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EDC PARIS BUSINESS SCHOOL

EPAS and State accredited Grande Ecole 5 year Master Program

Independent non-profit organisation since 1950

#1 ranked in Entrepreneurship

#2 ranked 5 year Master Program in Business



Chaire *Cartier*

SUP DE LUXE - *Luxury Marketing Institute*

Chaire Cartier since 1990

#1 ranked MBA in Luxury Marketing and Management



EDC PARIS SPECIALIZED MBAs

Highly specialized MBA programs for an efficient career development in the French job market



SMS - *Sports Management School*

One of France's leaders in sport management education with one of the highest employability rates in the country.

Founded in 1950, EDC PARIS is one of France's leading groups of business schools.

For over 60 years, EDC PARIS has educated entrepreneurs and outstanding decision-makers who have greatly contributed to the economic development of various key sectors in France and internationally, notably in Entrepreneurship, Business Development, Luxury Business and Financial Audit and Control.

EDC PARIS is an independent non-profit organization which is backed by a group of 270 alumni who insure the highest quality of EDC's diplomas. With over 14,500 alumni in leading positions all over the world and over 2,800 partner companies, EDC's learning experience is characterized by its combination of academic rigor and project-based applied learning. The academic goal of EDC is to provide a comprehensive curriculum and to equip students with the right tools to face the challenges of a complex and fast changing world.

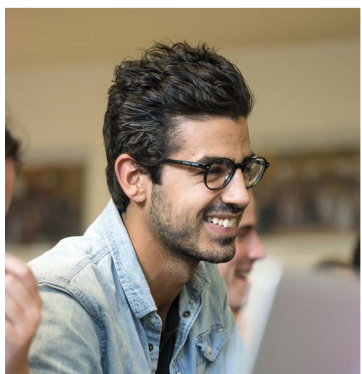
EDC's graduates are highly sought after by all major global corporations and prove to be skilled entrepreneurs. They stand out for their strong entrepreneurial mindset which makes them highly successful international business developers.

EDC PARIS also provides its students with a truly international and multicultural environment thanks to:

- | Program in full English
- | Faculty composed of international experts in their respective fields
- | International students
- | High quality international partnerships
- | Academic exchanges, dual degrees and research cooperations
- | International alumni network
- | International internship opportunities



Ambition and respect, ethics and solidarity are the strong values shared by the EDC PARIS community. They represent the core foundation for academic excellence, sustainable development and professional excellence of EDC PARIS.



Dr. Jean-Marcel Jammet, Dean and Managing Director, continues to develop EDC's entrepreneurial tradition offering unique academic and executive programs for students aspiring to become outstanding global managers and business developers.



EDC Paris Business School – France's first Business School for Entrepreneurship

EDC PARIS Business School is France's first and leading school for Entrepreneurship. EDC's entrepreneurial mindset fuels creativity and innovative projects which allows more than 20% of its students to launch their own business before graduating. With its 5 year Grande Ecole program, EDC PARIS Business School delivers an EPAS and State accredited Master in Business and Management.

France – an international leader in innovation

France has been the world's 3rd most innovative country for almost a decade according to the Thomson Reuters TOP100 census. In 2016, France produced on its own 45% of all European innovations and offers a vibrant and creative ecosystem for entrepreneurs of all ages and nationalities to successfully incubate and launch their own projects and businesses.



Paris – an international business hub

Paris is at the heart of innovative industries in Europe and home to Europe's largest business district. Renowned multinationals such as AXA, Dassault, General Electric, Google, IBM, L'Oréal, LVMH, Microsoft or Safran run major Research & Development centers in Paris. Inspired by the French Touch mindset, creative and innovative business projects prosper in the dynamic and flexible Parisian economic ecosystem.

Number of students **1,450**
750 undergraduates **550** graduates **150** postgraduates

International education: **25%** of international students
 Program taught **100%** in English
92 partner universities
9 dual degrees

Accreditations:

- | EPAS and state-accredited Masters degree.
- | Member of CGE (Conférence des Grandes Ecoles) and UGEI (Union des Grandes Ecoles Indépendantes).
- | Holder of the extended Erasmus + charter and active member of Campus France.



Academic excellence: **36** full-time professors and **170** adjunct professors
 all professionals & experts

An active research Center -OCRE- whose primary mission is to contribute to the creation of new knowledge in management and science.

