



Public Disclosure of Student Achievement

Institution Name: The American Business School of Paris

Business Unit(s) included in this report: The American Business School of Paris

Academic Period Covered: 2022 – 2023

Date Report Posted: February 1st, 2024

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Fashion and Retail Luxury Management	Graduation Rate	90%	98%
Bachelor of Fashion and Retail Luxury Management	Job Placement Rate	80%	100%
Bachelor of Business Administration	Graduation Rate	90%	98%
Bachelor of Business Administration	Job Placement Rate	80%	86%
Master of Business Administration (All concentrations)	Graduation Rate	90%	98%
Master of Business Administration (All concentrations)	Job Placement Rate	80%	81%
Master of Business Administration (Concentration: Communications & Project Management)	Graduation Rate	90%	98%
Master of Business Administration (Concentration: Communications & Project Management)	Job Placement Rate	80%	91%
Master of Business Administration (Concentration: Entrepreneurship & International Business)	Graduation Rate	90%	98%**
Master of Business Administration (Concentration: Entrepreneurship & International Business)	Job Placement Rate	80%	81%**
Master of Business Administration (Concentration: IT & Data Management)	Graduation Rate	90%	98%**
Master of Business Administration	Job Placement Rate		

(Concentration: IT & Data Management)		80%	81%**
Master of Business Administration (Concentration: International Real Estate Management)	Graduation Rate	90%	98%**
Master of Business Administration (Concentration: International Real Estate Management)	Job Placement Rate	80%	81%**
Master of Science in Digital Marketing	Graduation Rate	90%	98%
Master of Science in Digital Marketing	Job Placement Rate	80%	89%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	Figures calculated based on enrollment reports that follow the two intakes each academic year (September 2022 and January 2023). The retention rate is calculated by taking the total students at the end of each year of study and by dividing it by the number of returning students in the following two semesters (i.e. January 2023 for the September 2022 intake and September 2023 for the January 2023 intake).
Job Placement Rate	Number of graduates based on oral defense and written reports following the successful completion of a 6-month Business Practicum in December 2022 and August 2023 compared to results from alumni survey in September/October 2023. Alumni survey results are based on 5 criteria in order for graduates to be counted as having been successfully placed: 1) Hired by company where student interned, 2) Employed in a different company, 3) Entrepreneur/freelancer, 4) Student pursuing further education* at ABSParis and 5) Student pursuing further education* at another educational institution. <i>*Further education means pursuing a higher degree than the one completed at ABSParis.</i>
End of Degree Internship Report	Data based on oral defenses for internship reports, juries occur in December 2022 and August 2023. Target: 80% of all graduating students will attain an achievement level 2 ("meets" specified learning outcomes).
**	<i>Insufficient data is available at the concentration level</i>