science and a French degree registered by France Compétences, a French Public Administration - "Manager en Système d'Information" in partnership and delivered by IPI (IGS Group's Information Technology school).

Titre certifié Manager en Système d'Information, enregistré au RNCP n°15065, au niveau 7 (ancien niveau I) - code NSF 326n, par arrêté du 07/04/2017, publié au J.O du 21/04/2017, éligible CPF, formation apprentissage n°16N32607 en partenariat avec l'IPI.

PREREQUISITE: A four-year university degree in Business or completion of the ABS Paris prep year.

THINK PROFESSIONAL



THE AMERICAN BUSINESS SCHOOL OF PARIS IS CAREER BUILDING

EXCITING EVENTS EACH YEAR SO THAT STUDENTS CAN MEET KEY FIGURES FROM THE PROFESSIONAL WORLD

- **Company cases** responding to the challenges posed by our partner companies on issues in the fields of Retail, Auditing, Banking, Communications & Human Resources.
- **Job dating**, our students are given the opportunity to meet and network with recruiters from multiple sectors so that they can make an initial professional contact and practice their pitch.
- **Entrepreneurship projects** for our BBA or MBA students wanting to develop their own start-ups or work in the Innovation departments at large companies.
- **IGS Group company forum** introduces our students to approximately one hundred partner companies in order to help them find an internship or their first job.
- **Corporate talks** within classes, created in order to shed light on different professions and possible career paths.
- **Conferences** on current issues and subjects, followed by networking events so that our students can build their professional networks.

A CAREER MANAGEMENT PROGRAM ADAPTED FOR YOU

During your studies, take advantage of personalized coaching to ensure success in your career goals. The American Business School of Paris helps each student envision and realize their professional plans. This program includes personality tests, personal branding and training so that you can fully impress future recruiters.

These seminars help you develop your career objectives and utilize the experience you have gained in real-world training.

Thanks to the headhunters, recruiters and coaches who organize these seminars, you get a jump-start in finding your perfect job!

FLEXIBILITY IN YOUR PROFESSIONAL ENDEAVORS

You can plan your courses around your part-time jobs or internships during the year thanks to :

- A modular academic system
- A flexible and adjustable schedules

You can also prepare for the global job market through on-the-ground training in France and abroad during vacation:

- 1/3-month internship in Summer or Winter
- 6-month internship at the end of the BBA, Bachelor in Fashion and MBA programs



**2 OUT OF 3
STUDENTS BUILT
THEIR WORK
EXPERIENCE
DURING THEIR
STUDIES**

★ COMPANY CASES OUR PARTNER COMPANIES



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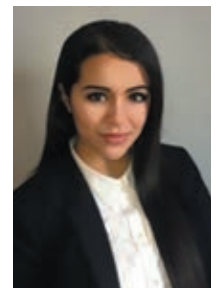
"Kaan has always dreamed of working in communication and with his brilliance and proactive nature awarded him an internship at Publicis. His good work has prompted the team to take him on as an Account Executive for some of Publicis' big clients."

KAAN,
International Marketing major



Hard-working and always paying attention to detail, it comes to no surprise that Andrea now works as an OTC Derivatives Structuring Advisor for a Luxembourg-based State Street Global Advisors, a testament to her consistent efforts in striving for excellence.

ANDREA OULAASRI,
International Finance major



THINK INTERNATIONAL



THE INTERCULTURAL MANAGEMENT SEMESTER

You can participate in a 5-month program of Business Development abroad, focusing on the leading economic poles of US-Asia .

The SMII (Semestre de Management Interculturel) offers courses, simulation games and export missions on behalf of French companies. Students will deal with real commercial and managerial situations in these strategic geographic areas.

*San Diego, Beijing,
Shanghai, Hong - Kong,
Hanoi*

NO MATTER YOUR DESTINATION,
IT STARTS WITH US

TAKE ADVANTAGE OF A RICH, MULTICULTURAL ENVIRONMENT

From day one, you will develop genuine **expertise in intercultural management**, thanks to our international student body and faculty. You will also have access to a wide-ranging global network of **potential business contacts** for your future career.

