

MASTER OF **BUSINESS ADMINISTRATION**





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About upGrad

upGrad is an online education provider that helps individuals develop their professional potential in the most engaging learning environment. Online education is a fundamental and much-needed disruption that will have a far-reaching impact. At upGrad, we are working towards transforming this online education wave into a tsunami! We are taking a full-stack approach to leveraging content, technology, marketing and services to our quality education at scale in partnership with universities abroad and academics to our a rigorous and industry relevant program.

Through our partnerships with universities abroad, we are building a portfolio of unique study abroad programs, which will help parents and students leverage online learning to study flexibly at an affordable cost for part of the program in India and then transfer to a foreign university campus to complete their degree abroad. These programs not only reduce costs for students and parents but also provide potential opportunities for graduates to work in destination countries through post-study work visas.

upGrad, in collaboration with Paris School of Business, France is excited to offer a one-of-a-kind, academically rigorous and industrially relevant Master of Business Administration program. Program faculty members have more than 15 years of experience. The program covers the conceptual depths of topics such as Innovation & Design Thinking, Corporate Marketing & HR Branding, Marketing Analytics, Market Entry Strategies and much more.

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Our aim is simple:

We strive to create high-impact, on-campus hands-on experiences that prepare students for meaningful and productive careers.

- **Ronnie Screwvala**

Co-Founder & Executive Chairman





About Paris School of Business

Established in 1974, the Paris School of Business is a prestigious “**triple crown**” management institute, proudly holding accreditations from AACSB (since 2020), AMBA (since 2014), and EFMD (since 2019). The school is renowned for its cutting-edge business education and is dedicated to nurturing future leaders.

With students from over 100 nationalities and five programmes taught entirely in English, PSB offers a truly international academic environment. As a member of the renowned “French Grande Ecole”(CGE) and accredited by the French Ministry for Higher Education and Research, the school upholds the highest standards of excellence.

PSB fosters a vibrant student life, featuring year-round conferences with top business professionals, industrial visits, numerous student clubs, and leadership workshops. The bachelor’s and master’s courses offered at the university sharpen the cognitive, socio-emotional, and technological skills of students, preparing them to lead dynamic teams in competitive business environments.

Ranking and Accreditation

- The master's degree at PSB holds prestigious international accreditation from the **Association of MBAs (AMBA)** since 2014, ensuring that the programme meets the highest global standards of excellence in business education.
- PSB shines as one of the **Top 3** Post-Baccalaureate Business Schools in France, a testament to its outstanding education and elite status. With its cutting-edge programmes and exceptional career prospects, PSB is the gateway to a brilliant future in the business world.
- The Master's degree at PSB boasts **EFMD since 2019** (European Foundation for Management Development) accreditation, signifying top-notch quality and global recognition.
- The undergraduate, postgraduate, and doctoral programmes at PSB are accredited by **AACSB since 2020** (Association to Advance Collegiate Schools of Business), a prestigious recognition that signifies exceptional quality and adherence to global business education standards.
- Paris School of Business’s undergraduate, postgraduate, and doctoral programmes, accredited by **BGA since 2020** (Business Graduates Association), stand out for their exceptional quality and global recognition. This esteemed accreditation ensures graduates are prepared for success on the international stage.
- PSB is proudly among the elite, with fewer than 2% of business schools worldwide earning these prestigious international labels of excellence. This exclusive recognition underscores PSB’s exceptional quality and global prominence in business education.



Why Study at PSB?

