Paris School of Business

powered by upGrad

Master of Science in Business Management & Technology

From a Triple-Accredited Business School

1 Year Accelerated Program

1-week Immersion in Paris





Institute Accredited By:

ASSOCIATION OF MBAS ACCREDITED

AACSB ACCREDITED

EFMD ACCREDITED

Redefine your path with the modern business degree



Business isn't what it used to be.

And leaders can't be either.
It's no longer enough to just manage,
You need to decode tech.
Make decisions with data.
Lead through uncertainty.
And do it all, simultaneously.

That's exactly what our Master of Science in Business Management and Technology prepares you for.

- **One-year accelerated format** so you can level up fast
- **Global exposure** through Paris immersion and international business focus
- **Technology-first edge** with courses in AI and emerging tech
- **Leadership depth** with negotiation, change management, and people strategy
- **Hands-on learning** through real-world capstone projects and CXO masterclasses
- **Global peer group** of mid-senior professionals for richer collaboration

Because in a world where business, technology, and leadership are inseparable, you can't afford to just master one.

You need to be a master of all
with 1-Year Master of Science in Business Management and Technology



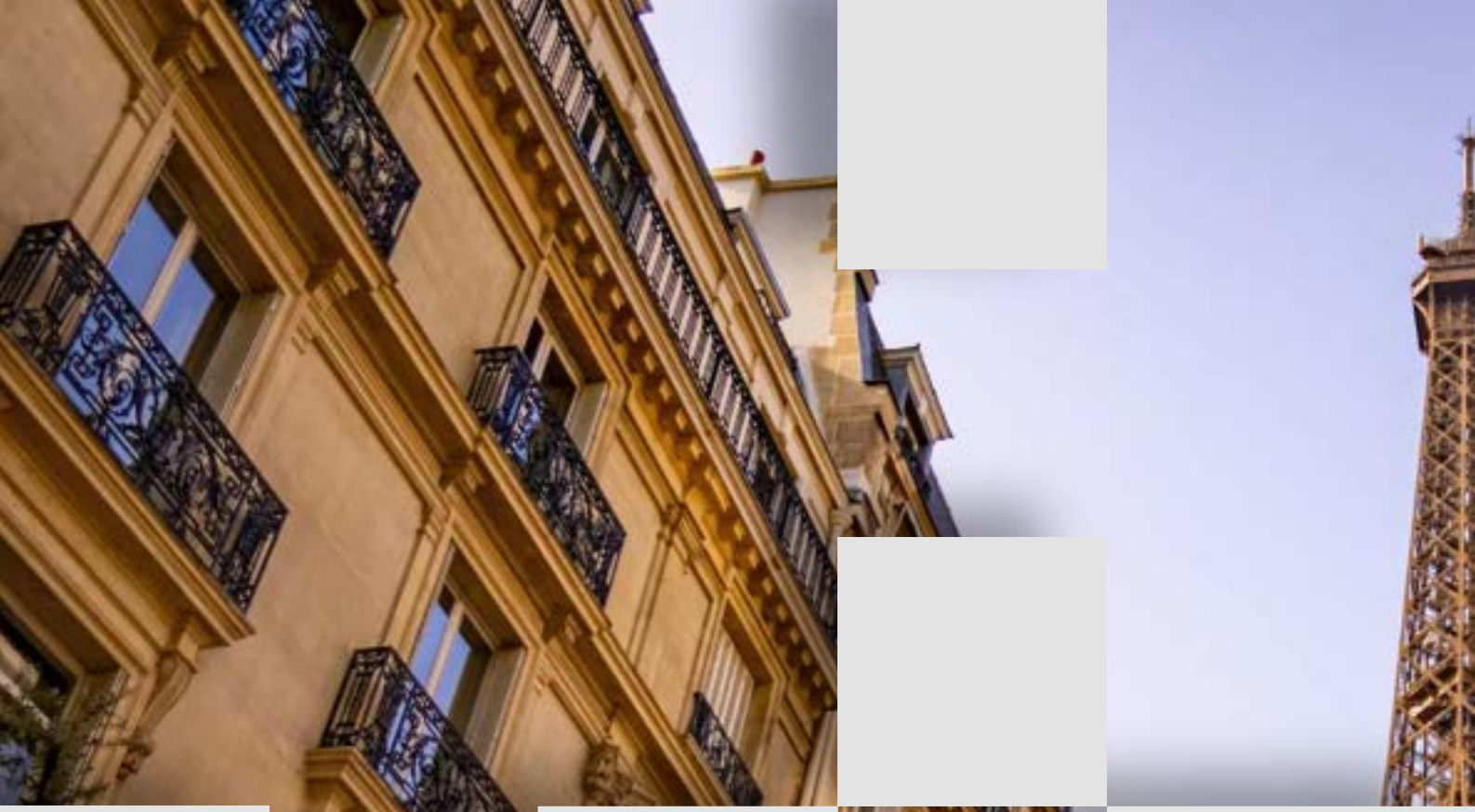
About Paris School of Business

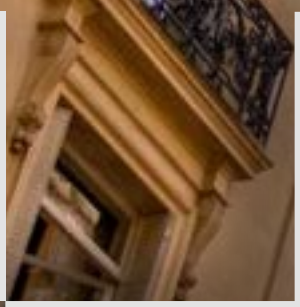
Since its establishment in 1974, the Paris School of Business has been dedicated to imparting quality education. It is a state-recognised French management school that combines academic excellence, international aware ness and professional experience.

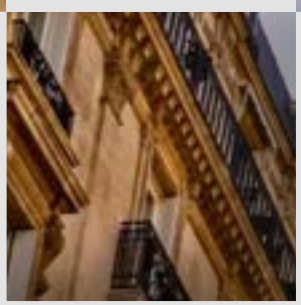
The institute boasts a triple accreditation from AMBA, AACSB and EFMD and is also accredited by the French Ministry for Higher Education and Research. It is also a part of the prestigious “French Grande École“(CGE). The Grande École is a group of elite higher education institutions in France that are known for their selective admissions processes and prestigious academic programs.

Best
100
European Buisness Schools
(2022-2024)
FT FINANCIAL TIMES

Member
CONFÉRENCE DES GRANDES ÉCOLES









Triple–Accredited B-School

EFMD

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED

< 5%