4 Master degree programs for international students:

-  International Entrepreneurship
-  International Business
-  Finance, Management Control, Audit
-  Marketing Management

Career-focused programs:

- | Consulting projects and business assignments
- | Serious games & Business contests
- | Internships: 20 months in total over the 5-year program
- | More than 2000 internship offers/year
- | Visiting lectures by major employers and real world practitioners

An influential alumni network:

14,500 graduates spread over **75** countries who contribute to rapid professional insertion.

A supportive and caring environment:

At EDC PARIS, each student is unique and as such benefits from individual monitoring. EDC PARIS staff is strongly committed to supporting students and to ensuring their well-being. In addition, tutoring, coaching and mentoring programs are organized all along the academic year to help students progress and gain confidence in their personal and professional potential.

An ideal location:

At the heart of La Défense, the busiest and largest business district in Europe, EDC PARIS is only a few blocks away from Paris buzzing center and legendary landmarks.



EDC Paris BS - Program Structure

UNDERGRADUATE				GRADUATE	
OBJECTIVES	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
		Introduction to the corporate world	Understanding management and operations	A global perspective and career preparation	Building a professional expertise and integrating the job market
PROGRAMS STRUCTURE	SEMESTER 1	SEMESTER 3	SEMESTER 5	SEMESTERS 7 & 8	SEMESTER 9
	Introduction to marketing Introduction to law Principles of accounting Professional writings Public speaking	Business law Financial analysis International trade Quantitative analysis II Marketing	Strategic marketing Strategic analysis Intercultural communication European economy Financial economics & markets	Majors in English: International Business International Entrepreneurship Finance, Management Control, Audit Marketing Management Majors in French: Banking and Insurance Management E-Business Creative Industries management Entrepreneurial management	
	SEMESTER 2	SEMESTER 4	SEMESTER 6		
	Macroeconomics European Union & firms Financial accounting Market survey Labor law	Business plan Cost analysis International relations Corporate tax law Organizational behavior	-		
PROFESSIONAL SKILLS	LANGUAGES	LANGUAGES	LANGUAGES	LANGUAGES	LANGUAGES
	TOEFL Anglophone Media & Culture Business English 2nd foreign language	TOEFL Anglophone Media & Culture Business English 2nd foreign language	Public Speaking	TOEIC Business Negotiations 2nd foreign language	-
	BUSINESS ASSIGNMENTS	BUSINESS ASSIGNMENTS	BUSINESS ASSIGNMENTS	BUSINESS ASSIGNMENTS	BUSINESS ASSIGNMENTS
	Sales assistant (2 weeks) Market analysis (5 weeks) Sales development (1 week)	Sales development Financial audit (1 week) Business startup (5 weeks)	Movie International Trading Challenge	Consulting Project (5 weeks)	-
	INTERNSHIP	INTERNSHIP	INTERNSHIP	INTERNSHIP	INTERNSHIP
	2 months	2 months	6 months	2 months (optional)	6 months



Presentation and objectives:

Combining academic depth and project-based applied learning, this three-year program is designed to:

- | Provide students with transferable knowledge and skills required in management
- | Prepare the students to face the challenges of a fast changing global market
- | Promote an international and multicultural education
- | Allow students to acquire practical business skills during their internships
- | Provide students with the support necessary to build their own professional career path

Learning outcomes:

- | Understand the complex nature of organizations and their operating modes
- | Be aware of national and international business contexts
- | Acquire effective negotiation, argumentation and presentation skills
- | Know how to analyze and present data efficiently
- | Work effectively in teams
- | Have good written and oral communication skills in French and English

For detailed information on the course list click on the following link:

<http://www.edcparis.edu/en/category/international/incoming-students/practical-information/academic-program>



Presentation and objectives:

Build around a core program in management and offering 8 majors, the graduate program at EDC PARIS BS is designed to:

- | Develop the students' expertise in their respective major
- | Promote the students' analytical skills to answer complex business problems in fast changing environments
- | Educate students to develop a strategic and multidimensional perspective on business in their field of expertise
- | Encourage critical thinking and empower students to challenge existing practices
- | Confirm the students' career path

Learning outcomes:

- | Capacity to identify business opportunities
- | Ability to solve problems and make decisions using the appropriate tools
- | Acquisition of an entrepreneurial mindset and the ability to innovate
- | Development of ethical & environmental awareness & application
- | Personal efficiency in terms of organization and time management
- | Confidence and motivation to take risks

For detailed information on the course list click on the following link:

<http://www.edcparis.edu/en/category/international/incoming-students/practical-information/academic-program>

Become a global expert in ...

