



## PROGRAMME PORTFOLIO



## WHERE TO FIND US



FRANCE  
BUSINESS  
SCHOOL

### UNDERGRADUATE PROGRAMMES

- fBS Bachelor (in French or in English)
- One-year top-up Bachelor programme (in English)
- Summer and winter programmes (in English)

### POST-GRADUATE PROGRAMMES

- fBS Grande Ecole programme:  
Master in Management (in French or in English)
- Master in Entrepreneurship Thinking (in English)
- Masters of Science (in English)
  - Finance and Auditing
  - International Business Development
  - International Project Management
  - International Business
- Double Masters' degrees (in English)
  - Globalisation and Business Strategy (100% in France)
  - International Business (50% in France, 50% in UK)
  - International Finance (50% in France, 50% in UK)
  - International Marketing Communications (50% in France, 50% in UK)
- fBS Executive (in French)
  - Executive Bachelor
  - Executive Masters
  - Executive MBA
  - Executive DBA
  - Certificate programmes
- Online MBA (in English)

*fBS also offers a variety of part-time and tailor-made programmes for working individuals and executives.*

## WHAT THE ALUMNI SAY...



*"Excellence has always shaped the way I work, I have always been inspired by the success stories of my superiors."*  
(fBS Clermont 1997) Céline Fay – Marketing Director for South-East Asia, Bourjois



*"Success only counts when it goes hand-in-hand with respect – of the brand, the client and their employees."*  
(fBS Amiens 2003) Jean-Baptiste Maillard – General Manager, Chopard, UK



*"At work, I once again found a fantastic concentration of the values learned during my studies: respecting differences; solidarity; ambition; team spirit and the need for self sacrifice"*  
(fBS Poitiers 1980) Didier Michaud-Daniel  
C.E.O. Bureau Veritas



*"Success is never due to an individual, but to a team. The difficulty lies in optimizing each team member's talents and resources in order to reach the goal."*  
(fBS Brest 1977) Jean-Michel Kerdraon – Vice-President of the Board, RTL



*"Triumph, just like defeat requires you to re-evaluate yourself continually."*  
(fBS Tours 1990) Alain Pourcelot – General Manager, Adidas France



■ SHANGHAI CAMPUS

■ BEIJING CAMPUS

### ■ AMIENS CAMPUS

18, place Saint Michel  
CS 53802  
80 038 Amiens Cedex 1  
Tel. +33 3 22 82 23 00

### ■ BREST CAMPUS

2, avenue de Provence  
CS 23812  
29238 Brest Cedex 2  
Tel. +33 2 98 34 44 44

### ■ CLERMONT CAMPUS

4, boulevard Trudaine  
63037 Clermont-Ferrand Cedex 1  
Tel. +33 4 73 98 24 24

### ■ ORLÉANS CAMPUS

17, boulevard de Châteaudun  
CS 70639  
45016 Orléans Cedex 1  
Tel. +33 2 38 84 85 00

### ■ POITIERS CAMPUS

11, rue de l'Ancienne Comédie  
CS 20005  
86001 Poitiers Cedex  
Tel. +33 5 49 60 58 00

### ■ TOURS CAMPUS

1, rue Léo Délibes  
CS 30535  
37205 Tours Cedex 3  
Tel. +33 2 47 71 71 71

### ■ PARIS CAMPUS

Tour CIT – 4<sup>th</sup> floor  
3, rue de l'Arrivé  
75015 PARIS  
Tel. +33 1 43 21 61 72

New World. New School.

# WELCOME TO FRANCE BUSINESS SCHOOL

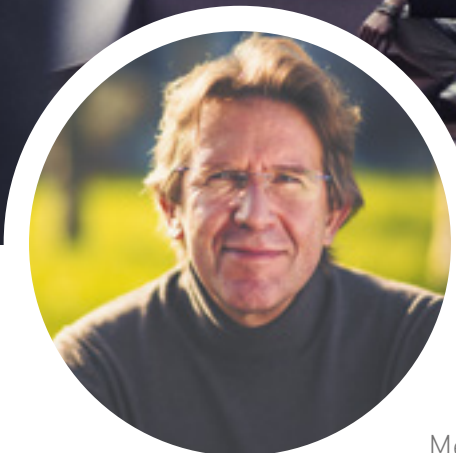
France Business School (fBS) is a brand new French Grande Ecole of Business, our aim is to train entrepreneurs who are creative yet responsible and who will help create the social and economic wealth that the world so desperately needs.