of business schools

worldwide

have these accreditations

A Business School of Excellence

10,000 m²
Campus in the Heart of Paris

18,000+
Alumni

50
Years in Existence

Member of Esteemed Networks

- Conférence des Grandes Écoles
- FNEGE — Fondation Nationale pour l'Enseignement de la Gestion des Entreprises
- Erasmus+
- UGEI — Union des grandes écoles indépendantes
- Business Graduates Association — Accredited
- Bienvenue en France
- Bloomberg
- European Centre for Career Development + Entrepreneurship

The Prestige of Grand École Institutes

A Grande École is an elite and prestigious institution in France, representing the pinnacle of academic excellence. Considered the Ivy League of France, Grande Écoles are known for producing the top talent in global business, government, and academia. These schools are renowned for their rigorous selection process, exceptional teaching standards, and highly influential alumni networks.

PSB (Paris School of Business) is part of this exclusive network, offering globally recognised master's programs that position graduates at the forefront of their industries. The Grande École system consistently ranks among the best in the world, providing students with an unmatched level of academic rigor, real-world experience, and access to powerful professional networks. With a focus on practical, career-oriented learning and a rich history of excellence, PSB ensures that you receive not only top-tier education but also lifelong connections in your professional journey.

Graduating from a Grande École like PSB signals to employers that you are a graduate of one of the most prestigious institutions in France, with access to a network of high-achieving individuals and organizations across the globe. This legacy of excellence is the foundation for your future success.





The Strategic Advantage of Pursuing a French Degree

A French Degree is a transformative investment in your future - with its world-class education, access to top industries, strong global networks, and strategic European location.

World-Class Education System

France is globally recognized for its top-tier education system, consistently ranked among the best in the world. It is home to some of the most prestigious business schools, including INSEAD, HEC Paris, Paris School of Business, and EDHEC.

