



# EXPAND YOUR HORIZONS!

**STUDY BUSINESS  
IN PARIS!**



# 5 GOOD REASONS TO CHOOSE ISC PARIS

## ACADEMIC EXCELLENCE

Effective teaching methods and high academic standards.

## LEARNING THROUGH EXPERIENCE

One of the best ways to learn is by doing, by exploring new horizons!

## STUDY ABROAD PROGRAMS

A full range of courses taught in English and in French for one semester or a full academic year.

## A TRADITION OF HOSPITALITY

ISC Paris has an excellent reputation for the quality of its services dedicated to international students.

## ISC PARIS: A GATEWAY TO EUROPE

An ideal place from which to explore Europe's greatest sites and cities..!



◀◀ *My best memory at ISC Paris would be meeting new people from other countries, the help of the international department and their ability to answer our questions any time.*





# A VAST RANGE OF COURSES IN ENGLISH

ISC PARIS OFFERS GRADUATE  
AND POST GRADUATE BILINGUAL  
(FRENCH - ENGLISH)  
DEGREE PROGRAMS:

*Courses offered in English  
are in the following subject areas:*

## **FALL SEMESTER:**

- International Business Management
- Human Resources Management
- Marketing Management of Luxury Products
- Management and E-Communication
- Finance
- Management of Business Relations
- Marketing Management in the Sports Industry
- Marketing Management in Creative Industry

## **SPRING SEMESTER:**

- International Business Management
- Procurement and Supply Chain Marketing
- Marketing Communication
- Marketing Management in the Hospitality Industry
- Marketing Strategy
- Master Business Studies in Innovation  
in European Business (double degree)

## FACTS AND FIGURES

- 2 200 full-time students + 350 international exchange students
- 14 400 Alumni
- 172 partner universities in 56 countries
- 20 double diplomas
- 22 junior enterprises
- Faculty of 400 professors and business professionals
- 70 full-time professors
- 250 part-time professors
- 100 corporate partners
- 1200 affiliated companies (job offers, Internships, etc...)

## **INTERNATIONAL MEMBERSHIPS:**

AACSB, EFMD, EAIE, CampusFrance, NAFSA, Conférence des  
Grandes Écoles: association including the top French business schools

ISC Paris is ranked the 16<sup>th</sup> best business school in France  
by Challenge magazine, 19 December 2013



# ISC PARIS PROGRAMS

## ISC PARIS BUSINESS SCHOOL

Our 3-year program leads to a Masters Degree endorsed by the French Ministry of Education with 22 subject areas. Admission is usually upon the national competitive examination after two years of preparatory courses.

## STUDENT EXCHANGE PROGRAM

Students from our 166 partner universities, in 52 countries, can study at ISC Paris for one or two consecutive semesters. They are free to choose a combination of first, second and third year courses.

**Fall semester:** from September to December

**Spring semester:** from January to early April  
(for 1<sup>st</sup> & 2<sup>nd</sup> year courses) / to May (for 3<sup>rd</sup> year courses)

## SUMMER SESSION IN LUXURY PRODUCTS MANAGEMENT

Earn academic credits; boost your knowledge in a multicultural environment in Paris, the world capital of luxury goods.  
Dates: 3 weeks from mid-June to the beginning of July  
Application Deadline: May 15<sup>th</sup>.

## MBA IN LUXURY BUSINESS – ISC PARIS & MOD'ART

During this one-year program, students study Business Management applied to the Luxury Industry at ISC Paris during the first semester and then art at Mod'Art during the second semester. Class period is followed by a 6 month internship in the Luxury Industry.

## MBA

14 one-year programs, all designed for students with a Master degree and two years of professional experience. Each of them focuses on a particular business area, one MBA in fully taught in English: International Business Project Management.  
Admission on application and interview.

## ISC PARIS EXECUTIVE EDUCATION

■ Adult Continuing Education

■ Training courses designed for companies

Each training course is tailored to answer the particular needs of each company, from short and technical trainings to certification programs.

## ACADEMIC RESEARCH & PUBLICATION: AN INFLUENCE ON BUSINESS PRACTICE

CRISC - ISC Paris Research Laboratory is divided into 4 teams:

■ Team 1 – Entrepreneurship and Management

■ Team 2 – Marketing and Strategy

■ Team 3 – Finance, Economics and Law

■ Team 4 – Teaching Case Factory

In all, about 30 full-time professors are engaged in research activities. Some other 10 associate professors, affiliated with prestigious neighbouring universities, are also involved in research on occasion.

### PUBLISHING ACTIVITIES

The School publishes several journals:

■ CRISC - Les Cahiers de la Recherche ISC (Working Papers ISC), with 10 issues per year;

### CONFERENCES

Between 2012 and 2013, ISC Paris organized or jointly organized 6 conferences which attracted international participants.