AN EXPANSIVE UNIVERSITY NETWORK

The American Business School of Paris is part of an international network of **92 partner universities in 34 different countries, with more than 30 partners in the USA alone**. The diversity of our

partners is an integral part of our global vision regarding business and human exchange. Our students have the opportunity to benefit from our network in many ways, including:

- A semester or an academic year **abroad**,
- **Dual degree partnerships** with selected universities,
- Contact with **over 300 foreign students** from our partner universities who come and study at The American Business School of Paris each year, as well as many visiting professors who teach for an academic year or during the Summer Program.

PARTNER SCHOOLS AND UNIVERSITIES

AFRICA & MIDDLE-EAST

Algeria

INCG Setif Business School

Egypt

Brilliance Business School

United Arab Emirates

Amity University Dubai

Kenya

United States International University Nairobi

Lebanon

Lebanese American University Beyrouth

Notre Dame University Louaizeh

Morocco

IHEM (International Institute for Higher Education in Morocco) Rabat

ISMAGI (Institut Supérieur de Management, d'Administration et de Génie Informatique) Rabat

NORTH & CENTRAL AMERICA

Canada

Bishop's University Sherbrooke

Concordia University Montréal

McGill University Montréal

Selkirk College Selkirk

United-States of America

Baldwin Wallace University Berea Ohio

California Lutheran University Thousand Oaks California

Chesnut Hill College Philadelphie Pennsylvanie

College of William & Mary Williamsburg Virginie

Concordia University Irvine Californie

Emory University Atlanta Géorgie

Fashion Institute of Technology State University of New York Manhattan New York

Felician University, Rutherford New Jersey

Florida Atlantic University Boca Raton Floride

Georgia College & State University Milledgeville Géorgie

LIM College New York New York

Loyola University Maryland Baltimore Maryland

Marymount University Arlington Virginie

Mercy College Dobbs Ferry New York

Mercyhurst University Érié Pennsylvanie

Millersville University Millersville Pennsylvanie

Pace University New York New York

Rider University Lawrence Lawrenceville New Jersey

Robert Morris University Pittsburgh Pennsylvanie

San Francisco State University San Francisco Californie

Temple University Philadelphie Pennsylvanie

The College of New Jersey Ewing Township New Jersey

University of Mary Washington Fredericksburg Virginie

University of South Carolina Columbia Caroline du Sud

University of South Carolina Upstate

Spartanburg Caroline du Sud

University of Texas El Paso Texas

Washington College Chestertown Maryland

Whittier College Whittier Californie

Diablo Valley College Californie

US Community Colleges

College of Lake County Grayslake Illinois

College of Southern Maryland Edmonds

Community College Lynnwood Washington

Delaware County Community College Media Pennsylvania

Harper College Palatine Illinois

South Puget Sound Community College

Olympia Washington

SOUTH AMERICA

Argentina

Universidad de Belgrano Buenos Aires

Brazil

Fundaçao Armando Alvares Penteado São Paulo

Chili

Universidad Finis Terrae Santiago

Colombia

Universidad de la Salle Bogota

Mexico

Escuela Bancaria y Comercial Toluca

Universidad Anahuac Huixquilucan

Universidad Iberoamericana Mexico City

Universidad La Salle Mexico City

Uruguay

Universidad de Montevideo Montevideo

ASIA

China

Tongji University Shanghai

Sichuan International Studies University Chongqing

Jiangsu Normal University Jiangsu

India

Alliance University Bangalore

IILM University Jharkhand

IIM Sambalpur

JIMS University Dehli

O.P.Jindal Global University

University of Petroleum and Energy Studies

Dehradun Uttarakhand

Sri Lanka

CISC School of Design and Management

Korea

Kookmin University Séoul

Soonchunhyang University Asan

Thailand

Mahidol University International College

Nakhon Pathom

Vietnam

Hoa Sen University Ho-Chi-Minh-Ville

EUROPE

Albania

European University of Tirana (EUT) Tirana

Austria

FH Joanneum Graz

Belgium

Artevelde Hogeschool Gent

EPHEC Bruxelles

Haute Ecole Libre Mosane (HELMO) Liège

Thomas More University Mechelen

Bosnia-Herzegovina

International University of Sarajevo (IUS)