A Thriving Business Hub

France is a powerhouse in global business, home to some of the world's largest and most influential companies.

- **Luxury & Fashion –** LVMH, Chanel, Hermès
- **Aerospace & Automotive –** Airbus, Renault, Michelin
- **Food & Beverage –** Danone, Pernod Ricard, L'Oréal
- **Technology & Telecommunications –** Dassault Systèmes, Orange, Atos
- **Finance & Consulting –** BNP Paribas, Société Générale, Capgemini

With France being the **7th largest** economy globally, a French Master's offers students opportunities to learn from the biggest and best companies in the world.

Global Networking & Career Prospects

France's business schools attract a diverse, international student body, providing unparalleled networking opportunities with professionals from around the world.

Innovation & Entrepreneurship

France is a leader in innovation and entrepreneurship, with a thriving startup ecosystem supported by government initiatives like La French Tech. Business schools in France emphasize entrepreneurial thinking, equipping students with the skills to launch and scale successful ventures.

Whether you aim for a leadership role in a multinational corporation or aspire to launch your own business, A French Master's provides the perfect platform to elevate your career to new heights.

From
The Head of
The Program



The program will challenge you, shape you, and ultimately prepare you to lead the future of business.

At the Paris School of Business, we don't just create managers, we develop leaders who can drive transformation at the intersection of business and technology.

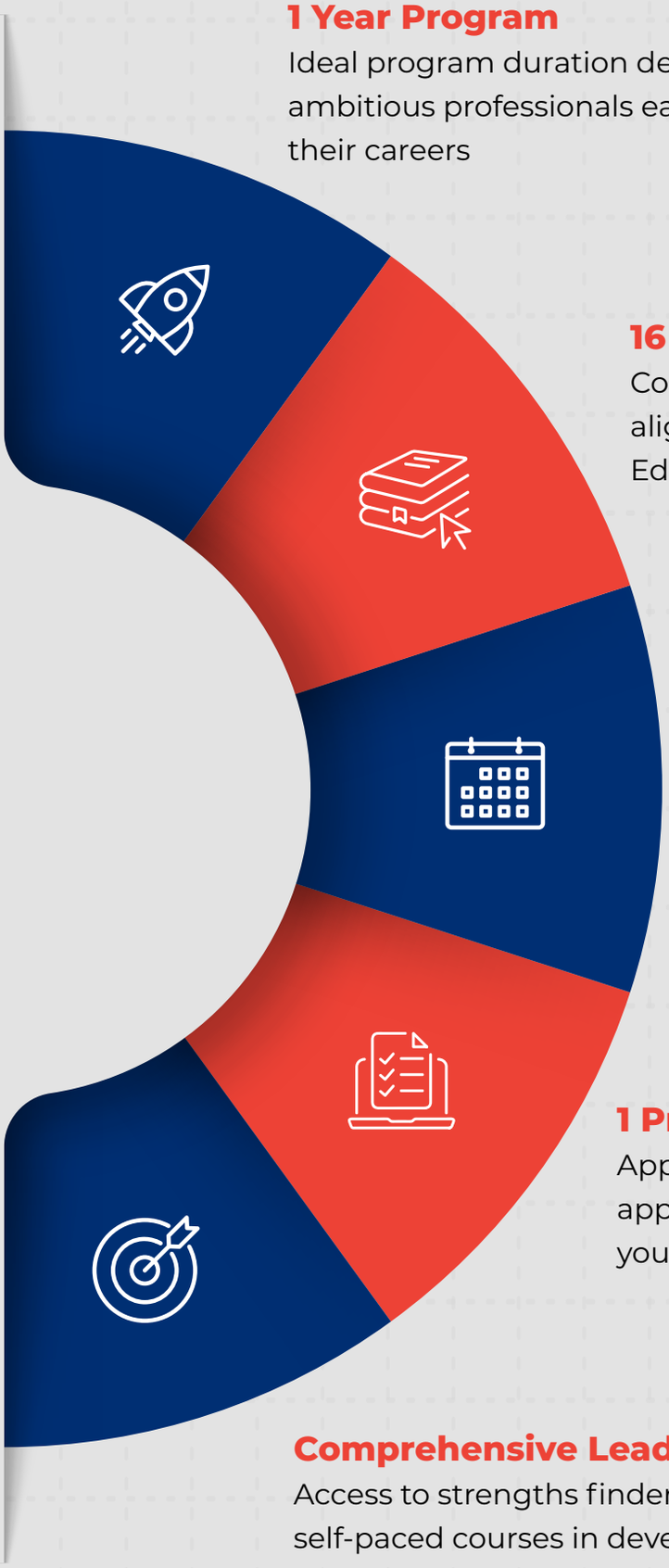
We live in a world that is more data-driven, tech-enabled, and globally connected than ever before, and it's evolving at an unprecedented pace. We need leaders who understand how technology shapes strategy, who can leverage data as confidently as they lead people, and who inspire others even amidst disruption.

