

WHAT THE STUDENTS SAID

"Paris was everything I thought it would be and I truly enjoyed my stay here. The staff from The American Business School was wonderful and I actually enjoyed coming to class!"

Andrew - Florida Atlantic University

"It was my great pleasure to study alongside so many future business leaders here at The American Business School. The courses were extremely interesting thanks to the participation of so many intelligent and wonderful people. I really enjoyed my stay here."

Juan - Purdue University

"In a few words: this summer program was very interesting and was a mix of people from different cultures... I will still be here next year so I just want to say that I like my school and I am proud of it."

Claire - The American Business School Paris

"My expectations were blown away. Living and studying in Paris was amazing! I enjoyed my time here at The American Business School and plan on coming back soon"

Shaye - The University of Hawaii

"Enriching and eye-opening experience about Paris and French society. This was an unforgettable experience and I wish I could do it all over again! Thanks!"

Andrea - Lehigh University



PROGRAM COSTS-SUMMER 2012

Application Fee 55 €

Program Fee ⁽¹⁾ 560 €

Tuition (2 courses, 6 credits) 1698 €

Housing from June 3 to July 15 ⁽²⁾ 950 - 1500 €

⁽¹⁾The program fee includes an orientation program, an excursion to Versailles, a trip to Brussels (mandatory for Business Students) and airport transfers.

⁽²⁾Accommodation is organized prior to arrival in fully equipped and furnished apartments or Home stays.

Application Deadline: April 15th, 2012

For international
students

AMERICAN
DEGREES
IN THE HEART
OF PARIS

For study
abroad students

FOR FURTHER INFORMATION

Contact: Marie-Odile Savarit, Ph.D.
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The American Business School Paris
12 rue Alexandre Parodi
75010 Paris France

U.S. Office: 19 Donna Lane
Wayne, PA 19087 USA
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msavarit@groupe-igs.fr

THE AMERICAN
BUSINESS SCHOOL PARIS



www.absparis.org/summer

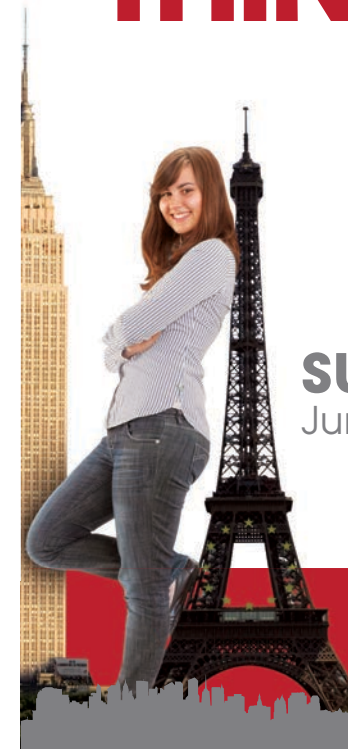
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THE AMERICAN
BUSINESS SCHOOL

PARIS

THINK BIG*



SUMMER 2012

June 4 - July 12

In partnership with



GROUPE IGS
L'UNIVERSITE PROFESSIONNELLE
INTERNATIONALE

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INTERNATIONAL BUSINESS AND RELATIONS

UNDERSTANDING THE ENVIRONMENT OF THE EUROPEAN MARKET THROUGH ITS DIFFERENT ASPECTS : CULTURE , ECONOMICS , HISTORY AND MANAGEMENT

LOCATIONS :

Paris and trips to Brussels or Lyon

MGT 300 Introduction to European Business 3 credits

The objective of this course is to explore the key issues facing European business today. Course materials deal with European Union history and its future, the Single European Market, the Euro, as well as European labor and management issues. Students are expected to read widely from a selection of leading European business magazines and to follow current events closely.

MGT 400 European Business Strategies 3 credits

European Business Strategy will be studied through intensive lectures and broad-based business analysis primarily through the use of case studies. The focus is on structure and strategy of European business in both "old" and "new" Europe. Case studies will include US and European companies active in the European market in sectors experiencing rapid change including such as the aviation, automobile, media, telecommunications and "green" industries.

POL 210 International Relations 3 credits

Basic concepts and processes of world politics will be illustrated through the analysis of power rivalries, competing images and ideologies and the transformation of world economic relations.

MKT 241 European Consumer Behavior 3 credits

This course focuses on the social and cultural factors which influence European consumers. Even though Europe cannot be considered as a block (the European Union is made up of 27 different countries), there are identifiable differences in consumer behavior between Europeans and North Americans.

MGT 110 Intercultural Studies 3 credits

The objective of this course is to provide an understanding of the complexity of the environment in which students find themselves at school, in their host country. Through analysis of cultural framework, the course highlights open-minded approach to cultural differences and tolerance.

FRE 340 Paris : Art, Culture, History 3 credits

For centuries Paris has been a powerful symbol of art and culture. But what it symbolizes has changed over time. This course will explore the evolution of the symbol of Paris through the artistic representations and public spaces that have represented it, from medieval Paris up to present-day representations of multicultural Paris.

FRE 330 Paris on Film : An Affair of the Art 3 credits

This course allows the student to learn about Parisian history, art, society, culture, lifestyle, and geography through French (and some American) films that are set primarily in Paris. The films selected for study will also serve as introduction to various Paris locations used as movie sets that may be visited in course-related excursions.

MKT 401 European Luxury Brand Marketing 3 credits

Students will acquire a solid theoretical foundation to understand and learn the complexities of contemporary European luxury brand marketing. This course reveals unique theoretical tools that are used by luxury brands across many different industries. The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today's brands.

PRO 312 Operations Management 3 credits

This course considers the acquisition, development, and utilization of resources that firms need to deliver the goods and services that their clients want. Topics will include quality, efficiency, productivity, competitiveness, and worker motivation and will focus on manufacturing and service organizations in the United States.

PARIS, THE CITY OF LIGHTS OFFERS NUMEROUS CULTURAL OPPORTUNITIES

Paris, also known as the "City of Lights" is a centerpiece of world culture and business. Situated on the River Seine, Paris is a confluence of political dynamism, educational excellence, fashion innovation and artistic inspiration. With an abundance of monuments that capture the glorious past of France, and its impact on modern civilization, Paris also creates an atmosphere epitomizing the cutting edge of modern trends. Famous sites and landmarks such as the Eiffel Tower, the Louvre Museum, the Notre Dame Cathedral and the Champs Elysees have established Paris as one of the world most popular tourist destinations.

EVENTS IN PARIS



There will be numerous cultural events during the student's stay in Paris :

- la 'Fête de la Musique' : on midsummer's night, free concerts throughout the city.
- Bastille Day on July 14th is the occasion for the famous 'Bal des Pompiers' (Firemen's open-air dances), free street parties and fireworks.
- Free Jazz and Contemporary Music concerts at the 'Parc Floral de Paris' on Saturday and Sunday afternoons.

EXCURSION TO VERSAILLES

The students will participate in a day excursion to the Château de Versailles, for a guided visit of the Palace followed by a walking tour through the famous formal gardens of Louis the 14th, the Sun King.

TRIPS TO BRUSSELS OR LYON

Business students will travel to Brussels on Friday, stay until the next day. Non Business students will have the option to visit Lyon, well-known as the Capital of the French Gastronomy.



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SUMMER,
SEMESTER
OR YEAR
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