Sarajevo

Croatia

Baltazar Zapresic University of Applied Sciences (BAK) Zapresic

Rochester Institute of Technology (RIT)

Dubrovnik et Zagreb

Czech Republic

University of Economics and Business Prague

England

South Bank University London

Finland

Jyväskylä University of Applied Sciences Jyväskylä

Georgia

Ilia State University (ISU) Tbilisi

Germany

Accadis Hochschule Bad Homburg vor der Höhe

Cologne Business School Cologne

FH Münster - University of Applied Sciences (MSB) Münster

International School of Management

Karlsruhochschule International University Karlsruhe

Italy

Universita Cattolica del Sacro Cuore Milan

Universita degli Studi Internazionali di Roma (UNINT) Roma

Ireland

Dublin Business School Dublin

International School of Business Dublin

Munster Technological University (MTU) Cork

University of Limerick Limerick

Lithuania

International School of Law & Business Vilnius

Vilnius University_Kaunas Faculty Vilnius

Netherlands

Avans University Bréda

Hanze University of Applied Sciences Groningen

Fontys University of Applied Sciences Eindhoven

Hogeschool Rotterdam, Rotterdam

Poland

Collegium Da Vinci

University of Wroclaw Wroclaw

Wyzsza Szkola Biznesu – National Louis

University Nowy Sacz

Russia

Ural Federal University_Graduate School of Economics & Management (URFU)

Ekaterinburg

RANEPA University Moscow

Russian Presidential Academy of National Economy Moscow

Saint Petersburg State University (UNECON) St Petersburg

Slovakia

Comenius University Bratislava

Spain

Cesine Centro Universitario (CESINE), Santander

Universidad Catolica San Antonio De Murcia (UCAM) Murcia

Universidad Francisco de Vitoria Madrid

Universidad de Navarra - Instituto Superior de Secretariado y Administracion (UNAV ISSA)

Pamplona

Switzerland

SAWI - Swiss Marketing HUB & School

OCEANIA

Australia

University of Wollongong Wollongong

THINK SUCCESS



WITH THE AMERICAN BUSINESS SCHOOL
OF PARIS, GET CONNECTED
TO A WORLDWIDE BUSINESS COMMUNITY

FIND WORK IN NEW AND EMERGING BUSINESS SECTORS WORLDWIDE

Today, **2,500** graduates of The American Business School of Paris are working in a vast array of business sectors, including marketing, sales, finance and international trade. Our alumni work in dynamic emerging economic fields such as E-commerce, the Luxury Industry, Hospitality Management, Banking, Publishing, etc. in 35 different countries.

FROM ALL OVER THE WORLD A NETWORK OF ALUMNI

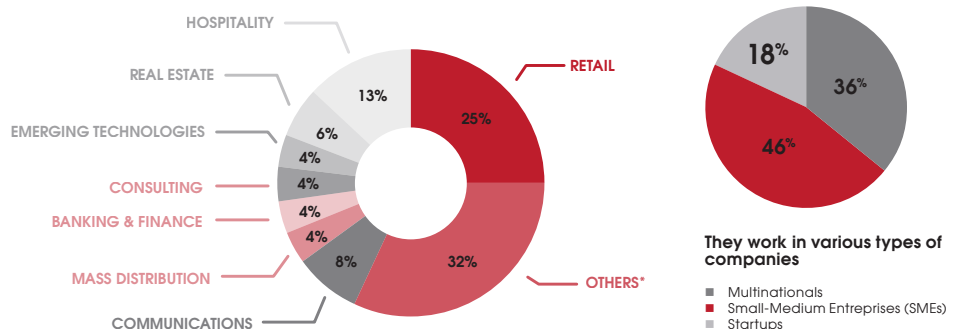
When you study at The American Business School of Paris, you become part of a 50,000 member worldwide network of alumni. You can connect with alumni from different schools in the IGS Group and take advantage of all of the group's support services.