You represent the future of that leadership, and our Master's in Business Management & Technology will equip you with the strategic vision, tech fluency, and leadership confidence to unlock your full potential.

Dr. Benjamin Keddad
Program Online Head
Paris School of Business

About The Program

The **Master of Science in Business Management and Technology** from Paris School of Business one-of-its-kind program that blends world-class business education with advanced technology expertise. It combines the pedigree of a top global management program with close individual attention, hands-on learning, and a sharp focus on preparing you to lead in the digital age.



1 Year Program

Ideal program duration designed for ambitious professionals eager to advance their careers

16 Courses (90 ECTS Credits)

Comprehensive curriculum in alignment with European Higher Education Standards

1 Week Immersion in Paris

Network with peers and faculty in the heart of Paris, at the Paris School of Business campus

1 Professional Capstone Project

Apply your learnings from the program to approach a real industry problem through your capstone project

Comprehensive Leadership Development

Access to strengths finder assessment, self-paced courses in developing critical leadership skills, CXO Masterclasses

Who Is This Program For?

For professionals preparing to lead in evolving environments, it's a great fit if you're

A mid or senior-level manager
looking to sharpen your leadership skills while staying relevant in a tech-first world

A tech professional
stepping into a strategic or people-management role

An entrepreneur or founder
building tech-enabled solutions or scaling a business

A consultant
advising clients through digital transformation

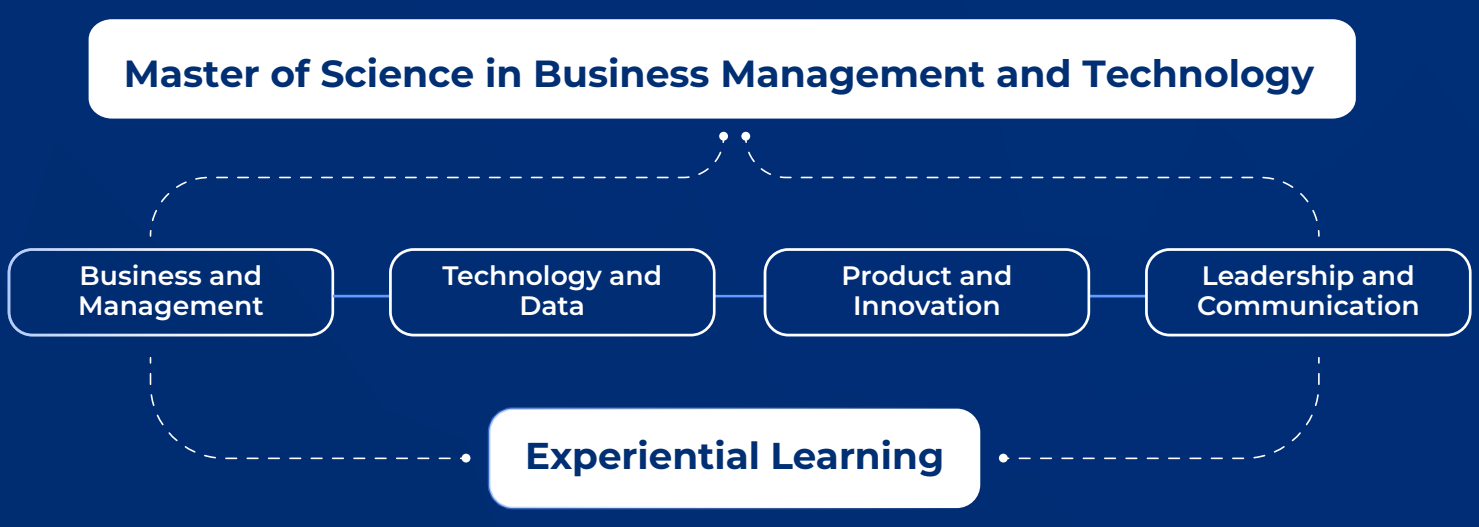
or an aspiring business leader
who knows that tech fluency is no longer optional

