

# Master of Science – MSc



Postgraduate degree  
Masters level

# Where business meets creativity.

“Paris School of Business is a Grande École of Management, accredited by the main international quality agencies (AACSB, EFMD and AMBA) and recognized by the French Ministry of Higher Education and Research for its Bachelor's and Master's programmes.

Beyond these accreditations, which guarantee the quality of its programmes, the Paris School of Business is unique in at least two respects.

**Its international character:**

→ through its permanent faculty:

40% of its core faculty is international;

→ by its students: 34% of our 4,000 students are also international and 134 nationalities live together on our Paris campus;

→ through its international network: more than 150 business school partners on 5 continents enable our students to spend semesters or double degree courses at the best institutions in the world.

This international dimension offers a diversified education of management experience and guarantees the acquisition of intercultural agility skills that are highly sought after by recruiters.

This international uniqueness is combined with another specific feature: since its creation, Paris School of Business has integrated **hybrid courses into all its programmes, focusing on themes such as 'arts & culture', 'cybersecurity & management', 'technology & management', 'data management' or 'hospitality management'.**

This cross-disciplinary approach gives our students the global and multi-faceted skills that companies are looking for.

Choosing Paris School of Business means joining a high-quality school of management, recognized as the reference for international hybridization platforms in Paris.”

— Olivier Aptel, PhD,  
Managing Director  
& Dean of Paris  
School of Business



“The Master of Science offers a choice of 8 specializations, which prepare our graduates to gain a unique global perspective and see the world differently.

Studying at Paris School of Business will challenge you to work in diverse teams, discover what drives you, learn to overcome obstacles, and question

conventional thinking. By bringing together people, cultures, and innovative ideas from around the world, Paris School of Business provides an educational experience that will transform your mindset and career and allow you to see the world from a different angle.

I hope to see you soon at Paris School of Business, where business meets creativity.”

— David Kalisz, PhD,  
Dean of Expert Programs



# The school where business meets creativity

Success in the business world requires not only a solid grounding in business and management but also the ability to innovate and think creatively.

Backed by a strong network of prestigious Galileo Global Education art, design and tech schools, our students can choose from unique learning tracks during which they acquire expert skills specific to certain professions. This will enable them to aspire to strategic positions within companies, as well as developing the behavioral competences required for managing teams and tackling the complex challenges posed by today's global economy.

Our programs place great emphasis on the development of management and leadership skills, whilst encouraging

our students to unleash their creative potential and go beyond the boundaries of conventional thinking.

This unique blend is vital to succeeding in a highly competitive economic climate that is in a constant state of change.

**In our capacity as a school blending business and creativity, we commit fully to training leaders who will be both skilled in their area of expertise and able to bring new business ideas to the table.**

**Our aim:** create the conditions for our students to reach their professional objectives and flourish all through their life.



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## A multi-accredited school



## Member of



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# The Galileo Global Education Network

## Paris School of Business: member of the Galileo Global Education network

By joining Paris School of Business, students enter the Galileo Global Education network.

A group of 61 renowned schools, located in 18 countries around the world, all united around a common goal: to turn each and every student's enthusiasm into professional success. A wide range of specializations are available, including: Management, Multimedia, Web, Finance, Cinema, Human Resources, Journalism, International, Marketing, Publicity, Culture, Design, etc.

Our expertise is unique. It encourages the matching of the creative universe and the managerial one, developing innovation in every field. By joining a school that is a member of Europe's leading higher education group, students receive a high quality of education. Being part of the largest professional network in Europe gives them every chance to become a competitive player in the international job market.

By joining Galileo Global Education, students can enjoy:

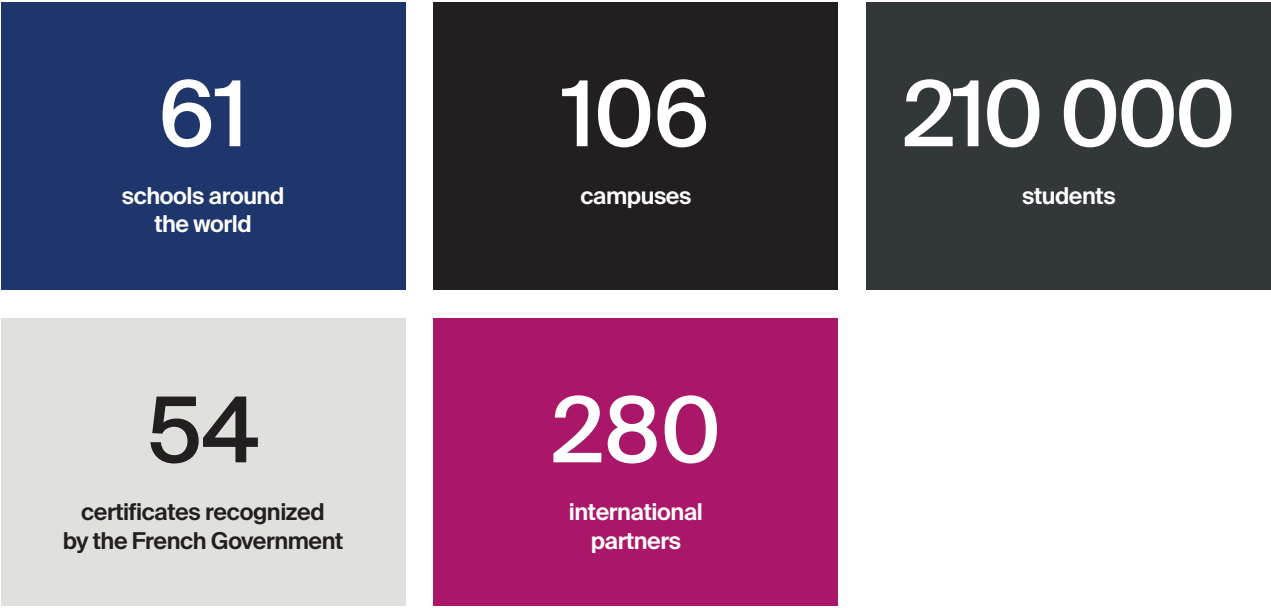
- the guarantee of the best level of pedagogical quality, highlighted by our global standing and reputation of our brands of excellence
- the largest European network of business partners and companies, ensuring that each student's training leads to successful entry into the job market
- the joint effort of our teams in guiding students along their career path
- the interdisciplinary nature of our schools. Diversity allows our students to have more options in terms of academic path and also reinforce their employability
- the international dimension of our programs. Our numerous international partnerships with prestigious schools all around the world encourage exchanges.