- PSB offers a wide range of higher education programmes, all taught in English, providing students with a global education experience in the heart of Paris.
- PSB is home to a thriving community of **4,000+** students. This large and diverse student body offers a rich cultural exchange and networking opportunities, enhancing the educational experience and preparing students for international careers.
- PSB achieves an impressive 85% professional integration rate, showcasing the school's commitment to equipping students with the skills and connections needed for successful careers.
- PSB partners with **3,000** companies, offering students unparalleled networking and career opportunities across diverse industries.
- PSB attracts students from 100+ nationalities, fostering a diverse and global learning environment. This rich mix of cultures enhances the educational experience and provides valuable opportunities for cross-cultural collaboration.
- PSB boasts **157** international partnerships with leading universities such as the London School of Economics, BI Norwegian Business School, Fudan University, Monash University, Boston University, McGill University, UCLA, and UC Berkeley.
- PSB boasts 100 permanent faculty members, bringing a wealth of expertise and diverse perspectives to the classroom. Their extensive knowledge and dedication enrich the learning experience and support students in achieving their academic and professional goals.
- PSB's curriculum centers on three key themes: Savoir (cognitive skills and knowledge), Savoir-Faire (professional skills), and Savoir-Etre (social skills, including emotional intelligence and leadership).
- PSB offers a rich extra-curricular programme, including leadership workshops with Cours Florent, vibrant student life and clubs, and U Discover, which features 400+ events such as conferences, corporate visits, and humanitarian actions.



About Paris

- Popularly known as the “**city of light**,” the French capital Paris is a major hub of fashion, culture, business, gastronomy, and finance.
- Paris is regarded as France’s economic powerhouse, with a GDP of €710 billion, contributing to around **31% of the country’s GDP**.
- The city is a significant corporate hotspot with **39 Fortune 500 Europe** companies and is home to reputed organisations such as Société Générale, BNP Paribas, L’Oreal, Renault Group, and Stellantis.
- Paris offers world-class education across diverse fields and achieved the **6th** spot in **QS Best Student Cities Rankings 2024**. Four Universities from Paris also appeared in Times Higher Education’s “**Most International Universities**” rankings in 2024, owing to their welcoming academic environment towards international students.
- Paris has also emerged as a tech and entrepreneurship haven because of its culture of innovation, which has led to the establishment of **12,000 start-ups** in the region.
- Some of the key sectors in the city include cosmetics and perfumes, luxury, fashion, healthcare, aviation, financial services, and transportation.
- Paris is a cosmopolitan city with **iconic landmarks** such as the Eiffel Tower, Sainte-Chapelle, Musée du Louvre, Centre Pompidou, and Les Catacombes.
- A buzzing nightlife, trendy cafes, and green surroundings provide a lively student atmosphere. Paris stands at **#2** in the Top 100 best cities in Europe and offers excellent quality of life with its modern infrastructure and excellent public transport.
- The city offers several economical options to travel, including trams, metros, and RER trains.



About France

- France is a world-class economy with a GDP of **\$4.271 trillion** as of 2024.
- The country is a member of **G7** advanced economies, which also include Canada, Germany, Italy, Japan, the United Kingdom, and the United States. Thus, playing a pivotal role in shaping high-impact economies on a global scale.
- The second-largest economy in the EU, France's thriving economy is dominated by sectors such as retail trade, wholesale, manufacturing, healthcare, luxury goods, and fashion.
- Education in business and management is one of the strengths of the French higher education system. The country is home to **18** "triple crown" business schools, a recognition earned by only 1% of business schools worldwide.
- With more than 71 French corporations featuring on the Fortune 500 Europe list in 2023, France showcases its substantial economic strength and industrial diversity.
- The country is a popular destination for pursuing higher education, with three cities- Paris, Lyon, and Toulouse appearing on the **QS Best Student Cities 2025**.
- France is the most attractive destination for global investors in Europe, with 530+ registered projects.
- France promotes a healthy work-life balance by limiting the workweek to 35 hours and granting employees five weeks of paid vacation annually. Anyone who works above this limit is entitled to payment of overtime wages.
- The country has around 53 World Heritage Sites, including noteworthy attractions like the Amiens Cathedral, Canal du Midi, Abbey Church of Saint-Savin sur Gartempe, Bourges Cathedral, and Cistercian Abbey of Fontenay.
- The French infrastructure is renowned for its sophistication and innovation with airports like the Paris-Charles de Gaulle and the Le Bourget. It also boasts Europe's second-largest railway network stretching about 30,000 km.