INTERNATIONAL ENTREPRENEURSHIP

The program offers in-depth knowledge and practice to develop Startups internationally. Courses allow students to acquire the competences and methods necessary to detect valuable international market opportunities and create innovative products and services.

Students will develop expert competences in:

- | Management, financial planning and business development in the global market place
- | Planning and implementing the creation processes of a Startup in France and internationally
- | Entrepreneurial practices



Olivier Schwartz, MBA



Dr. Abdoukarim Idi Cheffou



FINANCE, MANAGEMENT CONTROL, AUDIT

The Finance, Audit and Control program prepares students for high intensity and high responsibility positions in corporations, banks and the Big 4 consultant companies. Students acquire outstanding skills in rigorous financial reasoning and an in- depth understanding of the functioning of large corporations and the global market place.

The program prepares students to the high-quality skillset required to manage, steer and optimize the strategic growth in the global market place, including the following:

- | Management Control
- | Auditing (internal and external)
- | Corporate Finance and Strategic Management
- | Financial Markets and Institutions
- | Derivatives and Risk Management

Become a global expert in ...

MARKETING MANAGEMENT

The Marketing Management program prepares students to lead the development of a comprehensive marketing strategy from Start Ups to multinational corporations. The program allows students to become creative and responsible innovators to adapt to the fast-changing trends in the global market place.

The program allows students to acquire essential skills to manage the disruptive changes in developed and emerging economies:

- | Integrated Brand Strategies
- | Global Retail Strategies
- | Digital Marketing Strategies
- | Entrepreneurial Marketing



Françoise Croze-Scardulla



Dr. Christophe Nachbaur

INTERNATIONAL BUSINESS

The International Business program prepares students for the management of strategic development of international retail operations and supply chains. The program offers a thorough understanding of the global market place and its future development. Students will acquire the operational skills and competences to manage international retail and supply chain processes and become experts in their field of competence.

The program prepares students to the broad skillset required to manage the strategic growth in the global market place, including the following:

- | Strategic International Growth Management
- | International Operations Management
- | Supply Chain and International Logistics
- | International Trade and Trade Law
- | Leadership in Multinational Companies

The Parisian business and entrepreneurship ecosystem allows EDC PARIS BS to position itself within the global framework of business schools as one of the world leading institutions in :

- | Ideation, innovation and incubation in entrepreneurship
- | Mass retail and inner-city logistics management
- | Luxury marketing and brand extension strategies
- | Financial audit and management control

EDC PARIS BS is developing strategic partnerships allowing students and faculty from our partners to profit from the above mentioned domains of expertise and to offer complementary programs from partners notably in:

- | Prototyping and acceleration in entrepreneurship
- | Intercontinental and maritime logistics
- | Mass marketing and agile management
- | Financial trading and corporate finance

DUAL DEGREES IN FRANCE & ABROAD		
COUNTRY	UNIVERSITY	SPECIALIZATION & DEGREE TITLE
FRANCE	University of Cergy Pontoise	<ul style="list-style-type: none"> • Management of financial instruments • Management of Marketing studies & opinions
	University of Bordeaux IV	<ul style="list-style-type: none"> • International management • Governance of family businesses • Commercial management of wines & spirits • Financial management
	University of Paris Ovest-Nanterre	<ul style="list-style-type: none"> • Public accounting
GERMANY	Cologne Business School	<ul style="list-style-type: none"> • International business • Marketing management • Finance
GREAT-BRITAIN	University of Richmond	<ul style="list-style-type: none"> • Master of Business Administration with a focus on finance and management
IRELAND	Griffith College	<ul style="list-style-type: none"> • International business
THE NETHERLANDS	University of Saxion	<ul style="list-style-type: none"> • BBA in marketing & international management
ROMANIA	University of Bucharest	<ul style="list-style-type: none"> • Supply chain management & logistics
USA	Alliant School of Management	<ul style="list-style-type: none"> • Master of Business Administration in Entrepreneurship/Finance/Marketing

Research is conducted at the *Entrepreneurial Observatory and Research Center (OCRE)* of EDC PARIS BS.