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### Galileo Global Education key figures





# ■ Academic life

## Modes of study

Depending on the course, students benefit from a range of dynamic learning environments. These may include **lectures, workshops, tutorials, group work, challenges, case studies, practical sessions, discussion groups, external visits and more.**

## Creative pedagogy

In addition to classic courses, students will take part in innovative and creative classes, that are closely aligned with the school's mission and values. In addition, business games and extracurricular activities are integrated into our programs.

## French language class

French classes are part of the program and represent a great opportunity to integrate in France and improve the possibilities to find a job. Most local companies require candidates to speak french.

## Career Center

Our dedicated Career Center will provide you with assistance such as CV enhancement, interview tips, and internship agreements. Job and internship offers from our business partners and alumni network are accessible.

## Extranet - Student Portal

Paris School of Business Portal provides all the information needed to stay updated and informed. It includes class schedules, learning resources, and links to a range of useful sites that will help students make their way through their academic experience.



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## The Delta, a unique campus in the heart of the 5<sup>th</sup> district of Paris

Built over the period 1883-1934, covering a surface area of 16 000m<sup>2</sup> and located on rue Claude Bernard in the heart of the 5th district of Paris, the premises were initially home to the Institut Agronomique de Paris, going on to become the famed AgroParisTech school of engineering

**3 400 students from 5 schools, all among the most prestigious from their sectors.**

Bringing together in one place five schools representing the disciplines of management (Paris School of Business), art direction and interior architecture (Penninghen), culture and the art market

(IESA A&C), animated film (Atelier de Sèvres) and dramatic arts (Cours Florent) provides a wonderful opportunity to promote multi-disciplinarity.

The campus building enables students to meet, share projects on which they are working, and access hybridized inter-school training programs.

This blending of disciplines will represent a unique asset for students once they enter the job market.

## The Paris School of Business campus

It is organized around 4 000 m<sup>2</sup> of spaces specifically dedicated to its students, with:

- |                            |   |
|----------------------------|---|
| → Student reception        | → Association area                                      |
| → 35 classrooms            | → Spaces reserved for administrative staff and teachers |
| → 190-seat lecture theater |   |
| → 2 computer rooms         |   |

**The campus will provide students with living spaces where they can work and recharge their batteries (cafés, gym, studio, Fab Lab, library, arcade terminals, etc.).**



# Life on Campus



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4000	1	10000m <sup>2</sup>
students	Bloomberg Finance Lab	coworking spaces

100	1	3
associate professors	library	coworking spaces
3D	130+	1
printers & Oculus virtual reality headsets	nationalities	incubator “Start-up innovation” to support student entrepreneurs

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# ■ Presentation of the MSc in Management

The Paris School of Business MSc, or Master of Science, is a diploma awarded by the members schools of the CGE, the Conférence des Grandes Écoles.

The MSc is aimed at French and international students with a Bachelor or Master degree. As a specialized program, the MSc offers a wide range of international career opportunities.

## Paris School of Business Masters of Science

Masters of Science programs are highly prestigious, specialized courses of excellence that guarantee their graduates employability in France and abroad. These programs have been designed to meet the needs of companies in growing sectors.

## Master of Science, an internationally-oriented course of study much in demand from recruiters

The Master of Science enables students to specialize by developing expertise in a specific field, and earn international recognition for their diploma. In fact, thanks to the English language curriculum and the familiarity of foreign institutions with the program, students can easily consider a career in the country of their choice.

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## Strengths of the MSc

### A 15 months program

Our MSc programs are short courses that enable students to specialize in a specific field of activity, alternating between theoretical and practical courses. After the 12 months of theoretical courses, students complete a mandatory 3-month internship in France or abroad.

### Diverse backgrounds

MSc programs are open to both recent graduates and professionals. Over 130 different nationalities are represented on our campus.

### Become an expert in your field

Our MSc programs enable our students to develop skills in specific fields, making them true experts. These courses enable them to move into managerial positions as soon as they graduate.

## 8 specializations fully taught in English

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“When you join the MSc in Management student community, you also become part of the alumni community. This opens up a whole international network to which you can make your own contribution. During your year at Paris School of Business, you'll experience a unique turning point in your career.”