About the program- Master of Business Administration

The global business landscape demands competent management professionals capable of navigating complex challenges and driving sustainable growth. Aligned with this requirement, the Paris School of Business has designed a rigorous MBA programme for experienced professionals who wish to pursue global careers.

This programme equips graduates with crucial skills such as critical thinking, leadership, and problem-solving, which are essential for success in high-impact business management roles. Moreover, the programme promotes peer-to-peer learning and provides students the opportunity to work on several business consulting projects to ensure a hands-on learning experience.

Why Study Master of Business Administration from PSB?

PSB uses modern teaching and assessment methods to create a dynamic and diverse learning experience, preparing students for success in a fast-changing world.

- MBA students at PSB enhance their learning through digital tools, interactive business games, and real-world project simulations, providing a hands-on, practical approach to their education.
- The MBA programme at PSB is conducted 100% in English, providing students with a global perspective and preparing them for international business environments.
- The MBA programme begins with a focus on core business disciplines, including strategy, accounting, finance, marketing, and management. These foundational courses are designed to solidify students' understanding of essential business principles and prepare them for advanced study.
- The MBA programme wraps up with a consulting project where students team up to solve real business challenges for French and European companies.
- Students also enjoy a business tour in France or Europe, exploring markets and discovering regional business practices.
- Students engage in role-playing exercises focused on negotiations, career management, and HR strategies. These activities provide hands-on experience and help students develop practical skills in key areas of business.
- MBA graduates can pursue various career paths, such as Marketing Manager, Operations Manager, Senior Product Manager, Management Consultant and Financial Analyst.

Please refer to the program website for transfer eligibility criteria



upGrad

Learning Experience



EXPERT FEEDBACK AND LEARNING

- TA sessions
- Regular live sessions by experts to clarify concept related doubt
- Receive unparalleled guidance from industry mentors, teaching assistants and graders



Q/A FORUM

Peer-to-peer discussion forum where you can post your queries and your peers/faculty/teaching assistants answer your queries within a day. Regular Q&A sessions with faculty to get clarification on conceptual doubts.



Master of Business Administration

CURRICULUM

ONLINE

Core Courses

20 ECTS

- Innovation & Design Thinking 5 ECTS
- Corporate Marketing & HR Branding 5 ECTS
- Marketing Analytics 5 ECTS
- Market Entry Strategies 5 ECTS

ON-CAMPUS

SEMESTER 1

35 ECTS

- Finance & Economics for Managers 5 ECTS
- Strategic Management 5 ECTS
- Project Management 5 ECTS
- Organisations and Leadership 5 ECTS
- Financial and Managerial Accounting 5 ECTS
- Career Seminar 5 ECTS
- Negotiation Analysis 0 ECTS*
- Quantitative Research Techniques 5 ECTS
- Qualitative Research Techniques 0 ECTS*

SEMESTER 2

35 ECTS

- Operations & Supply Chain Management 5 ECTS
- Strategic HR Management 0 ECTS*
- Societal Challenges and Responsible Leadership 5 ECTS
- Management Information Systems 5 ECTS
- Digital Business Strategies 0 ECTS*
- Business Consulting Project 1 5 ECTS
- Business Consulting Project 2 5 ECTS
- Business Game 5 ECTS
- Business Tour 0 ECTS*
- Change Management 0 ECTS*
- Restructuring and M&A 5 ECTS

*0 ECTS means that these courses are part of the curriculum but they do not carry credits.



Study Abroad Curriculum

IELTS PREPARATION

- Preparation of IELTS Exams

ACADEMIC ENGLISH

- Language Development
- Academic Writing Skills
- Spoken Academic Communication
- Reading and Listening in Academic Context

RESEARCH METHODOLOGY

- Introduction to Research
- Research Sampling

ACADEMIC INTEGRITY & RESEARCH

- Introduction to Academic Integrity
- Introduction to Plagiarism
- Plagiarism: Advanced Understanding
- Ethical Considerations

ACADEMIC REFERENCING

- Academic Referencing
- Referencing Style Guides

FORMS OF ACADEMIC WRITING

- Different Forms of Long Format Writing
- Dissertation or Thesis Writing
- Writing SOPs



