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: 2023 – 2024

Date Report Posted: February 1st, 2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Fashion & Retail Luxury Management	Graduation Rate	90%	95.60%
Bachelor of Fashion & Retail Luxury Management	Job Placement Rate	80%	100%
Bachelor of Business Administration – All Specializations	Graduation Rate	90%	95.60%
Bachelor of Business Administration – All Specializations	Job Placement Rate	80%	95.34%
Master of Business Administration – Entrepreneurship & Business Development	Graduation Rate	90%	98.00%
Master of Business Administration – Entrepreneurship & Business Development	Job Placement Rate	80%	77%
Master of Business Administration – International Real Estate Management	Graduation Rate	Insufficient data available due to cohort size	
Master of Business Administration – International Real Estate Management	Job Placement Rate	Insufficient data available due to cohort size	
Master of Business Administration – Communications & Project Management	Graduation Rate	Insufficient data available due to cohort size	
Master of Business Administration – Communications & Project Management	Job Placement Rate	Insufficient data available due to cohort size	
Master of Science in Digital Marketing	Graduation Rate	90%	93.54%
Master of Science in Digital Marketing	Job Placement Rate	80%	66.66%

Master of Science in Entrepreneurship & Innovation	Graduation Rate	90%	100%
Master of Science in Entrepreneurship & Innovation	Job Placement Rate	80%	71.42%
Master of Science in Fintech & Digital Sustainability	Graduation Rate	90%	100%
Master of Science in Fintech & Digital Sustainability	Job Placement Rate	80%	100%
Master of Science in Information Technology & Data Management	Graduation Rate	90%	90%
Master of Science in Information Technology & Data Management	Job Placement Rate	80%	100%

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 2023 and January 2024). 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 2024 for the September 2023 intake and September 2024 for the January 2024 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 2023 and August 2024 compared to results from alumni survey in September/October 2024. 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. *Further education means pursuing a higher degree than the one completed at ABSParis.