— Françoise Passerard,  
Head of MSc Programs



# ◆ MSc in Arts & Cultural Management

Set up an exhibition, discover young talents for a gallery or manage a music festival: learn to bring your passions to life, explore your creative side and become a concrete part of the world of Art and Culture.

in partnership with

**IESA**  
arts&culture

## Overview

**Our MSc in Arts & Cultural Management provides our students with a double-degree:**

An MSc from Paris School of Business and an MBA from IESA School of Arts. The Master of Science in Arts & Cultural Management is taught in partnership with IESA, a leading institution in the field of Arts management in Europe. Students will also take advantage of the vibrant cultural scene in Paris and in Europe.

## Career opportunities\*

**Our goal is to provide you with the management and strategic thinking skills** needed to succeed in this constantly evolving field. Only this way, you will be able to supply the need for creative leaders in artistic agencies, culture networks, etc. Potential career opportunities include:

<b>01</b> Artistic Director	<b>04</b> Exhibition Curator
<b>02</b> Art Expert	<b>05</b> Event Manager
<b>03</b> Artist Management	

## Key points

→ Full immersion into the art and culture industry through multiple business study tours and partnership with IESA School of Arts	→ Paris, one of the top arts and cultural capitals of the world
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## Knowledge acquisition

The program provides a unique space for arts and culture enthusiasts to develop the business knowledge and skills needed to lead arts and culture organizations effectively and responsibly. In this multidisciplinary approach, students develop skills across many sectors including fundraising and financial strategy, events management, staffing, and creative marketing.

Gaining first-hand experience is a key component of the MSc program, and thanks to the school's prime location in Paris, the city becomes your classroom!

You will also participate in multiple business activities and company visits in other EU cities in order to gain in-depth knowledge of the European arts and cultural markets.

You will experience total immersion into the arts and cultural industries thanks to business activities, learn first-hand from experts and industry leaders during company visits and expand your professional network.



\* The list of career opportunities is non-exhaustive.

## Program

### Core Modules

- |  |   |
|--|---|
| <b>01</b> Capstone Methodology             | <b>08</b> Research Methodology Quantitative |
| <b>02</b> Global Leadership and Management | <b>09</b> Research Methodology Qualitative  |
| <b>03</b> International Business Strategy  | <b>10</b> Business Game                     |
| <b>04</b> International Economics          | <b>11</b> Business Tour                     |
| <b>05</b> International Finance            | <b>12</b> Career Management                 |
| <b>06</b> International Marketing          | <b>13</b> French Language Module            |
| <b>07</b> International Law and Business   | <b>14</b> Innovation Challenge              |

### MSc 120 ECTS Additional Courses

- |   |                                       |
|---|---------------------------------------|
| <b>01</b> Blue Ocean Strategy: Beyond Competing | <b>04</b> Marketing Analytics         |
| <b>02</b> Corporate Branding & HR Marketing     | <b>05</b> Market entry Strategies     |
| <b>03</b> Innovation and Design Thinking        | <b>06</b> Project & Change Management |

### Specialization Courses\*

- |   |  |
|---|--|
| <b>01</b> Commenting on artworks/Metaverse                        | <b>07</b> Financing Cultural projects & Cultural Economics     |
| <b>02</b> Contemporary Art History                                | <b>08</b> Intellectual Property Law                            |
| <b>03</b> Corporate Social Responsibility and Cultural Management | <b>09</b> Mounting/Curating Exhibitions                        |
| <b>04</b> Critical Analysis of the Media                          | <b>10</b> Museum, Art & Heritage: Preservation: Law and Policy |
| <b>05</b> Cultural Entrepreneurship                               |  |
| <b>06</b> Economics of the Art Market and Data Analytics          |  |

### A 3-months mandatory internship

*\*Specialisation modules are non-exhaustive and may be subject to minor changes.*

<b>Duration</b> 15 months	<b>Study mode</b> Full-time
<b>Total ECTS</b> 90/120	<b>Intakes</b> Fall (October) Spring (February)
	<b>Teaching Language</b> English

“This program is designed to provide students with a critical understanding of cultural strategies and the leadership skills to excel in the Arts industry.”

— Carolina Ariza  
Head of the MSc Arts & Cultural Management



# ◆ MSc in Hospitality Management

Become the head of an international tourism organization, market the airline business or manage a hotel: bring your passions to life, put your expertise into practise and become a genuine member of the Hospitality industry.

## Overview

Within the ever-changing industry of memory and experiences creation, the MSc in Hospitality Management is designed for students targeting leadership roles in these sectors. Equipped with management skills and specialized industry knowledge, this course allows students to explore alternative management approaches that will influence the tourism and hospitality industry on an international scale.

## Career opportunities\*

By mastering the specific features of the Hospitality industry, you will fully understand the strategic decisions a hospitality manager may face. You can expect to begin a career anywhere in the world. Graduates may move into management positions in a wide selection of fields including:

- |                                  |                                |
|----------------------------------|--------------------------------|
| 01 Airlines & cruises management | 04 Hotels & resorts management |
| 02 Events organization           | 05 Tourism marketing           |
| 03 Government tourism bodies     |                                |

## Knowledge acquisition

Taught by academics with industry backgrounds and experience, this MSc provides a comprehensive study of tourism and hospitality management from both theoretical and real world perspectives. Emphasis is placed upon crucial skills for the sector: leadership, analytical, and organizational. Playing the role of tourism capital of the world, Paris is the ideal place to learn from industry leaders and see the necessary firsthand skills to move into leadership positions. In addition to the core units, students benefit from elective courses to develop their global managerial and strategic skills.