The Corporate Relations Department of IGS is a bridge between students and the company, and helps to place both trainees and graduates. Above all, you will be connected to an incredible network for career advancement!



JOIN THE AMERICAN BUSINESS SCHOOL OF PARIS AND BE PART OF THE IGS GROUP COMMUNITY WITH ITS NETWORK OF 74,000 ALUMNI AND 9,000 PARTNER COMPANIES

EXAMPLES OF POSITIONS HELD BY OUR ALUMNI CLASSES*



*Source : ABSParis 2016 certification (2011 to 2015 Alumni)



COMMUNICATION MARKETING

Marketing and Special Events
Administrator

Marketing and
Communications Manager

Product Manager

Brand Performance Manager

E-Commerce Manager

INTERNATIONAL BUSINESS

Account Manager

Business Development
Manager

Account Executive

Import-Export Manager

Asia Pacific Market Analyst

FINANCE ACCOUNTING MANAGEMENT

Portfolio Manager

Financial Operations Associate

Management Controller

Management Accountant

Financial Reporting Services Officer

Financial Analyst

Auditor

OTHERS

Buyers

Human Resources
Management

Head of Production (Press)

THINK NETWORK



THE AMERICAN
BUSINESS SCHOOL
OF PARIS, THE
HUB FOR YOUR
INTERNATIONAL
CAREER

Join an international
network of 70,000 Alumni
of the IGS Group

WITH THE AMERICAN BUSINESS SCHOOL OF
PARIS, YOUR CAREER HAS NO BOUNDARIES

ABS PARIS GRADUATES ARE WORLDWIDE

Yacine from Morocco

Corporate banking, SOCIETE GENERALE,
Morocco

Constantine from Greece

Head of Partnerships, RED PULSE, China

Merel from The Netherlands

Client Account Associate, PWC,
The Netherlands

Emelie from Sweden

Business Performance Manager, ZURICH
FINANCIAL SERVICES, Switzerland

Jean-Antoine Bruno from Senegal West Africa

Trade Marketing Lead, PFIZER, Senegal

Camille from France

Partner Service Development Manager, CISCO
SYSTEMS, France

Jill from Germany

Assistant Manager Clinique Global Treatment
Product Development,
ESTEE LAUDER, USA

Romero from France

Digital Campaign Manager,
COHORT DIGITAL, Australia

Kenzie from the US

Communications & Marketing Manager,
MANSOUR GROUP & MAN CAPITAL, London

...and you can find many more profiles
on LinkedIn!