This next-gen degree equips you with a rare dual lens: Sharp business strategy. Deep technology insight.

Built for the modern world: where business and tech don't just intersect, they're inseparable.

Program Curriculum

The program is designed around five integrated pillars that combine business depth, technology fluency, leadership confidence, innovation, and real-world experience. Each pillar builds the skills you need to lead at the intersection of business and technology.



Business and Management (6 Courses)

1 International Business Strategy

Develop the ability to formulate and implement strategies for global expansion and competitive advantage

- Internal and external environment
- Competitive advantage
- Business strategy frameworks
- Corporate governance
- Strategic decision-making

2 International Finance

Explore the interplay of financial markets and economics; and understand strategic decision-making in a global context

- Foreign exchange markets
- Monetary Policy and macroeconomic variables
- Global investments and evaluation
- Financial analysis
- Financial decision making

3 International Marketing

Understand global marketing strategies and approaches to expand into international markets

- Global marketing strategies
- Market entry and branding
- Cross-cultural marketing
- Cultural adaptation
- Globalisation and digitisation

4 Strategic HR Management

Understand HR strategies to optimise workforce performance and alignment with goals

- Talent acquisition
- Performance management
- Employee engagement
- Organisational culture
- HR strategy alignment

5 Digital Business Strategies

Understand the tools to analyse, strategise, and lead in the digital age and drive competitive advantage

- Digital transformation frameworks
- Strategic and analytical tools
- Value proposition
- Innovation
- Technology in the digital age

6 Restructuring and M&A

Understand mergers, acquisitions, and restructuring for business consolidation

- M&A process
- Financial restructuring
- Business valuation
- Post-merger integration
- Legal and ethical considerations

Technology and Data (4 Courses)

1 Quantitative and Qualitative Research Techniques

Learn research techniques for conducting quantitative and qualitative analysis

- Research methods
- Business data analysis
- Evaluating research quality
- Solving business problems
- Research report writing

2 Business Analytics and Machine Learning

Leverage business analytics and machine learning models to uncover actionable business insights, forecast trends and make decisions that drive measurable impact

- Business analytics frameworks
- Data visualisation & storytelling
- Sales forecasting
- Fraud detection & customer segmentation

3 Emerging Technologies for Businesses

Evaluate the applications and potential of emerging technologies like IoT, Blockchain, and Cybersecurity to create new business models, gain competitive advantage and future-proof your organisation

- Disruptive technology trends
- IoT applications and scalability
- Blockchain and business impact
- Cybersecurity and enterprise resilience
- Digital transformation

4 Generative AI for Leaders

Leverage Generative AI to innovate, automate workflows (agentic AI), and lead AI-driven transformation

- Foundations of Generative AI
- Business applications
- Automating workflows
- AI-driven innovation
- AI adoption in organisations

Product and Innovation (3 Courses)

1 **Product Management**

Learn how to design, develop, and launch products aligned with market needs and business strategy

- Market research
- Product vision & strategy
- Product roadmaps & prioritisation
- Go-to-market planning
- Metrics & lifecycle management