CRITICAL THINKING

- Being a Critical Thinker
- Reasoning Skills
- Persuasion
- Critical Thinking as a Life Skill

NETWORKING AND PROFILE BUILDING IN FOREIGN DESTINATIONS

- Networking
- Profile Building

FINDING JOBS AND INTERNSHIPS

- How to Find Jobs and Internships in Foreign Destinations

IMMIGRATION AND VISA RULES

FINANCING EDUCATION



Hear from our Learners

upGrad Accel Programs



Bharat Rajvanshi 5+ Years of Entrepreneurial Experience

MS Project Management, Clark University

"I decided to trust upGrad with my application to the university. I had the advantage of *not having to prepare for GRE/GMAT. I also got a scholarship through upGrad.* So during this entire process, everything was taken care of by upGrad. It laid a strong foundation for me. Having more rigorous knowledge through *upGrad's online model helped me excel in the university* as well. It also *helped a lot in getting a part time job (Teaching Assistant)* on-campus. upGrad has indeed become my lifelong learning partner now."

16+ Years of Work Experience
in Data Science & AIML

Lakshmikar Reddy

MS Artificial Intelligence, Yeshiva University

"I came here after finishing my *Data Science online modules from upGrad.* The professors help us gain in-depth knowledge. *They helped us start our research projects in the field of AI. I have done a project on autonomous driving and deep learning techniques* and an independent study with Prof. Youshan Zhang from the AI department. With his guidance, we shaped the research and got extraordinary results. We received an invitation to *present our research* at the Future Technologist Conference in San Francisco."



Jhanvi Shah 4+ Years of Experience in Finance &
Fixed Income Brokerage

MBA Finance, Golden Gate University

"Back in India, I worked for 4 years in the financial market. The *reason that I opted for upGrad's MBA program through GGU is the course curriculum.* The assignments are so practical. I have matched the course curriculum with multiple universities back home as well. Also, the *GGU community is so enriching.* The people there are super helpful—the faculty, the people who are working there, and the students. They make you feel at home as soon as you are here! After my graduation, I'm looking for a client-facing advisory role that is going to be based on financial products."

Hear from our Learners

upGrad Accel Programs



Mohd Umar 4+ Years of Work Experience in Fashion Design

MBA, IU Germany

"I completed my *first semester online through upGrad without disturbing my work* and the *course is really flexible* and is really a *good option if you are a working professional*. upGrad has supported me in each and every step, especially my counselor who explained the *importance of the course and specialization*. Kudos to the upGrad team for working so hard towards making my dream of studying abroad come to reality. I could not have imagined it any other way for this amazing experience. *Thank you so much upGrad.*"

Fresh Graduate ***Rahil***

MS Artificial Intelligence, Yeshiva University

"I applied to *Yeshiva University through upGrad* and got accepted. This is my first semester, and I *got really good grades* as well. As soon as my first semester got over, I got an opportunity to work under Prof. Youshan Zhang, one of the best professors in Deep Learning at Yeshiva. *I also got a Research Assistantship part-time job*. Now I'm hoping I'll get some good results, and I'll be able to publish that work and get featured in some of the good research publications as well."



Varshitha M 2+ Years of Experience as a Software Engineer

MS Data Analytics, Clark University

"This was my dream & through upGrad I was able to fulfill it. I chose this program because *I got 2 courses waived off, a 30% scholarship & 3 years of OPT & Clark has a good ranking*. Through upGrad it was easier for me & they supported me in each and every step, from resume writing until my visa. *With the strong foundation from upGrad, I also secured TA (Teaching Assistantship) for 2 classes at SPS*. So my entire day goes with my own courses and TAing, my job. I also work on my personal projects because with upGrad's program I learnt that having a very strong base through projects is very important."



upGrad Abroad

Onshore Alumni Benefits

Our support does not end once you board a flight to your study destination but also continues in the university you join. Once you reach your study abroad destination, upGrad Abroad will provide the following additional support:

upGrad Abroad Onshore Buddy

Entering a foreign country can be a blissful experience when you know that someone is always there to assist in attuning to the culture and other important aspects related to the country. With upGrad Abroad courses, you will be paired with an onshore upGrad Abroad buddy.