THE AMERICAN BUSINESS
SCHOOL OF PARIS





EDOUARD

-
-
- Business Planning Associate, FISTBORN*
- New-York*



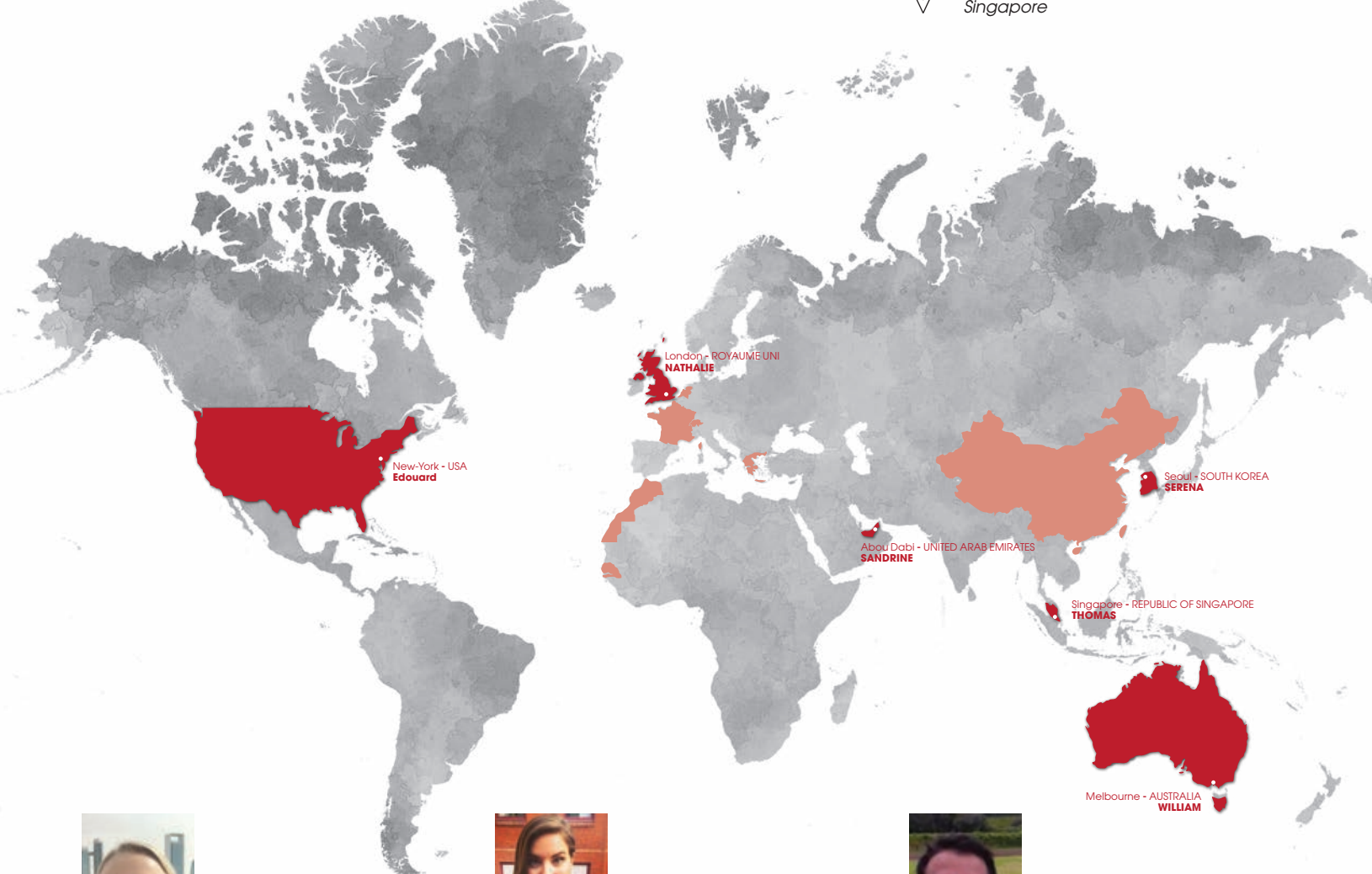
SERENA

-
-
- Quality of service & Marketing Assistant, BLUEBELL KOREA*
- Seoul*



THOMAS

-
-
- Practices Department, ICC INTERNATIONAL CHAMBRE OF COMMERCE*
- Singapore*



SANDRINE

-
-
- Freelance, launching an accessories online store*
- Abu Dhabi*



NATHALIE

-
-
- Settlement Analyst, BLACKHAWK NETWORK*
- London*



WILLIAM

-
-
- Account Manager, VRANKEN-POMMERY*
- Melbourne*

THINK COMMUNITY



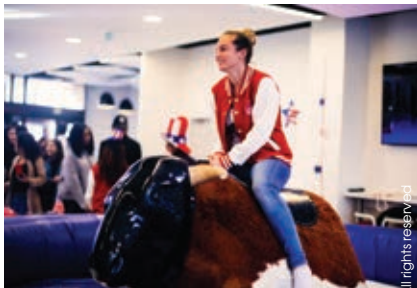
CHARITY, ARTS, MUSIC...

