

Where  
business  
meets  
creativity

Paris  
School of  
Business

# Winter School

8 > 19 January 2024

## **3 tracks:**

- > **Luxury Brand Management**
- > **Artificial Intelligence  
for Business**
- > **FinTech**

## **+ Hospitality package that includes:**

- > **Accommodation**
- > **Half board meal plan**
- > **Cultural & entertainment activities**
- > **Transportation pass in Paris**



# Who are we?

**Paris School of Business is positioned as the first triple-accredited Business School to offer degree and international programs in partnership with Schools of Art, Design, Creation and Technology.**

Cited as one of the leading Post-Bac schools in France, Paris School of Business is a state-recognized school.

Its Grande École Program (Bac +5) is a certified graduate and Master's degree awarded by the Ministry of Higher Education, Research and Innovation.

It has 3 international Accreditations. After obtaining AMBA accreditation in 2014 and EFMD in 2019, Paris School of Business received international AACSB accreditation in February 2020.

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# Winter School Course Offer



## 1.

### Luxury Brand Management

How to develop management skills for a fashion business plan, analyzing competitor's scenario, understanding the luxury brand's structure and developing selling capacity.

## 2.

### Artificial Intelligence (AI) for Business

How to create business intelligence through application and visualization and how to develop AI business projects.



## 3.

### FinTech

(Financial Technology)

Students are expected to have a better understanding and knowledge about Financial Technology and to build their first financial application.



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# For more information:

## Program includes:

- > Integration events;
- > Daily lectures and workshops;
- > Action learning activities;
- > Graduation ceremony;
- > Cultural visits: *Château de Versailles, Bateaux Mouches, Museums, etc.*

## Practical information:

- > Fees **2 950€\***
- > Includes academics, accommodation, half board and activities.
- > Contact us at: [international@psbedu.paris](mailto:international@psbedu.paris)

\* A discount of 300 euros is applied for students coming from partner universities.



Accredited by the Ministry of Higher Education, Research & Innovation

Conférence des Grandes Écoles

Accréditations :

AMBA • EFMD • AACSB • BGA



## Paris School of Business

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[www.psbedu.paris](http://www.psbedu.paris)

State-recognized private  
technical institution  
of higher education.  
PSB PGE, member  
of the ESGCV.

SAS with capital of  
13 267 469 euros,  
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