

# American Business College, Paris Graduate Programs (MBA & MSc)

## 2025 - 2026 Course Catalog



**AMERICAN  
BUSINESS COLLEGE**  
PARIS





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**American Business College, Paris (ABC)** is an undergraduate and graduate level business school affiliated with a number of American educational institutions (see the most current list of partner schools in the school brochure and on the website). The ABC programs are international in scope and are open to students from around the world who seek to add an international dimension to their business studies. Located in France's capital city, ABC has built its reputation on high academic standards as well as on the dual European and American perspective it offers to its students.

The ABC programs are comprehensive in nature and offer a varied curriculum that enables students to fulfill requirements in both business and non-business fields. At ABC, all courses are taught in English by highly qualified and experienced instructors. Based on the American pedagogical model of higher education, ABC students benefit from the quality of an American business education in a diverse, multicultural and international setting.

ABC ensures full recognition of work completed by students doing a study abroad semester(s) or an internship abroad by granting credits (ECTS or equivalent) and will include the totality of their results in a final transcript at the end of their engagement.

### **VISION STATEMENT**

ABC brings together students and its community from all over the world to create a multicultural, diverse and innovative learning environment preparing graduates to assume leadership positions and build successful careers in their home countries and abroad.

### **MISSION STATEMENT**

The mission of ABC 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.



## PROFESSIONAL DEVELOPMENT AT AMERICAN BUSINESS COLLEGE

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### **Workshops**

Each year, students are required to attend a Career Management Program (CMP) workshop that is designed as a step-by-step approach to preparing students to enter the workplace. Each step builds on the previous one and provides students with a cumulative portfolio to support them throughout their career development. From developing a CV and learning how to identify their unique skills and strengths, to further delving in self-awareness to prepare themselves to pitch themselves during networking events, to reflecting on professional pathways and goals, and networking opportunities, students are guided through a pathway of career development.

### **Corporate Talks**

Throughout the year, students are invited to participate in corporate talks, debates, panel presentations, and more. Corporate partners and business groups, such as the Franco-British Chamber of Commerce, present business issues that they currently face around marketing, finance, or international business themes such as Big Data, Diversity in Hiring Practices, Women in Finance, and more.

### **ABC Company Case Challenge (Two-Month Consulting Project)**

Each year, corporate partners are invited to present a specific challenge that they are facing to a group of students. The group, led by an ABC tutor, work on the problem over the course of two months present a recommended set of solutions back to the company. Challenges range from issues around workplace diversity, marketing to a wider customer base, understanding competitive challenges and finding creative ways to respond, and more. Student groups are motivated by the real-life questions that are brought into the classroom, and corporate partners are inspired by the creative responses received from the students.

### **Networking & Job Fairs**

Throughout the year, students are invited to thematic and global network activities and job fairs. Students have the opportunity to perfect their pitch in front of live recruiters and other professionals who have expressed an interest in recruiting well qualified students who are prepared for the workplace.

### **Work Experience**

The Career Development office maintains relationships with hundreds of companies with internship and part-time job opportunities. Students are provided with the skillset to successfully solicit for these jobs, and at the same time earn valuable hands-on work experience putting theory into practice.

### **International Professional Development**

A program specifically designed for study abroad students looking to capitalize on their exposure to a multicultural diverse student environment and the international workplaces that Paris has to offer. The program includes language courses focused on business situations and terminology, career management workshops, corporate talks, visits to industry events and companies, language and culture workshops, and unique networking opportunities.



## GRADUATE PROGRAM CURRICULA (35-40 CREDITS)

### MBA IN ENTREPRENEURSHIP & BUSINESS DEVELOPMENT (40 CREDITS)

Code	Course Title	Credits	Term
ACCT 590	Financial & Managerial Accounting	3	Fall
BLAW 511	International Business Law & Ethics	3	Fall
BUSI 455	Business Games	2	Fall
BUSI 521	Entrepreneurial Venture Management	3	Fall
FINC 611	Financial Risk Management	3	Fall
MGMT 510	Management of Innovation	3	Fall
MGMT 611	Organizational Behavior & Leadership	3	Fall
BLAW 617	Commercial Contracts & Negotiations	3	Spring
DSCI 600	Data-Driven Decision Making with R	3	Spring
MGMT 570	Strategic Planning & Change Management	3	Spring
MGMT 619	Product Development & Procurement	3	Spring
MKTG 577	Strategic Marketing & Branding	3	Spring
BUSI 570	MBA Seminar	2	Spring
BUSI 550	Internship, Report & Defense	3	Six months

### MASTER OF SCIENCE IN DIGITAL MARKETING (30 CREDITS)

Code	Course Title	Credits	Semester
COMM 541	Content Creation, Management & Promotion	3	Fall
COMM 561	Strategic Communications	3	Fall
COMP 531	Digital Strategies & Web Development	3	Fall
MGMT 550	Project Management	3	Fall
MKTG 543	Market Research & Consumer Behavior	3	Fall
BUSI 563	Corporate Social Responsibility & Sustainability	3	Spring
COMM 551	Digital Communications & Social Media	3	Spring
COMM 571	Cross Channel Marketing & Strategy	3	Spring
COMM 591 MGMT 547	Web Analytics & Optimization or Customer Experience Management	3	Spring
MKTG 577	Strategic Marketing & Branding	3	Fall