CONTINUE TO CULTIVATE YOUR PASSIONS!

FLEXIBILITY FOR ACTIVITIES

Whatever your interests are, The American Business School of Paris encourages involvement in extracurricular activities by helping you organize and manage your course load, so that you can continue to do what you love.

Thanks to our flexible system, you can plan your courses to suit your lifestyle!



GET INVOLVED WITH THE IGS STUDENT COUNCIL

Outside your studies, you can also get involved in many enriching experiences while acquiring invaluable skills in leadership and organization by working with our Student Council. This organization helps coordinate social and cultural events throughout the school year, and is your in-house network for IGS school activities such as:

- Integration day
- Theme parties: Thanksgiving, Halloween
- Weekend trips to cultural and exciting destinations: Venice, Berlin, Barcelona...
- Skiing Trips.

BECOME AN AMBASSADOR OF ABSPARIS BY JOINING THE COMMUNICATION TEAM

As a member of the Communication Team, you will be promoting the school by presenting our institution to students during various events and helping them in their search for the best university. You will benefit from a great selling experience and training that will help you accomplish your professional goals in your business career.

THE COUNCIL OF INTERNA- TIONAL STUDIES, HELPING TO MAKE PARIS YOUR HOME

We want you to make the most of your time in Paris, which is why the CIS is here to ensure your study abroad is enjoyable, exciting as well as hassle-free. The CIS also puts students in touch with one other, whether they are arriving to study in Paris for the first time or heading off to study abroad. In addition, the CIS organizes museum visits, excursions and even American-style themed events for Thanksgiving, Valentine's Day or the Super Bowl in order to make sure your Parisian life is rich, varied and fun!

**THE AMERICAN BUSINESS
SCHOOL OF PARIS IS
THE IDEAL SCHOOL FOR
COMBINING STUDIES WITH
YOUR INTERESTS
& HOBBIES, WHETHER THAT
MAY BE SPORTS, MUSIC
OR SOMETHING ELSE
ENTIRELY!**



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★
 ADAPT
 YOUR
 STUDIES TO
 YOUR LIFESTYLE!



THINK SPORT

CONTINUE TO CULTIVATE YOUR PASSIONS!

Find our teams
on Youtube
IGS Interschool
Trophy Day



SPORTS ACADEMY

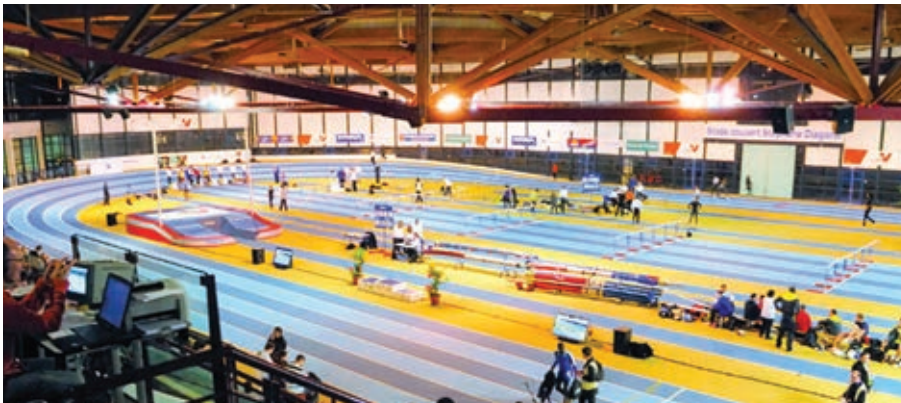
In partnership with CDFAS, the American Business School of Paris offers young soccer players the opportunity to pursue their passion and acquire expertise thanks to an education in international business in the American BBA program (Bachelor of Business Administration).