2 **Entrepreneurship and Innovation**

Acquire tools to identify opportunities, validate ideas, and build scalable ventures

- Fundamentals of entrepreneurship
- Opportunity identification
- Creativity, value creation and innovation
- Addressing launch challenges

3 **Project Leadership in Product Development**

Gain expertise in leading cross-functional product teams, managing timelines, and delivering successful launch

- Project lifecycle phases
- Resource planning
- Scheduling
- Project budgeting
- Risk management

Leadership and Communication (3 Courses)

1 **Organisations & Leadership**

Build the ability to lead diverse teams, shape organisational culture, and influence stakeholders effectively

- Diversity and Inclusion
- Organisational behavior
- Ethical practices
- Team dynamics
- Organisational culture and structure

2 **Negotiation Analysis**

Gain skills to negotiate complex deals, resolve conflicts, and create win-win outcomes

- Creating value for mutual gain
- Effective negotiation techniques
- Conflict resolution
- Ethics and integrity
- Cross-cultural negotiations

3 **Leading Change in Organisations**

Develop strategies to manage resistance, inspire teams, and drive successful organisational change

- Change management models
- Resistance to change
- Communication strategies
- Change implementation frameworks
- Organisational development

Experiential Learning

Professional Capstone Project

Work on a real-world business or technology challenge and develop a research-backed solution that drives measurable impact. Guided by faculty mentors, you will apply program learnings to create a thesis that demonstrates strategic thinking, tech fluency, and leadership capability.

Learn via Case Studies From Harvard Business Publishing

RENT THE RUNWAY	Combating inventory, customer acquisition, funding and operational efficiency challenges in the entrepreneurial journey of this e-commerce startup
NETFLIX	Delving into Netflix's unique culture through an emphasis on concepts such as "freedom and responsibility" and "context, not control"
AT&T	Analysing AT&T's "Workforce 2020" model and retraining strategy and challenges due to rapid changes in the telecommunications industry

Disclaimer - The sequence of the courses will be up to the discretion of PSB

** Please note that you will need to spend ~15 hours/week on this program.*

Discover
Your Unique Leadership Playbook

CliftonStrengths® Assessment

- Used by 90% of Fortune 500 companies
- Your top 5 (or all 34 strengths) decoded
- Awareness of blind spots and overused strengths
- Debriefing sessions with expert facilitators

Thriversity - Self-paced Courses

- Bite-sized learning nuggets in creativity, problem solving and communication
- Sharpen critical skillsets with the best industry practitioners

CXO Masterclasses

- Practical insights from startups, unicorns and Global MNC leaders
- Learn to navigate complex situations from those who have been there



A Week in Paris

Experience the Best of Learning and Culture

Embark on a transformative 1-week immersion program at the renowned Paris School of Business!

- **Learn from Experts**
  Gain insights from world-class faculty and industry leaders

- **Collaborate in Workshops**
  Sharpen your skills through engaging group activities

- **Network with Peers**
  Build connections with professionals from around the globe

- **Explore Paris**
  Experience the culture and charm of the iconic City of Lights

Combine professional growth with an unforgettable Parisian experience!



Note that the learners will need to cover their VISA, accommodation and travel expenses by themselves. Food cost and other industry visit/campus expenses are covered in the program fee.



Learn From Stellar Faculty



Dr. David E. Kalisz

David is the author of numerous publications in the field of new media, digital marketing, competition strategy and value innovation. He published the book "Competitive Strategies: TV Market in Poland" He holds a PhD. in the discipline of management sciences and also has two master's degrees (economics and aviation management).

Paris School of Business	Collegium Civitas	SGH
Director - Expert Programs	Professor	PhD.



Dr. Mateusz Panek

As a university professor and a holder of three doctoral degrees in law, business administration, and environmental studies, Mateusz enjoys sharing his knowledge and insights with students. He has 16+ years of experience in supply chain, operations, sustainability, and compliance, and is currently the Head of Sustainability at Lingaro (an end-to-end data services partner.