## Key points

- Dedicated mentors and networking from the industry
- Paris, leading capital for best practices in hospitality and tourism industry



\* The list of career opportunities is non-exhaustive.

## Program

### Core Modules

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 01 Capstone Methodology             | 08 Research Methodology Quantitative |
| 02 Global Leadership and Management | 09 Research Methodology Qualitative  |
| 03 International Business Strategy  | 10 Business Game                     |
| 04 International Economics          | 11 Business Tour                     |
| 05 International Finance            | 12 Career Management                 |
| 17 06 International Marketing       | 13 French Language Module            |
| 07 International Law and Business   | 14 Innovation Challenge              |

### MSc 120 ECTS Additional Courses

- |  |                                |
|--|--------------------------------|
| 01 Blue Ocean Strategy: Beyond Competing | 04 Marketing Analytics         |
| 02 Corporate Branding & HR Marketing     | 05 Market entry Strategies     |
| 03 Innovation and Design Thinking        | 06 Project & Change Management |

Duration  
15 months

Total ECTS  
90/120

Study mode  
Full-time

Intakes  
Fall (October)  
Spring (February)

Teaching Language

### Specialization Courses\*

- |   |   |
|---|---|
| 01 Advanced Revenue Management and Pricing Strategies             | 06 Global Trends and Cross-cultural Management                  |
| 02 Crisis Management and Resilience in Hospitality and Tourism    | 07 Hospitality and Tourism Law and Ethics                       |
| 03 Digital Transformation in Hospitality and Tourism              | 08 Innovative Marketing and Branding in Hospitality and Tourism |
| 04 Experiential Design and Service Excellence                     | 09 Strategic Hospitality and Tourism Management                 |
| 05 Financial Management and Investment in Hospitality and Tourism | 10 Tech 4 Business-Specialized                                  |

### A 3-months mandatory internship

\*Specialisation modules are non-exhaustive and may be subject to minor changes.

“Taught by experts from the industry, the MSc provides a comprehensive study of tourism and hospitality management from both theoretical and real-world perspectives.”

— Jean-Michel Chapuis, Ph.D., HDR  
Head of the MSc Hospitality Management

# ◆ MSc in International Finance

Analyzing the financial world from multiple angles, the program focuses on your personal and professional development, helping you expand competencies like teamwork, communication, and leadership to prepare you for major opportunities in the finance job market.

## Overview

The MSc in International Finance program is designed to prepare job-ready professionals for careers in a dynamic financial environment.

Students will explore contemporary issues concerning the operation of capital markets and learn to deal with fluctuating business situations. They will learn the tools used in economics and finance to better understand the connections between financial markets, the economy, and policy in economies that are constantly changing.

## Career opportunities\*

Students will acquire the required theoretical background and equip themselves with technical skills to pursue a career in finance and related disciplines such as:

- |                          |                           |
|--------------------------|---------------------------|
| 01 Bank Risk Analysis    | 04 Financial Advice       |
| 02 Credit Risk Analysis  | 05 Financial Analysis     |
| 03 Compliance Management | 06 Financial Risk Analyst |

## Knowledge acquisition

Learn by using the dedicated financial trading room equipped with Bloomberg Professional Service that provides trusted real-time business analytics. Along with the knowledge of financial market theories, students will learn how to effectively use this data to make better investment decisions. An emphasis on active involvement and problem-solving skills allows students to increase their professional prospects upon graduation.

## Key points

- On-campus Bloomberg financial trading room
- FRM Certification training



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## Program

### Core Modules

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 01 Capstone Methodology             | 08 Research Methodology Quantitative |
| 02 Global Leadership and Management | 09 Research Methodology Qualitative  |
| 03 International Business Strategy  | 10 Business Game                     |
| 04 International Economics          | 11 Business Tour                     |
| 05 International Finance            | 12 Career Management                 |
| 06 International Marketing          | 13 French Language Module            |
| 07 International Law and Business   | 14 Innovation Challenge              |

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### MSc 120 ECTS Additional Courses

- |  |                                |
|--|--------------------------------|
| 01 Blue Ocean Strategy: Beyond Competing | 04 Marketing Analytics         |
| 02 Corporate Branding & HR Marketing     | 05 Market entry Strategies     |
| 03 Innovation and Design Thinking        | 06 Project & Change Management |

### Specialization Courses\*

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| 01 Banking and Fund Management     | 06 Fixed Income Investments         |
| 02 Corporate Finance               | 07 Portfolio Management             |
| 03 Derivatives and Commodities     | 08 Quantitative Methods for Finance |
| 04 Equity Investment and Valuation | 09 Risk Measurement                 |
| 05 Financial Markets               | 10 Tech 4 Business - Specialized    |

### A 3-months mandatory internship

*\*Specialisation modules are non-exhaustive and may be subject to minor changes.*

Duration  
15 months

Total ECTS  
90/120

Study mode  
Full-time

Intakes  
Fall (October)  
Spring (February)

Teaching Language  
English

“Students will explore contemporary issues concerning the operation of capital markets and learn to deal with fluctuating business situations.”

– Nima Fazeli, Ph.D.  
Head of the MSc International Finance

\* The list of career opportunities is non-exhaustive.