As the name suggests, the onshore upGrad Abroad buddy will extend support in many ways, like helping you with the orientation session, arranging city tours, guiding you with the local visa process, finding accommodations, city registration, opening a bank account and other mandatory services.

Not only this, but the onshore buddy will also organize insightful sessions on destination country's culture so that you can easily get along with the local students at the university. The onshore buddy will extend their support in finding part-time work at the university or outside the university (if allowed) and providing guidance on how to apply for a post-study work visa/OPT (optional practical training).

Extended upGrad Career Services

There are also extended career services offered by upGrad Abroad, including building a strong resume, organizing mock interviews, and providing guidance on the best practices to find onshore jobs.

Alumni Portal

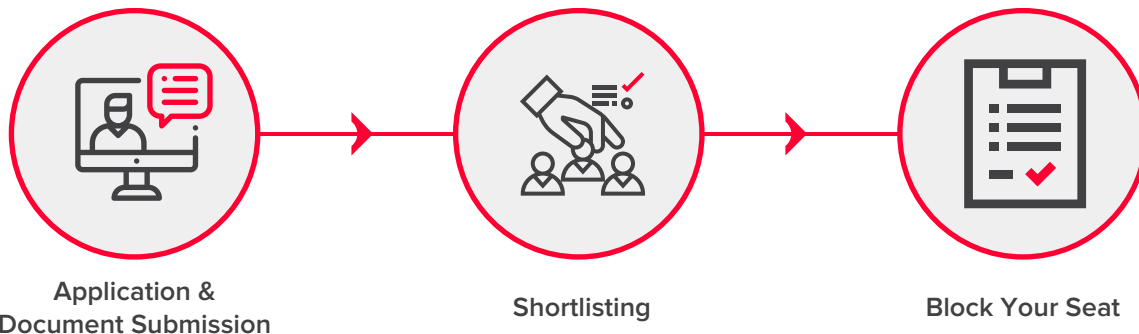
As an upGrad Abroad student, you will be entitled to access the Alumni portal, where you can build a professional network with other upGrad Abroad Alumni for assimilating information related to finding jobs or social integration.

Admission Process

PROGRAM DURATION AND FORMAT

6 Months Online | 12 Months On-Campus in France

SELECTION PROCESS



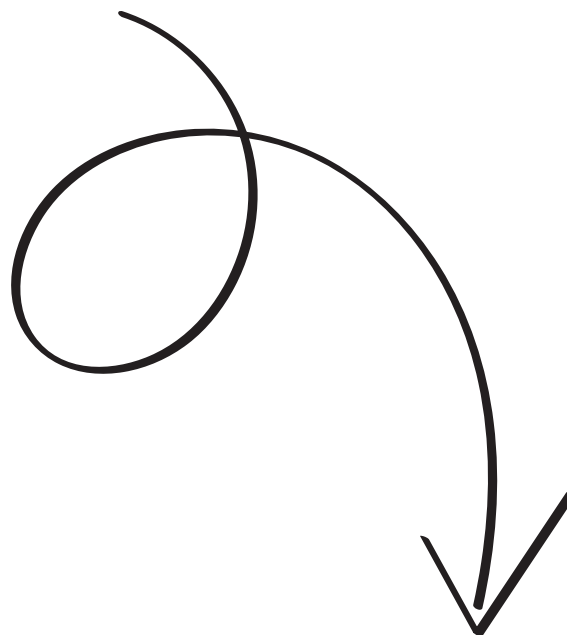
For information on Program Fees, Eligibility Criteria, and Start Dates, we encourage you to visit our website.

Disclaimer:

upGrad facilitates program delivery and is not a college/university in itself. Credits and credentials are awarded by the university. Please refer to relevant terms and conditions before applying.

For further details, contact:

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upGrad

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