## CREDIT TRANSFER: FULL ACADEMIC RECOGNITION

The European Credit Transfer System has been developed to help institutions translate the grades awarded by host institutions to students. It is based on a full student workload and not limited to contact hours only. The basic allocation of academic credits in ECTS is 60 credits for a full year of study, 30 credits for a semester. Prior agreement between the institutions involved is mandatory.

## JUNIOR ENTERPRISES: NON-PROFIT ORGANISATIONS WITH REAL BUSINESS EXPERIENCES

### A PEDAGOGICAL MODEL

Through 22 junior enterprises. Students apply the techniques studied in class. Hands-on experience in managing teams and projects provides an extremely valuable training ground that gives our students the skills that are highly sought in the business world. These activities are included in the assessment of the students' overall academic performances.

### AN INTERNATIONAL DIMENSION

YOUR has been selected as "The most Entrepreneurial Junior- Enterprise in Europe" for establishing a junior enterprise in Taiwan with the objective of spreading the YOUR concept and know how in Asia.



« I have really got a very good impression from ISC Paris and the Cosmo's association has been welcoming and helpful! I'm looking forward to my coming second semester at this school! »





# PARIS AT THE HEART OF EUROPE

Paris is a historical, highly colorful, intensely cultural, and dynamic city. From Montmartre to the Eiffel Tower, via the Louvre, the Champs-Élysées and the boulevard Saint-Germain, Paris has a blend of many flavors. Paris, City of Light, reveals multiple faces, for you to discover throughout your stay, by day, as well as by night... Via its museums, monuments, bars, bistros, concert halls, theatres and exhibitions, you will be totally immersed in the very heart of its cultural diversity. Get ready! Paris is swarming with fun, amazing and impressive events and festivals: la Nuit Blanche, the photography month, music festivals, Paris Beach and book fairs, theatre festival and Paris Jazz Festival punctuate the pace and rhythm of Parisian life, with its exciting sounds and images. The French capital is a city open to the outside world via international and European transportation networks. Selecting Paris for your studies is choosing to live in the very heart of Europe. Paris is ideally situated as a base from which to explore and visit Berlin, Krakow, Geneva, Brussels, Barcelona, Roma, London, Seville, Naples, Riga, Zagreb, and other cities.

« *The students at ISC Paris are nice and helpful. I feel grateful they're willing to accept us as a part of their team.*





# EXPLORING NEW FIELDS OF COOPERATION

Our exchange program is based on reciprocal student and faculty mobility, without any financial flow involved. We are, however, open to developing other avenues of collaboration depending on the needs and interests of our partners.

## **Among other possibilities, we offer the following:**

- Full program of study for exchange students (one semester or one year), courses taught in English
- Tailor-made intensive courses in management taught in English and French (Bachelor, Masters, MBA levels)
- Intensive or extensive instruction of French language and civilization, alone or in combination with management courses
- Short courses / study trips such as our annual 2-week spring seminar, designed for international MBA students, or our 3-week summer session
- Staff Mobility
- Collaboration on international research projects

## **ISC Paris students are seeking:**

- Study opportunities of one semester or one full academic year taught in English
- Bachelor and / or Master level courses possibly leading to a degree.



« The range of courses is broad and the teachers are very nice, specialist in their fields, what I really appreciate. »

Juraj Melicher,  
Fachhochschule Wiener Neustadt, Austria.

## ABOUT ISC PARIS

Established in 1963, ISC Paris – Business School is committed to providing business students with the high quality management skills necessary to operate and perform in a global environment.

ISC Paris is part of the highly selective French “Grandes Ecoles” recruiting system, which groups higher education establishments that operate outside the sphere of Universities. In France, only 50 management schools are entitled to run a “Grande Ecole” program with a Masters in Management, and a mere 30 of these are, like ISC Paris, members of the prestigious Conférence des Grandes Ecoles. The Masters Degree awarded by ISC Paris is endorsed by the French Ministry of Education. After obtaining all the required national credentials in France, we are currently paving the way for international recognition and certifications.

ISC is located in Paris, where the majority of leading French multinational corporations are based. The school benefits from the business reputation of the French capital, a major location where professional forums, conferences, and trade fairs are held. It follows that studying at ISC Paris can open doors to multiple careers in a variety of areas, including those involved in fashion, finance, high tech, hospitality, information systems, international trade, luxury goods, retail distribution, technology, as well as multimedia.

All our programs in Business and Management Studies, with 19 subject Areas and 7 double degree programs, give our students access to unlimited competences which will surely boost them in their later careers. With our network of 172 partner universities in a total of 56 countries, we not only provide unlimited career opportunities for our students, but also encourage them to discover a diversity of cultures in order to gain a broader international perspective. Most of our programs are bilingual – English / French. In our pursuit of being accredited worldwide, we offer international and MBA programs –entirely in English. We are sure that if you are ambitious to have an international career and want to study in one of the most fascinating and dynamic cities in the world, ISC Paris – Business School is the right place for you.

## CONTACT

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« According to the website Intelligence Unit, Paris is ranked first city worldwide for the best place to study. »