# ◆ MSc in International Management & Global Leadership

This program allows students to gain hands-on experience by taking part in entrepreneurial projects and real case studies.

## Overview

This MSc offers a mix between international business management networks and real exposure to the corporate world.

The MSc in International Management & Global Leadership program allows students to work on international projects with team members worldwide and gain hands-on experience in the field by working on real-life case studies. This learning environment is incredibly beneficial for students as it enables them to gain unique perspectives from different cultures, develop valuable problem-solving skills, and build relationships with peers worldwide.

## Knowledge acquisition

Acquire the knowledge needed to effectively manage a business in an international market, with consideration for local cultures, trends, politics, and societal standards. Throughout the year, extracurricular activities allow students to gain insights and experience connected with business and management practices.

## Key points

- Strong student diversity
- Broad career prospects
- Learning practical knowledge and skills

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## Career opportunities\*

Graduates will be equipped with the tools to work in various international organizations, such as large corporations, multinational companies, government agencies, or not-for-profits. Typical business sectors include:

- |                               |                                      |
|-------------------------------|--------------------------------------|
| 01 Foreign Market Development | 04 International Strategy Management |
| 02 Import & Export Management | 05 Marketing Consultancy             |
| 03 International Management   |                                      |



\* The list of career opportunities is non-exhaustive.

## Program

### Core Modules

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 01 Capstone Methodology             | 08 Research Methodology Quantitative |
| 02 Global Leadership and Management | 09 Research Methodology Qualitative  |
| 03 International Business Strategy  | 10 Business Game                     |
| 04 International Economics          | 11 Business Tour                     |
| 05 International Finance            | 12 Career Management                 |
| 06 International Marketing          | 13 French Language Module            |
| 07 International Law and Business   | 14 Innovation Challenge              |

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### Specialization Courses\*

- |   |                                       |
|---|---------------------------------------|
| 01 Blue Ocean Strategy & Market Creation      | 06 International Trade and Investment |
| 02 Business Model Design & Project Management | 07 Leading People and Teams           |
| 03 Corporate Governance in a Global Context   | 08 Megatrends & Understanding Future  |
| 04 Ethical and responsible leadership         | 09 Risk & Crisis Management           |
| 05 International Business and Technology      | 10 Tech 4 Business-Specialized        |

### A 3-months mandatory internship

### MSc 120 ECTS Additional Courses

- |  |                                |
|--|--------------------------------|
| 01 Blue Ocean Strategy: Beyond Competing | 04 Marketing Analytics         |
| 02 Corporate Branding & HR Marketing     | 05 Market entry Strategies     |
| 03 Innovation and Design Thinking        | 06 Project & Change Management |

\*Specialisation modules are non-exhaustive and may be subject to minor changes.

Duration  
15 months

Total ECTS  
90/120

Study mode  
Full-time

Intakes  
Fall (October)  
Spring (February)

Teaching Language  
English

"The knowledge of other cultures is crucial to become a successful international business leader."

— Ekaterina Besson, PhD  
Head of the MSc International Management & Global Leadership

# ◆ MSc in Marketing Analytics & Data Intelligence

Become a data-savvy marketing professional, leading companies in this new era of marketing. Learn how to develop deeper customer insights, and translate data to strategy quickly and effectively.

## Overview

The MSc in Marketing Analytics & Data Intelligence is designed to give students the practical skills for analyzing consumer data to make successful marketing decisions.

With an ever-rising volume of consumer information available, understanding how to analyze and interpret data is an increasingly vital skill. Graduates will understand how to forecast and influence business decisions using insights provided by modelling, analyzing techniques and consumer information.

## Knowledge acquisition

Gain the knowledge and skills necessary to extract relevant insights from data for a more predictive marketing strategy. The course examines valuable techniques used to identify, collect, manage, and understand marketing data for profitable use as well as how to turn that information into relevant and effective marketing tactics. Graduates will be able to create and implement a successful marketing strategy using innovative real-time induction models and data mining.

## Career opportunities\*

Graduates will possess the skills and knowledge to pursue a career as a consumer and market expert who drives innovation product, marketing, and strategy decisions. These positions are desirable in a number of industries, allowing graduates to utilize their marketing expertise in a field of their choice. The business sectors may include:

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| 01 Advertising account management   | 05 Insights & experience management |
| 02 Brand management                 | 06 Marketing data science           |
| 03 Customer relationship management | 07 Market research analysis         |
| 04 Digital marketing management     |                                     |

## Key points

- |   |  |
|---|--|
| → Innovative fields of study                                | → Business Trip: A study trip abroad is organized during the academic year. Students need to arrange their visa accordingly. |
| → Mastering data and marketing to set disruptive strategies |  |



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## Program

### Core Modules

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 01 Capstone Methodology              | 08 Research Methodology Quantitative |
| 02 Global Leadership and Management  | 09 Research Methodology Qualitative  |
| 03 International Business Strategy   | 10 Business Game                     |
| 04 International Economics           | 11 Business Tour                     |
| 05 International Finance             | 12 Career Management                 |
| 06 International Marketing           | 13 French Language Module            |
| 23 07 International Law and Business | 14 Innovation Challenge              |

### Specialization Courses\*

- |  |   |
|--|---|
| 01 Crisis Management & Communication                     | 06 Data Visualisation /Tableau                |
| 02 Data Analytics for Marketing in Action                | 07 Digital Communication Analytics & Power BI |
| 03 Data Analytics Programming & Exploring with SQL       | 08 Machine Learning & Predictive Modeling     |
| 04 Data Analytics Programming & Exploring with Python    | 09 Strategic & Operational Marketing          |
| 05 Data Management with Business Ethics & Sustainability | 10 Tech 4 Business -Specialized               |

### MSc 120 ECTS Additional Courses

- |  |                                |
|--|--------------------------------|
| 01 Blue Ocean Strategy: Beyond Competing | 04 Marketing Analytics         |
| 02 Corporate Branding & HR Marketing     | 05 Market entry Strategies     |
| 03 Innovation and Design Thinking        | 06 Project & Change Management |

\*Specialisation modules are non-exhaustive and may be subject to minor changes.

