



**STUDY BUSINESS IN PARIS!**

**EXPAND  
YOUR  
HORIZONS!**

# 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
- FINANCE
- MANAGEMENT OF BUSINESS RELATIONS
- MARKETING MANAGEMENT OF LUXURY PRODUCTS
- MARKETING MANAGEMENT IN CREATIVE INDUSTRY

### **SPRING SEMESTER:**

- INTERNATIONAL BUSINESS MANAGEMENT
- SUPPLY CHAIN MANAGEMENT
- MARKETING COMMUNICATION WITH A SPECIALIZATION IN ADVERTISING OR MANAGEMENT OF SPORTS INDUSTRY AND EVENTS
- MARKETING STRATEGY
- MASTER BUSINESS STUDIES IN INNOVATION IN EUROPEAN BUSINESS (double degree)

## FACTS AND FIGURES

- 2 400 full-time students + 300 international exchange students
- 17 500 Alumni
- 150 partner universities in 50 countries
- 18 junior enterprises
- Faculty of 300 professors and business professionals
- 54 full-time professors
- 1200 affiliated companies (job offers, Internships, etc..)

### **INTERNATIONAL MEMBERSHIPS:**

AACSB, EFMD, CLADEA, EAIE, Campus France, NAFSA, Conférence des Grandes Écoles (CGE): association including the top French business schools.

# ISC PARIS PROGRAMS

## ISC PARIS

Our 3-year program leads to a Masters Degree endorsed by the French Ministry of Education. 20 subjects areas including 6 double degree programs. Admission is usually upon the national competitive examination after two years of preparatory courses.

## STUDENT EXCHANGE PROGRAM

Students from our 150 partner universities in 50 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. The number of international students has increased by 30% since last year. Non-partner institution students can also apply as free mover and pay for the tuition fees.

**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>.

## ISC PARIS MBA IN LUXURY BUSINESS

During this one-year program, students study Business Management applied to the Luxury Industry at ISC Paris. Class period is followed by a 6 month internship in the Luxury Industry.

## MBA

20 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, 5 MBA fully taught in English: International Business and Marketing, International Project Development & Management, International Finance, Luxury Hotel Management and Luxury Marketing. Admission on application and interview.

## ISC PARIS EXECUTIVE EDUCATION

- MBA degrees to boost executives' careers
- Customized programs designed for companies' specific needs in executives' training

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

ISC Paris Research Laboratory is divided into 3 teams:

- Team 1 – Marketing and consumer behavior
- Team 2 – Strategy, Entrepreneurship, Innovation and Business Models
- Team 3 – Norms and Organizational Change

In all, about 55 full-time professors are engaged in research activities. Some other 7 associate professors, affiliated with prestigious neighboring 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 une périodicité variable (How do we say that in English?);
- EMEFIR- The Euro-Mediterranean Economics and Finance Review, with 1 issue per year, in coopération with Cergy-Pontoise University (Paris)

### CONFERENCES

Between 2014 and 2016, ISC Paris organized or jointly organized 13 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 18 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

The international Cross Border is an international student raid, organized by ISC Motors, a student union under the supervision of ISC Paris Business School. During this RoadTrip, the ISC students will travel more than 6000km across 7 different countries (France, Belgium, Germany, Poland, Lithuania, Latvia, Russia). The purpose of this project is to create an international relationship between French students and international students worldwide. In addition, this will allow our travelers to validate the ISC Paris requirements to graduate.



« France was my selected country to study because of its culture, art and history. ISC Paris is an amazing school with amazing people. Cosmo, the ISC union in charge of exchange students, greeted me with open arms and we now share an everlasting friendship. I will remember these moments for the rest of my life. There aren't enough words to describe this adventure. »

# 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 or summer session designed for international students.
- 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.



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



## ABOUT ISC PARIS

■ Established in 1963, ISC Paris - Business School is committed to providing business students with the high level management skills necessary to operate and perform in a global environment. ISC Paris is part of the highly selective French "Grandes Écoles" and member of the prestigious "Conférence des Grandes Ecoles" (CGE). Awarded by ISC Paris, the Master Degree is endorsed by the French Ministry of Education.

■ The Campus is located in Paris, where the majority of leading French multinational corporations are based, and the world's best city to be a student. The school benefits from the business reputation of the French capital, a major location where professional forums, conferences and trade fairs are held. Studying at ISC Paris can open doors to multiple careers in a variety of areas, in fashion, finance, high tech, hospitality, information systems, international trade, luxury, distribution, technology, and multimedia.

■ All our programs in Business and Management Studies, with 20 different areas of specialisations, give students access to unlimited competences which will surely boost their careers. With a network of more than 150 partner universities and institutions over 50 countries, ISC Paris not only provides unlimited career opportunities for students, but also makes them familiar with a diversity of cultures to help them gain an international perspective. Most of the programs are bilingual - English / French. ISC Paris also offers international programs entirely in English.

If your ambition is to secure an international career and study in one of the most fascinating and dynamic cities in the world, ISC Paris - Business School is the right place for you.

**[iscparis.com](http://iscparis.com)**



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