The undergraduate curriculum covers the fundamentals of management, including:
- Marketing
- Management strategies
- Law
- Business creation seminar
- Economics
- Sales and negotiations

The master’s program offers several options:
- Marketing
- Business communications
- Management

A 2-year MBA program is taught in English. Over one year: the student can choose to remain one 2e year to make a company internship.

◆ MAIN PROGRAMMES OF STUDY
- Generalist bachelor’s program taught in French
- Cycle marketing Master’s degree in French
- Cycle Master’s degree communication of companies in French
- Cycle Master’s degree Management in French
- MBA taught in English

◆ STRENGTHS
- Located in the center of Paris
- Network of business partners / personal attention
- Business creation seminar in first year
- French and international students take courses together

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