Paris School of Business	Lingaro	LACOSTE
Professor	Head of Sustainability	Logistics (East Europe)



Dr. Nima Fazeli

Nima Fazeli is an Assistant Professor in the Finance Department of Paris School of Business. He teaches Financial Analysis, International Finance, Quantitative Methods and related topics. His research has been presented at numerous national and international Economics and Finance conferences and published as Conference Proceedings.

Paris School of Business	ESSEC Business School	CY
Assistant Professor	PhD.	Master's (Economic Analysis)



Dr. Hatem Rijba

Hatem Rjiba is a Professor in Finance at Paris School of Business. His research focuses on corporate governance, financial accounting, and corporate climate finance. Hatem has published several articles in high-ranked academic journals such as the Journal of Banking & Finance, the Journal of Corporate Finance, among others.

Paris School of Business	UPEC	IHEC
Assistant Professor	PhD.	Master's (Actuary & Finance)



Ons Belaid

Ons Belaid is an Assistant Professor of marketing and cultural insights. Her research focuses on alternative organizations, initiated by non-expert consumers and their perpetual hunt for newly alternative life modes. Within this domain, she studies the growing lifestyle movement of "housing cooperatives" and explores topics related to the sociocultural and symbolic aspects of consumption.

Paris School of Business	Jean Moulin	IHEC Carthage
Assistant Professor	PhD.	Master's



Ankit Jain

Ankit is an experienced AI Researcher/Machine Learning Engineer who has researched and deployed several scalable machine learning models across startups and big tech. He has been featured in the 40 Under 40 Data Scientists 2022 by Analytics India Magazine. He has also co-authored a bestseller book "Tensorflow Machine Learning Projects.

Meta	Uber	Berkeley
Senior Research Manager (Gen AI)	Senior Research Scientist	Master's in Engineering



Georgios Ouzounis

Georgios has 25+ years of experience in the front lines of scientific research, engineering and entrepreneurship in the hi-tech industry and across seven countries. He been driving corporate growth in the geospatial, intelligence, medical, healthcare, insurance, financial and consumer electronics sectors through leadership and technology.

Atlas AI	ElectrifAi	University of Groningen
Vice President (AI Research)	Vice President (Data Science)	PhD.

This is a representative list of faculty. Faculty members are subject to change as per the discretion of the school and upGrad.

ABOUT upGrad

upGrad is a leading online education platform empowering professionals to reach their full potential through flexible, engaging learning experiences.
We partner with top global universities, including Golden Gate University, Edgewood University, ESGCI School of Management Paris, Liverpool Business School, Paris School of Business, Liverpool John Moores University, Northeastern University, among others to offer a wide range of career-focused programs.

As professionals juggle demanding careers and personal commitments, traditional education often feels out of reach. upGrad bridges this gap by making high-quality learning accessible and practical, so education becomes an enabler, not a hindrance.

To date, upGrad has delivered over 20 million hours of learning, empowering thousands of learners worldwide with the knowledge and skills to advance their careers.

GSV EDTECH 150
Top 150 Most Transformative Growth Companies

PROMISING BRAND 2022
The Economic Times

BRANDON HALL GOLD AWARDS
15+ Across 2 Years

EDUCATION COMPANY OF THE YEAR
VC Circle, 2022



How Do I Join The Program?

If you are someone who refuses to settle anything but the best, this program is for you. Read the following eligibility and admission requirements to understand how you can be a part of the same.

Eligibility

- Bachelor's degree (4 years) + 3 years of work experience or
- Bachelor's degree (3 years) + 5 years of work experience

Selection Process

STEP 1

Application

Fill in your application on the upGrad website

STEP 2

Submit Documents

Upload your SOP, resume, and other documents via a Microsoft Form that will be provided by your admissions counselor

STEP 3

Receive Acceptance Letter

Once all of your documents have been accepted by PSB, receive your acceptance letter

STEP 4

Block Your Seat

Pay block amount and reserve your seat

Paris School of Business

Powered By upGrad

Write to us:
admissions@upgrad.com

Visit us at:
www.upgrad.com

Call: 1800-210-2020

LET'S TALK