### A 3-months mandatory internship

- |                       |  |
|-----------------------|--|
| Duration<br>15 months | Study mode<br>Full-time                        |
| Total ECTS<br>90/120  | Intakes<br>Fall (October)<br>Spring (February) |
|                       | Teaching Language<br>English                   |

“Learn how to identify, collect, manage, and understand marketing data for profitable use as well as how to turn that information into relevant and effective marketing tactics.”

— Jean-Marc Lehu, Ph.D., HDR  
Head of the MSc Marketing Analytics & Data Intelligence

\* The list of career opportunities is non-exhaustive.



# ◆ MSc in Luxury & Fashion Management

Gain strategic knowledge combined with exposure to the practical side from the stars of the luxury and fashion sphere in Paris.

in partnership with

**istitutomarangoni**  
enhancing talent since 1935



## Overview

Paris, one of the greatest cities in the world, offers an exceptional opportunity to develop skills and expertise. This specialization provides hands-on interaction with high quality faculty members and professionals who have practical experience in the world of luxury and fashion. Students are fully immersed in Parisian luxury factories and retailers, showrooms and runways, to maneuver confidently in an exciting and competitive global industry.

## Knowledge acquisition

Designed around a trillion dollar world of distinctive products, students learn through a combination of coursework and immersive business activities. It covers essential management knowledge required to be successful in an international market as well as industry-specific skills in fields such as fashion, art, jewellery, beauty, hospitality, and gastronomy. Students will explore the emergence of trends and their evolution across segments, all in the context of luxury branding and haute couture.

## Career opportunities\*

With an understanding of the trends and practices in luxury and fashion management, graduates will have many opportunities in the field of luxury and fashion. They will flourish in business sectors that include:

01 Brand Management	05 Press Relations Management
02 Digital Marketing	06 Retail Management & Purchasing
03 Licensing Management	07 Sales Management
04 Merchandising Management	

## Key points

→ Full immersion in the luxury industry through multiple business study tours

→ Strong links with French luxury-related companies

→ Paris, one of the fashion and luxury capitals of the world



\* The list of career opportunities is non-exhaustive.

## Program

### Core Modules

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 01 Capstone Methodology              | 08 Research Methodology Quantitative |
| 02 Global Leadership and Management  | 09 Research Methodology Qualitative  |
| 03 International Business Strategy   | 10 Business Game                     |
| 04 International Economics           | 11 Business Tour                     |
| 05 International Finance             | 12 Career Management                 |
| 06 International Marketing           | 13 French Language Module            |
| 25 07 International Law and Business | 14 Innovation Challenge              |

### Specialization Courses\*

- |   |   |
|---|---|
| 01 Advertising & Integrated Communication in Luxury                   | 06 New paradigms in Luxury Houses distribution strategies |
| 02 Business Intelligence & Strategic Marketing in the Luxury Industry | 07 Rethinking Sourcing and Purchasing strategy in Luxury  |
| 03 Clienteling, CRM and Selling techniques in Luxury                  | 08 Professional project in partnership for a luxury brand |
| 04 Key challenges facing luxury sectors                               | 08 Tech 4 Business-Specialized                            |
| 05 Luxury Visual Merchandising  | 10 The role of Legacy and Heritage in Modern Luxury       |

### MSc 120 ECTS Additional Courses

- |  |                                |
|--|--------------------------------|
| 01 Blue Ocean Strategy: Beyond Competing | 04 Marketing Analytics         |
| 02 Corporate Branding & HR Marketing     | 05 Market entry Strategies     |
| 03 Innovation and Design Thinking        | 06 Project & Change Management |

### A 3-months mandatory internship

\*Specialisation modules are non-exhaustive and may be subject to minor changes.

Duration 15 months	Study mode Full-time
Total ECTS 90/120	Intakes Fall (October) Spring (February)
	Teaching Language English

“The program places students at the intersection of luxury, fashion and business.”

— Valérie Haie  
Head of the MSc Luxury & Fashion Management

# ◆ MSc in Supply Chain Management

The MSc in Supply Chain Management is designed to provide students with a solid understanding of managing the continuous flow of goods and services.

## Overview

Increased global logistic, sourcing complexity and constant needs for digitilization all emphasize the importance of effective and sustainable supply chain management. The MSc in Supply Chain Management is designed to provide students with a solid understanding of managing the continuous flow of goods and services for competitive companies.

## Career opportunities\*

As the sector of supply chain is expanding, graduates will be able to land job opportunities in a multitude of fields in established sectors such as industry, consumer goods and services, and international trade, or in newly emerging fields. Potential business sectors include:

01	Distribution Management	Management
02	International Purchasing Procurement	05 Purchasing Consultancy
03	Logistics & planning	06 Supply Chain Management
04	Production and Inventory	07 Transportation & Warehousing

## Knowledge acquisition

Explore current and potential trends in logistics, global sourcing and operations at senior management level.