### **MASTER OF SCIENCE IN LOGISTICS & SUPPLY CHAIN MANAGEMENT (30 CREDITS)**

<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Semester</b>
ACCT 590	Financial & Managerial Accounting	3	Fall
COMM 561	Strategic Communications	3	Fall
FINC 611	Financial Risk Management	3	Fall
MGMT 510	Management of Innovation	3	Fall
MGMT 550	Project Management	3	Fall
BLAW 617	Commercial Contracts & Negotiations	3	Spring
BUSI 563	Corporate Social Responsibility & Sustainability	3	Spring
MGMT 529	Warehouse & Inventory Management	3	Spring
MGMT 548	Global Logistics & Transportation	3	Spring
MGMT 630	Operations & Supply Chain Management	3	Spring

### **MASTER OF SCIENCE IN LUXURY BRAND MANAGEMENT (33 CREDITS)**

<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Semester</b>
COMP 531	Digital Strategies & Web Development	3	Fall
FASH 530	Sustainability in Luxury Business	3	Fall
MGMT 509	Intercultural Management & Negotiation	3	Fall
MGMT 550	Project Management	3	Fall
MKTG 543	Market Research & Consumer Behavior	3	Fall
MKTG 592	Luxury Marketing & Branding	3	Fall
BUSI 567	Luxury Merchandising Planning & Control	3	Spring
COMM 571	Cross-Channel Marketing & Strategy	3	Spring
FASH 600	Luxury Brand Development & Innovation	3	Spring
MGMT 547	Customer Experience Management	3	Spring
MGMT 630	Operations & Supply Chain Management	3	Spring

### **ADDITIONAL REQUIREMENTS FOR ALL MSc PROGRAMS (5 CREDITS)**

<b>Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Semester</b>
BUSI 455	Business Games	2	Fall
BUSI 550	Internship, Report & Defense	3	Six Months



## PROFESSIONAL DEVELOPMENT REQUIREMENTS

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### **CMPR 601 – 2-week professional development seminar (January)**

Under the guidelines of the career development department, students will attend a 2-week seminar to develop their language, behavior, and professional vocabulary. Students will create a professional CV according to the ABC guidelines by exploring their strengths and weaknesses and expressing them in the eyes of a potential future employer. Students will develop their LinkedIn profile and start building their professional network, as well as a video-introduction that could be sent to advance a professional opportunity.

### **BUSI 550 – Internship, with an approved mission, business analysis and defense**

- Work experience within an industry and company that is compatible with academic goals;
- ABC may make introductions and create opportunities for networking and job search;
- Student must follow-up, interview, and be offered the position directly;
- Job description must be pre-approved by ABC before the contract begins;
- With the support of their ABC tutor, students will develop several in-depth industry, market, and company analysis papers to be presented to company tutors and ABC;
- An evaluation by the company tutor and/or manager at the end of the contract;
- Presentation of insights and learnings to ABC jury.

### **Academic Tutor for Internship**

All students will be assigned an academic tutor selected from the professorial staff at ABC with relevant knowledge and experience to support the student. Academic tutors will dedicate 6 hours over the course of 6 months to providing hands-on support and guidance to the student. Schedules and timelines will be determined between the tutor and the student. Students are expected to maintain regular contact with the Academic Tutor and send updates and interim status reports during the entire internship. The Academic Tutor will grade the report and inform the jury of the student's readiness to finalize their project and present their insights and recommendations.