Since 2006, the center's main mission has been to contribute to value creation in management and science by conducting research in 3 key fields of entrepreneurship and innovation management.

The research activities are characterized by:

- | A diverse scientific production
- | A constant link between research and education
- | Close ties with the corporate world



FIELD OF RESEARCH	THEMES
Entrepreneurial Design & Mentoring	<ul style="list-style-type: none"> • Entrepreneurial finance and Business Angel networks • The entrepreneurial mindset (motivation, values, communication) • Entrepreneurial ecosystems (incubation, coaching, action learning, design thinking)
Corporate Entrepreneurship & Innovation	<ul style="list-style-type: none"> • Intrapreneurs' ambition and motivation • Characteristics of intrapreneurial projects • Intrapreneurial structures set up by companies • Evaluating the performance of firms' intrapreneurial practices • Impact of intrapreneurship on firms' competitive advantage
New Practices in Management	<ul style="list-style-type: none"> • Digital marketing, services marketing, brand management • Risk management, ethical and Islamic finance • Team and skills management, change management, leadership • Strategy: outsourcing, the decision making process • Monetary and economic policies

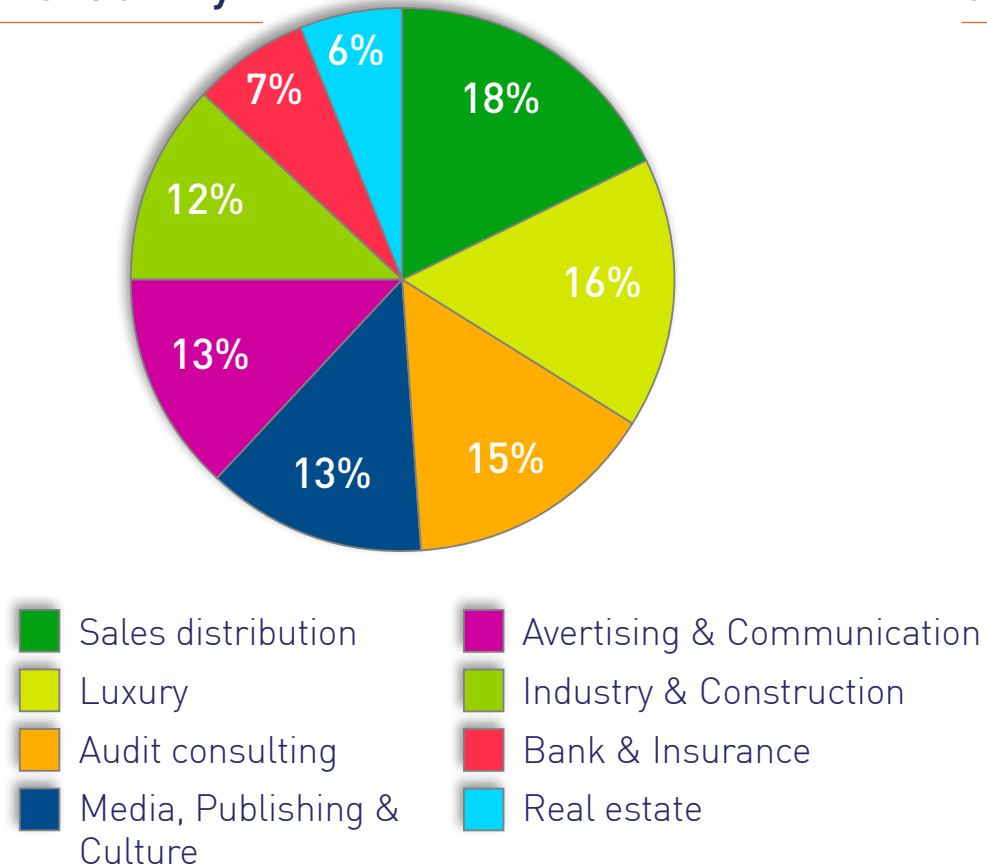
For detailed information click on the following link:

<http://www.edcparis.edu/en/category/professeurs-et-recherche/>

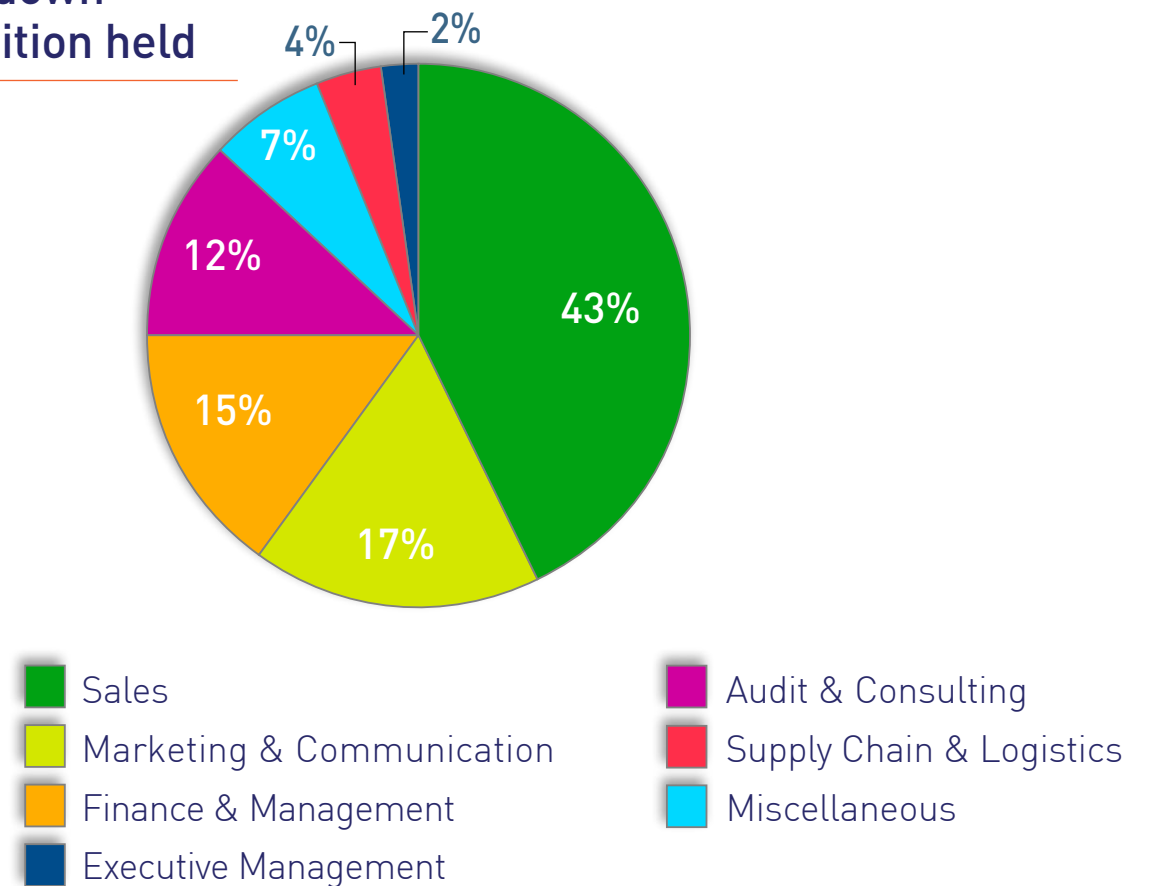
Over **90%** of EDC PARIS graduates find a fixed position in France or abroad within **2 months** after finishing classes.

Throughout their studies, they are coached by the Career Office which works hand in hand with EDC's alumni network and partner companies to help students build their business network.