Learn to identify efficient application of technologies, processes, and leadership required by companies in order to set up more resilient supply chains. The course will examine key strategic methods of delivering greater financial worth and superior customer service by integrating suppliers into corporate quality and new development processes.

## Key points

→ Understanding new trends in Supply Chain optimisation	→ Business-related extracurricular activities/outings organized to understand the field
→ France and Paris: key strategic sourcing, logistic and Supply Chain hub in Europe	



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## Program

### Core Modules

- |    |                                  |    |                                   |
|----|----------------------------------|----|-----------------------------------|
| 01 | Capstone Methodology             | 08 | Research Methodology Quantitative |
| 02 | Global Leadership and Management | 09 | Research Methodology Qualitative  |
| 03 | International Business Strategy  | 10 | Business Game                     |
| 04 | International Economics          | 11 | Business Tour                     |
| 05 | International Finance            | 12 | Career Management                 |
| 06 | International Marketing          | 13 | French Language Module            |
| 07 | International Law and Business   | 14 | Innovation Challenge              |

### MSc 120 ECTS Additional Courses

- |    |                                       |    |                             |
|----|---------------------------------------|----|-----------------------------|
| 01 | Blue Ocean Strategy: Beyond Competing | 04 | Marketing Analytics         |
| 02 | Corporate Branding & HR Marketing     | 05 | Market entry Strategies     |
| 03 | Innovation and Design Thinking        | 06 | Project & Change Management |

### Specialization Courses\*

- |    |   |    |  |
|----|---|----|--|
| 01 | Global Supply Chain Management          | 06 | Supply Chain Analytics                       |
| 02 | Introduction to Supply Chain Management | 07 | Supply Chain Finance and Budget Optimization |
| 03 | Logistics & Transportation Management   | 08 | Supply Chain Information Systems             |
| 04 | Operations & Inventory Management       | 09 | Supply Chain Strategy                        |
| 05 | Procurement & Statagic Sourcing         | 10 | Tech 4 Business-Specialized                  |

### A 3-months mandatory internship

*\*Specialisation modules are non-exhaustive and may be subject to minor changes.*

Duration 15 months	Study mode Full-time
Total ECTS 90/120	Intakes Fall (October) Spring (February)
	Teaching Language English

“As the field is expanding, graduates will be able to get good positions in sectors such as industry, international trade, etc.”

— Zuhair Imran,  
Head of the MSc Supply Chain Management

\* The list of career opportunities is non-exhaustive.



# ◆ MSc in Sustainability & Business Development

Discover a wealth of knowledge and skills that will empower you to thrive in the ever-evolving world of international business.

## Overview

Train yourself in a comprehensive and interactive way in Sustainability & Business Development.

This program is designed to provide students with a critical understanding of best practices for efficient business development, taking sustainability issues into account. Using innovation as leverage students are plunged into a practical business environment mixing start-up and blue chip companies. This program instills leadership and management acumen and the associated competences to boost fast career development.

## Career opportunities\*

Graduates are equipped with substantial conceptual and applied Sustainability & Business Development knowledge to tackle national and international challenges. They start their managerial career in positions such as:

- |                                 |   |
|---------------------------------|---|
| 01 Export Manager               | 05 Sales & Business Development Manager |
| 02 Key Account Manager          | 06 Trade Marketing Manager              |
| 03 Marketing or Product Manager |   |
| 04 Sales Expert                 |   |

## Knowledge acquisition

Along with the knowledge of Sustainability & Business Development, students learn to master tools, concepts and decision making methodologies to create value for businesses. Based on a hands-on approach, students are immersed in the intricacies of agile tactics and strategies. Students develop skills to become efficient decision makers.

## Key points

- |   |                                 |
|---|---------------------------------|
| → Global Perspective & Market Expertise       | → Customized Career Development |
| → Practical Experience & Industry Connections |                                 |

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\* The list of career opportunities is non-exhaustive.

## Program

### Core Modules

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 01 Capstone Methodology             | 08 Research Methodology Quantitative |
| 02 Global Leadership and Management | 09 Research Methodology Qualitative  |
| 03 International Business Strategy  | 10 Business Game                     |
| 04 International Economics          | 11 Business Tour                     |
| 05 International Finance            | 12 Career Management                 |
| 06 International Marketing          | 13 French Language Module            |
| 07 International Law and Business   | 14 Innovation Challenge              |

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### MSc 120 ECTS Additional Courses

- |  |                                |
|--|--------------------------------|
| 01 Blue Ocean Strategy: Beyond Competing | 04 Marketing Analytics         |
| 02 Corporate Branding & HR Marketing     | 05 Market entry Strategies     |
| 03 Innovation and Design Thinking        | 06 Project & Change Management |

### Specialization Courses\*

- |  |                                      |
|--|--------------------------------------|
| 01 Advertising Strategy and Planning & Execution | 06 Marketing Communications          |
| 02 Circular Economy and Resource Management      | 07 Selling and International Markets |
| 03 Consumer Behavior B2B/B2C                     | 08 Strategic Brand Management        |
| 04 Digital & Start-Up Marketing                  | 09 Strategic & Operational Marketing |
| 05 International Business Development            | 10 Tech 4 Business-Specialized       |

### A 3-months mandatory internship

\*Specialisation modules are non-exhaustive and may be subject to minor changes.

