



Summer Program 1

In our Bachelor of Business Administration
of over 30 courses taught in English
May 23rd to July 2nd 2011

Summer Program 2

Choice bi-weekly modules taught in English
July 4th to July 29th 2011

 **PARIS**
SCHOOL
OF BUSINESS

www.psbedu.com

study in paris

01 An international experience

With Paris School of Business you have the opportunity to study «à la carte» during the summer in one of the oldest and most fascinating cities in the world. As a participant in one of our Summer Programs you will benefit from both courses taught by highly qualified international managers and professors as well as improve your language skills in French. All this in a truly international environment, amidst cultural treasures and the French «savoir-vivre». In our Summer Programs, academic work breaks out of the classroom into the city itself, providing an exciting and mind-expanding journey to the French art, culture, tradition and heritage.

A wide range of cultural programs and extracurricular activities supplement the academic programs, like international get-togethers, cultural and professional visits (in companies or international organizations) as well as meetings, presentations and conferences.

02 Facts and figures

Paris School of Business is a school of the Pôle ESG, which was founded in 1975. It is made up of 5 institutions which offer a wide range of undergraduate and graduate programs taught in English and in French, in the fields of Management, International Business, Finance, Accounting and Communication. ESG (École Supérieure de Gestion) is the main institution of the Network and is a member of EFMD, AACSB, FNEGE, Campusfrance and Conférence des Grandes Écoles.

Over 5,500 students, of which 20% are international, 1,500 graduates per year, over 26 000 Alumni and 400 professors with outstanding academic and professional experience. Five main campuses are located in the heart of Paris, near the major tourist attractions.

High quality and international-oriented programs: the PGSM Network has partnerships with over 3,000 companies, and exchange programs with more over 100 universities worldwide, which allow our students to be immediately operational in a global business context.



bba summer programs

Summer Program 1 / BBA Program / May 23rd to July 2nd 2011

👉 Registration Deadline: 10th May 2011

More than 30 undergraduate courses: just make your choice

Our Bachelor of Business Administration (BBA) is a 3 years program following the norms of the best Anglo-American and international business schools and accredited by the AACSB. In the first two years the program begins with core business courses (level 100 and 200), followed by a specialization in one of the three major disciplines: Marketing, Finance and Management (level 300).

The Summer Session of this program gives students the opportunity to catch up with courses they might have missed during the regular semester. Students may select up to 3 out of the 30 business courses that are offered.



Among the courses offered you will find:

- Statistics (level 100)
- Business financial management 1 (level 200)
- Accounting 1 (level 100)
- Quantitative business methods 1 (level 200)
- Marketing strategies (level 200)
- Organizational behaviour (level 200)
- Operations management (level 300)
- Financial markets (level 300)
- Strategic management (level 300)
- International finance (level 300)
- Customer relationship management (level 300)
- Consumer behaviour (level 300)
- Human resources management (level 300)

And many more...

Look at www.business-school-pgsm.com/bba-program

Each course is worth 5 ECTS credits (3 regular credits). Upon successful completion of the program you can therefore achieve a total of 15 ECTS (9 regular credits) in 7 weeks.

Participation Fees

675 € per course (minimum 2 required, up to 3 maximum).

Excluding travel and personal expenses, accommodation and daily meals, including courses, welcome session and certificate.

Summer Program 2 / Bi-weekly Modules Between July 4th and July 29th 2011

📅 **Registration Deadline: 10th June 2011**

Intensive and «à la carte» program

You still have courses to attend before the end of the summer but you also want to spend some quality time abroad, visiting one of the major international cities but you might not have enough time to do both? Why not do your studies in Paris? We offer you to spend a minimum of 2 weeks in Paris any time you like in July - a truly unique «à la carte» study experience. The courses of this program are specially designed for you if you want to get a better in-sight-view of the French Business and way of life. Courses are taught in English. Each course is offered as a bi weekly seminar, allowing you to pick and choose which weeks you want to come to Paris. The detailed program is designed as follows:

3 or 6 hours / 10 days for 2 modules from Monday to Friday (9 am to 4 pm)
 1 module is equivalent to 3 credits or 5 ECTS (2 modules minimum required)

Modules 1 and 2 / July 4 th to July 15 th (no class: July 14) 6 hours over 10 days (Monday to Friday)		Modules 3 and 4 / July 18 th to July 19 th 6 hours over 10 days (Monday to Friday)	
From 9 am to 12 noon	From 1 pm to 4 pm	From 9 am to 12 noon	From 1 pm to 4 pm
<ul style="list-style-type: none"> • Survival French • Creating & developping luxury brand • Arts as cultural diplomacy • European institutions • What is modern art? • International project management • Principle of accounting 2 	<ul style="list-style-type: none"> • Business French • Classical brand marketing • Private vs public collectors: France, UK & US • Motion picture marketing strategy • Figure and trends in art • International diplomacy • Quantitative business methods 2 	<ul style="list-style-type: none"> • Survival French • Luxury brand management • The art of interpretation & implementation in French cultural heritage • Sustainable development • Short history of modern art • International business turn around & recovery • Business financial management 2 	<ul style="list-style-type: none"> • Business French • Entrepreneurship • Symbolic meaning of prices on the (French) market for contemporary art • Business strategy • Legal aspects & copyrights • Eco efficiency & corporate governance • Investments

Program subject to change and requires a minimum enrollment of 10 students. Schedule available as from Mid-April.

Participation Fees

- 2 weeks / 2 modules
 (30h per module)
- 2 modules: 1,350 €
 - 4 modules: 2,000 €

Excluding travel and personal expenses, accommodation and daily meals, including courses, welcome session and certificate as well as company visits and excursions.



contact information

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