The American modular system makes it possible to take classes during the week, have daily practice sessions and participate in the French "grandes écoles" university championship.

Sports are an essential part of The American Business School of Paris's educational philosophy. Participation is mandatory during your first year of studies and athletic facilities are available throughout your academic career.

Join a team with other IGS students and choose from a wide variety of sports such as:

- Basketball (Champion of France in 2016)
- Championnat des Grandes Écoles, (Vice-Champion in 2018)
- Soccer
- Volleyball (men's and women's leagues)
- Track and Field
- Tennis
- Horse riding
- Swimming
- Karate





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In addition to our educational campus in the heart of Paris, the IGS Group also offers to its students an athletic complex in Ermont-Eaubonne (25 minutes from Paris) in partnership with CDFAS (Departmental Center for Athletic Training and Events)

First-class athletic equipment, fields and courts for basketball, football, volleyball, tennis, track and field, gymnastics, etc. are all available for our students.



#THINK CHAMPIONSHIP

TOP 3 IN COLLEGE BASKETBALL CHAMPIONSHIPS FOR THE PAST 5 YEARS

- 2018: Vice-Champion of France
- 2017: Grand Champion, Ivy League Schools, Paris
- 2017: 3rd place Champion, Ivy League Schools, Rennes
- 2016: Grand Champion, Ivy League Schools, Paris area
- 2016: Grand Champion, Ivy League Schools, Grenoble
- 2015: 3rd place Champion, Ivy League Schools, Lyon
- 2014: 2nd place Champion, Ivy League Schools, Paris area
- 2014: 3rd place Champion, Ivy League Schools, Lyon
- 2013: 3rd place Champion, Ivy League Schools, Paris area
- 2012: Grand Champion - Grandes Ecoles (Ivy League) schools, Paris area
- 2012: Quarter Finals, French University Championship

"By enrolling at The American Business School of Paris, I made the choice to give sports an important place in my life as a student and future professional. The School gave me a scholarship so I can more easily stay focused on classes while playing Basketball on the school team. I love the idea that sports are promoted at The American Business School of Paris, as they are in other countries, which consider it important for everyone to develop both mental and physical consistency."

SOMALIA BARRO
MBA, Entrepreneurship & International Business Development





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

THINK PARIS

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!



ADD SOME
MAGIC TO
YOUR STUDIES

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 PARISIEN...

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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THINK INNOVATION



NEW MINOR IN THE BBA PROGRAM OLYMPIC GAMES & CROSS-CULTURAL MANAGEMENT

4 classes over 4 semesters = 12 credits
Sport Branding and the Olympic Games
Law & Ethics in the Olympic Games
The economic impact of the Olympic Games
Logistics & Management of the Olympic Games

They have already been working together for some time and you have heard, informally, that their performance under their previous leader was not optimal.

A series of conflict situations are to be resolved:

- 1 What awaits?
- 2 **a** Your own Agenda
b A few do all the talking
- 3 **a** The trouble with people like them
b Time to socialize
- 4 Your team wins a new project!
- 5 What does the client want?
- 6 **a** Just labelling us
b A difficult woman?
- 7 What should I say?
- 8 Delivery time!

Based on Bennett's developmental model of Intercultural Competence, scoring feedback and feedback for each scenario are provided to guide each student through his/her own path - from denying cultural differences, to having a defensive behavior, minimizing differences and falling into ethnocentrism, to acknowledging and accepting cultural differences, to adapting your behavior to move into ethno-relativism, and to work effectively with people from all over the world.

BIG DATA

What is "big data": Big Data refers to the use of predictive analytics, artificial intelligence, or a large amounts of data that are used to determine an outcome.