Duration  
15 months

Total ECTS  
90/120

Study mode  
Full-time

Intakes  
Fall (October)  
Spring (February)

Teaching Language  
English

“Our program offers a diverse range of specialisation courses tailored to prepare you for the global marketplace.”

— Françoise Passerard  
Head of the MSc Sustainability & Business Development

# Q&A

## Is my degree recognized?

Our Master of Science Programs are AACSB and BGA accredited. It is also State certified and fully recognized by French and International companies. You might want to check the RNCP title of each program on the official website of France Compétences:  
<https://www.francecompetences.fr/>

## Do I need a student visa to study in France?

Citizens from non-European countries must apply for a student visa (VLS-TS). We invite you to check the following website for more detailed information on the visa requirements to study in France:  
<https://france-visas.gouv.fr/en/web/france-visas>

## What about administrative procedures?

Your Student Experience Officer will assist you with French administrative procedures (opening a bank account, finding accommodation, etc.).

“Student services help with identifying the root of a student’s problem and working to find a solution that surpasses their expectations using in-depth knowledge of the school services! Once registered with Paris school of Business I’ll be your first point of contact for every non-academic aspect of your student experience. You have questions about school services? You need assistance on visa, accommodation or health insurance? You want to know what to do or where to go in Paris? I’m definitely the person to reach out to.

My goal is your satisfaction.”

— Manoela Todorova  
Student Experience Officer



## Is there a Career Department?

Yes, our dedicated Career Center will provide you with assistance such as CV enhancement, interview tips, and internship agreements.

## Do I need to speak French to apply to the program?

Classes within the MSc programs are taught 100% in English (the minimum required level is B2). However, you will be following a French language Module as part of the MSc curriculum.

## Can I benefit from student health insurance in France?

Before coming to France for your studies, you need to apply for French social security by signing up via the [etudiant-etranger.ameli.fr](https://etudiant-etranger.ameli.fr) official website.



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# Paris School of Business Alumni

## The strength of the graduate network

The main aim of the association is to help develop professional and personal exchanges between members. We feel that the connection with Paris School of Business does not end upon graduating but rather evolves with time to become the bedrock of their

development all through their career. From networking and conferences to sporting events, we want all involved to meet, from the most formal settings to the most relaxed.

### Key facts

+ 20 000

alumni

30%

alumni find jobs via the school network

44

years in existence

100

job offers published per month

50

thematic, regional & international clubs

## Our aim is clear, boost the Paris School of Business Alumni network around 3 major areas:

- 01 Academic activities

02 Professional training workshops
- 03 Events providing a place for alumni to share

## Paris School of Business Career Accelerator

The Paris School of Business Career Accelerator is a unique program that brings together alumni and students to help them develop their professional projects. Depending on their objectives, students who join the Career Accelerator are directed towards one or more alumni profiles, and meetings are organized to enable them to exchange ideas. For the students, this enables them to develop their projects, and for the alumni, it expands their network for recruitment and business purposes.

“Many students often find themselves rethinking their academic path, regretting the lack of clarity in their aspirations, and wishing they had been guided towards a clearer vision of their future trajectory. Aware of this reality, and after fruitful exchanges with the school’s administration, it became clear to me the relevance of leveraging our vast alumni network for the benefit of our young talent, while cultivating a strong sense of belonging to our school among the alumni who participate in this enriching initiative.”

— Youssef El Abdi,  
Alumnus and  
Co-creator of the  
Career Accelerator





# Admissions

→ Applicants need to hold a Bachelor degree or a Master degree.

→ For Bachelor graduates, they will need to complete extra-credits (30 ECTS) via a 4-month fast-track program

You will be required to submit the following items:

01	Application form	08	TOEFL 80 / IELTS 6 / TOEIC stating a B2 level in English
02	Photograph		The English proficiency test could be waived if the candidate studied fully in English during the last 2 academic years.
03	CV		
04	Motivation letter		
05	Copy of High School diploma		
06	Copy of transcripts from the last 3 years and copy of Bachelor degree (and Master degree if applicable)	09	2 recommendation letters
07	Copy of passport or identity card	10	€100 application fee

Rolling Admission Procedure:

01	Candidates send their complete application for evaluation	03	Admission results are released within 7 to 10 business days after the interview
02	If eligible, an online interview is organized		

## Scholarships upon admission

Once admitted, students can send their request for scholarships to the School. Based on merit and financial needs, they can be granted up to €2000 scholarship.

## Contact



Mrs Echchha CHHETRY  
Admissions Manager  
for International Programs

admission@psbedu.paris  
+33 (0)1 84 60 27 04



Like to talk with us?  
Flash this code to request an appointment with our admission team!

## Tuition fees

The tuition fees of the MSc program depend on the entry level: 90 ECTS (4-year Bachelor/Master applicants) or 120 ECTS (3-year Bachelor degree holder) and the chosen specialization	
Applicants with a 4-year bachelor/ master: between €14 790 and €20 100 (90 ECTS)	Applicants with a 3-year bachelor: between €18 290 and €23 600 (120 ECTS)







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Conférence  
des Grandes Écoles

Accreditations  
AACSB – BGA



**Master  
of Science - MSc**  
Postgraduate degree  
Masters level

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