## ACADEMIC CALENDAR 2025-2026

2025 FALL SEMESTER							
	M	T	W	TH	F	S	Important Dates – <b>Tuesday/Wednesday (11 in-class + 1 online sessions)</b>
SEPT	1	2	3	4	5	6	Sept 2-3: New Student Orientation
	8	9	10	11	12	13	Sept 4-5: Visiting Student Orientation (Boat Trip on Sept 5)
	15	16	17	18	19	20	Sept 11: Returning Student Welcome Event (15h30-17h30)
OCT	22	23	24	25	26	27	Sept 9: Fall Classes Begin
	29	30	1	2	3	4	Sept 15: Add/Drop Deadline (BBA & Visiting Students Only)
	6	7	8	9	10	11	Oct 15: IGENSIA New Student Integration Day (no classes) – Provisional
	13	14	15	16	17	18	Oct 18: Students must be available for makeup classes
NOV	20	21	22	23	24	25	Oct 27: Withdrawal Deadline (BBA & Visiting Students Only)
	27	28	29	30	31	1	Oct 28-30: ABC Business Games (no classes)
	3	4	5	6	7	8	Nov 1: All Saints Day
	10	11	12	13	14	15	Nov 5: HOPEN for 1st-Year Students (no classes) – Provisional
DEC	17	18	19	20	21	22	Nov 11: Veteran's Day (Armistice Day)
	24	25	26	27	28	29	Nov 29: Students must be available for makeup classes
	1	2	3	4	5	6	Dec 2: IGENSIA Journée Entreprise (no classes) – Provisional
	8	9	10	11	12	13	Dec 12: End of Fall Semester
Degree-seeking students will receive an invitation to attend a mandatory career development workshop on select Mondays							
2026 WINTER SESSION							
	M	T	W	TH	F	S	Important Dates
JAN	29	30	31	1	2	3	Jan 1: New Year's Day
	5	6	7	8	9	10	Jan 8: Winter Classes Begin
	12	13	14	15	16	17	Jan 19-23: Winter Luxury School (short-term program)
	19	20	21	22	23	24	Jan 23: End of Winter Session
The short-term Winter program (provisional dates)							
2026 SPRING SEMESTER							
	M	T	W	TH	F	S	Important Dates – <b>Thursday/Friday (11 in-class + 1 online sessions)</b>
FEB	2	3	4	5	6	7	Feb 2-3: New Student Orientation
	9	10	11	12	13	15	Feb 3-4: Visiting Student Orientation (Boat Trip on Feb 4)
	16	17	18	19	20	21	Feb 5: Spring Classes Begin; Feb 9: Company Case Launch
MAR	23	24	25	26	27	28	Feb 12: Returning Student Welcome Event (15h30-17h30)
	2	3	4	5	6	7	Feb 12: Company Case Meetings (no classes)
	9	10	11	12	13	14	Feb 13: Add/Drop Deadline (BBA & Visiting Students Only)
	16	17	18	19	20	21	Feb 28: Students must be available for makeup classes
APR	23	24	25	26	27	28	Mar 23-27: Spring Break (no classes)
	30	31	1	2	3	4	Mar 30-31: Company Case Rehearsals (no classes)
	6	7	8	9	10	11	Apr 3: Withdrawal Deadline (BBA & Visiting Students Only)
MAY	13	14	15	16	17	18	Apr 6: Easter Day (no classes)
	20	21	22	23	24	25	Apr 9: Company Case Final (no classes); Apr 16: Company Case Awards
	27	28	29	30	1	2	Apr 25: Students must be available for makeup classes
	4	5	6	7	8	9	May 1: Labor Day (no classes); May 8: Victory Day (no classes)
	11	12	13	14	15	16	May 13: End of Spring Semester; May 14-15: Ascension (no classes)
Degree-seeking students will receive an invitation to attend a mandatory career development workshop on select Mondays							
2026 SUMMER SESSION							
	M	T	W	TH	F	S	Important Dates * <b>No ADD/DROP Period in Summer Sessions *</b>
MAY	25	26	27	28	29	30	May 25: Pentecost (no classes)
JUNE	1	2	3	4	5	6	May 29: Summer Session 1 Orientation
	8	9	10	11	12	13	June 1-6: MBA Seminar
	15	16	17	18	19	20	June 1: Summer Session 1 Begins
JULY	22	23	24	25	26	27	June 5: Summer Session 2 Orientation
	29	30	1	2	3	4	June 8: Summer Session 2 Begins
	6	7	8	9	10	11	July 3: End of Summer Session 1; July 10: End of Summer Session 2





## ABC STAFF (ALPHABETICAL ORDER)

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## GRADING SCALE

The final grade in a course is a letter grade, at times followed by a + or - sign. Each letter grade has a point value, and ABC uses the following scale:

ABC Grade	ECTS Grade	ABC Grade	ECTS Grade
A	4.00	A	C
A-	3.67	B	2.00
B+	3.33	B	1.67
B	3.00	D+	1.33
B-	2.67	D	1.00
C+	2.33	D-	0.67
		F	0.00
		I	Incomplete
		W	Withdraw

The American Business School of Paris grades in the A range are excellent, in the B range good, in the C range fair, and in the C- / D range poor. Any grade **under C** is considered a failure.

Students who earn a cumulative GPA of less than 2.00 will be under probation.

Students who earn a cumulative GPA of 3.33 or higher, will be mentioned on the Dean's List.

**One teaching hour is the equivalent of 60 consecutive minutes. 3 hours are the equivalent of 180 minutes. Thus, a 36-hour course at 60 min per hour is the equivalent of a 45-hour course at 50 min per hour.**

### Percentage grades:

ABC uses the following scale to convert the grades into letter grades:

100 - 93	A	72 - 69	C-
92 - 89	A-	68 - 66	D+
88 - 86	B+	65 - 63	D
85 - 83	B	62 - 60	D-
82 - 79	B-	< 60	F
78 - 76	C+		
75 - 73	C		

### Retake classes:

Any student receiving an ABC letter grade below C in a required course will have to pay to retake that course again, regardless of his/her GPA.