WHO

students in 10 different classes across 4 academic years

WHAT

produce something tangible with BIG DATA

WHY

hands-on experience developing the statistics and headlines

WHERE -

Fall 2018 - COMP120, ENGL212, MATH210, MGMT310, ECON450 and in Spring 2019 - PHIL290, DSCI310, MKTG385, FINC450, BUSI410

HOW

one in-class assignment per semester per subject, each class develops one building block that goes into the final output

**BIG
DATA
PROJECT**



SERIOUS GAMES : MANAGING INTERCULTURAL DIFFERENCES, AN ACTIVITY DESIGNED FOR ABS PARIS STUDENTS

©CYNTHIA EID & CASSIE HAGUE

The story is as follows:

You work in a multinational company and you have been given a new assignment by your boss.

You have been asked to lead an inter-cultural team with members from all over the world, including France, the USA, the Republic of Ivory Coast, Greece, China, Saudi Arabia, India, and others.

The team is based in Paris and is working to attract both French and International clients.



#THINKRANKING LE MOCI'S RANKING



Le Moci (ou Moniteur du Commerce International), créé en 1883 et édité par la SEDEC est le **magazine professionnel** le plus ancien et le plus influent dédié au **commerce international**. Le Moci, revue mensuelle indépendante, décrypte les tendances du commerce extérieur afin de proposer des dossiers détaillés fournissant analyses, clés et solutions en terme de **gestion du développement international et commercial**. S'adressant à un public de **professionnels** pour les aider à anticiper l'évolution de leur environnement économique et à orienter leur réflexion stratégique, le Moci est le **média de référence** en matière d'**information économique européenne et mondiale** concernant les échanges mondiaux et les entreprises qui les opèrent.

EN 2022, PLUSIEURS PROGRAMMES DE L'AMERICAN BUSINESS SCHOOL OF PARIS SE RETROUVENT AU PODIUM DU CLASSEMENT DU MOCI, AVEC EN TÊTE LE PROGRAMME PHARE BBA QUI SE RETROUVE AU TOP 3 DES MEILLEURS BBA DE FRANCE.



LE MOCI A CLASSÉ LE PROGRAMME DE BBA DE L'ABSPARIS AU TOP 3 DE SON PALMARÈS DES MEILLEURS BBA DES ÉCOLES DE COMMERCE EN FRANCE EN 2022.





HEP
EDUCATION

UNVEIL YOUR FULL POTENTIAL WITH THE HEP EDUCATIONAL PROGRAM

Humanism, Entrepreneurship and Professionalism are three values that not only drive **The American Business School of Paris**, but are also at the heart of its pedagogy, through its unprecedented educational curriculum: the HEP program..

This program makes it possible to develop 5 essential skills in order to imagine and implement solutions that respond to major issues from our era: CREATIVITY, CRITICAL THINKING, ETHICS, COOPERATION, LEADERSHIP. Combined with one another, these 5 skills make it possible for each person to express their genuine human potential.

At the end of this program, each learner from The American Business School of Paris, will be able to:

- Demonstrate open-mindedness outside of their "professional" expertise.
- Give meaning to their actions by relying on individual and collective values.
- Develop behavioral savoir-faire in order to be an actor in professional and societal changes.
- Research and measure the positive impact of their professional projects.
- Understand the importance of human potential in order to deploy high-performing collective solutions.

The HEP educational curriculum is composed of:

- Five 20-hour units with assignments and activities focusing on societal issues and issuing ECTS* credits.
- Thematic educational workshops that make it possible to study the teachings in depth and provide learners with collective experiences.

Completing the full program will validate the acquired skills and provide additional added value for a learner's education at **The American Business School of Paris**.

*ECTS European Credit Transfer and Accumulation System



**DUAL
DEGREES,
GLOBAL
CAREERS**



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75010 PARIS - FRANCE
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www.absedu.paris



ABSPARIS



THE AMERICAN BUSINESS
SCHOOL OF PARIS



THE AMERICAN BUSINESS
SCHOOL OF PARIS



ABSPARIS_OFFICIAL

Hand'IGS
LA MISSION HANDICAP
DU GROUPE IGS

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

**Contact us
to learn more :
handigs@groupe-igs.fr**

Établissement d'enseignement supérieur technique privé