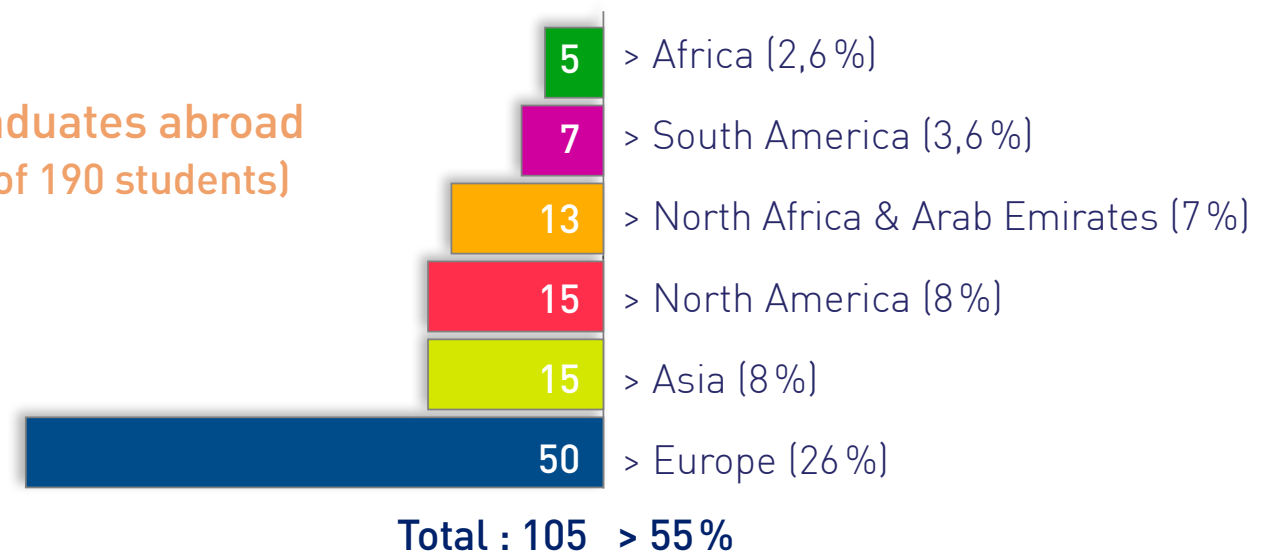
Breakdown by sector of activity



Breakdown by position held



EDC Graduates abroad (105 out of 190 students)



EDC PARIS Business School has over **2800 partner companies** offering more than **3000 internships** and more than **2500 jobs** per year to our students and graduates.

| BANKING & INSURANCE

AXA
BNP PARIBAS
HSBC
LCL
Société Générale

| COSMETIC & PHARMACEUTICAL INDUSTRY

Benefit Cosmetics
Estee Lauder
Intercos Paris
L'Oréal

| LUXURY

Boucheron
Dior
Cartier International
Chaumet
Lancel
Le Tanneur

| CAR INDUSTRY

Honda
Mercedes
Mitsubishi

| DIGITAL & TECH

Canon
Microsoft
IBM
UbiSoft
Sony

| MARKETING & COMMUNICATION

Techsell
JC Decaux
Kelkoo

| REAL ESTATE

COGEDIM
GDF SUEZ
Mobilis Group

| CONSULTING

Deloitte
Ernst & Young
KPMG
PricewaterhouseCoopers

| DEPARTMENT STORES

BHV
Le Bon Marché
Printemps-
Galerie Lafayette
Zara

| RETAIL

Auchan
Carrefour
Decathlon
Monoprix
Nespresso
Orange



| Exchange students must be nominated by their home university and can apply online. They are exempt of tuition fees.

Link to application form:

<http://www.edcparis.edu/en/category/admissions/international-admissions/exchange-students>

| Undergraduate degree-seeking students who have obtained a foreign secondary school diploma or French baccalaureate can submit their application online.

| Graduate degree-seeking students who have obtained a foreign bachelor or BA diploma can submit their application online.

The shortlisted candidates are invited to an interview at EDC or via Skype.

Link to application form:

<http://www.edcparis.edu/en/category/admissions/international-admissions/degree-seeking-students/>



Student Housing

We have an agreement with 2 student residences -1 located near EDC and 1 in Paris downtown. The International Office helps students book their accommodation and provides assistance with all the administrative procedures. Rental fees amount to approximately 750/800€ per month all inclusive.

TUITION FEES - 2017/2018	
UNDERGRADUATE STUDENTS	
EU & Non-EU students	8 960€/year
GRADUATE STUDENTS	
EU & Non-EU students	8 960€/year

EDC proudly commits to an admissions process of equal opportunities in which individuals are selected and treated on the basis of their relevant merits and abilities without regard to race, religion or belief, color, sex, age, national origin, disability or sexual orientation and are given equal opportunities, are eligible to apply for internal grants and scholarships and are entitled to the same tuition fees.