Focused on detecting and nurturing a multitude of talents, fBS offers innovative programmes both pre- and post-experience, combining academic knowledge, project management and transmission of know-how by experienced leaders and entrepreneurs. fBS is a global school and well connected internationally; it also makes the most of its strong regional roots thanks to campuses located across France: Paris, Amiens, Brest, Clermont-Ferrand, Orléans, Poitiers and Tours; Shanghai and Beijing in China and shortly in Pune in India.





# WHAT IS FRANCE BUSINESS SCHOOL?



## EDITO

Member of the Board of Directors for AACSB since February 2011 and former CEO of one of France's top Business Schools, Patrick Molle jumped at the chance of creating France Business School in 2012. His vision and knowledge of the business school market in France but also around the world gives him a remarkable vision of where business education should be going.

fBS' ethos is to encourage talented individuals from all backgrounds access to top-level business programmes, we believe that diversity is one of the keys to successful learning. Students will be inspired to think differently, looking at business problems from a new perspective and relating economic realities to the surrounding world, the way that people live and the way that we consume our resources. Tomorrow's business leaders and entrepreneurs must understand the complexities of sustainability and be able to identify solutions that have minimal impact on our environment. A revolution in teaching methods has been instigated, catering for this new generation of "ultra-connected" students. The latest technological advances as well as new ways of learning can be found throughout the programmes.

With campuses in 6 French provinces and one in Paris, France Business School draws on regional excellence and the diversity of each location's industrial and economic environment. Specialisations are offered in line with each campus' strengths – students will be given a wealth of options and be able to personalise their studies.

Two further campuses in Shanghai and Beijing, allow the school to develop its excellence in one of the most exciting economies in the world, fBS is one of the only European schools to have been granted authorisation by the Chinese government to lead executive training programmes for Chinese managers outside their frontiers.

In 2014, fBS will also open a third campus abroad in Pune, India.

Patrick Molle, Director General of fBS

170 Faculty members covering all disciplines  
20 different nationalities represented  
7 main campuses around France  
2 campuses in China (Shanghai and Beijing)  
7 000 students  
36 000 Alumni in over 80 different countries



# STUDENT LIFE AT FBS

France Business School welcomes hundreds of foreign students who come from all over the world every year. On each campus they can find an association in charge of welcoming them; integrating them properly into student life, helping them discover the city they are in and the French culture.

With more than 50 associations and thirty clubs on the 7 French campuses, our students figure among the most dynamic and engaged. Humanitarian causes, sports, art... there's something for all tastes and all forms of talent.

## WHAT DID YOU THINK ABOUT FBS?

"It was an amazing time and definitely too short and one I would repeat always"  
Anne, Germany

"Nice town, great people, interesting school, good parties"  
Barbara, Slovakia

"I got to know a new school system, a different culture and people from all over the world with different backgrounds and different points of view."  
Elena, Germany

"I am delighted to have had the opportunity to come to fBS, before leaving home, I guessed that it would be very interesting and that I would learn a lot, but I was far from imagining just how much!"  
Elena, Russia

"If I were to do things over, I would choose the same campus, same classes and do everything exactly the same way, it was a fantastic experience"  
Soraia, Portugal

"My stay at fBS taught me an awful lot, it has allowed me to learn about myself and has given me confidence for my future. Thank you for everything. I will be back!"  
Natsuki, Japan

"It was a fantastic program and an amazing experience. I learnt a huge amount, and made a number of new friends... Thank you to all involved, it finished far too quickly."  
Patrick, Australia

"Awesome"  
Joao, Brasil



# THE A, B, C OF FBS



**A** is for the **Amiens Campus**, located in the heart of historic Amiens, the campus has a cosy feel to it and will offer specialisations in Arts management....  
**B** is for the **Brest Campus** our beautiful Brest campus lies on the Breton coast and benefits from a well-developed maritime setting,  
**C** is for the **Clermont Campus** – offering links to the world leading multinational companies in the heart of the magnificent volcanic Auvergne region,  
**D** is for **Diversity**, **Different** regions and **Dynamic** SME cultures,  
**E** is for **Entrepreneurship**, fBS places entrepreneurial skills at the heart of its teaching philosophy,  
**F** is for **French** as a foreign language: during their stay – all international students are able to learn or perfect their French language skills,  
**G** is for **Global** alumni network, fBS boasts a worldwide network of 36 000 alumni,  
**H** is for **High** quality of education and a High Technology learning environment,  
**I** is for **International** (fBS has a network of over 300 partners worldwide), each semester, students from over 40 different nationalities mingle on our campuses following English-taught programmes,  
**J** is for **Job** opportunities – fBS' main ambition is to help students find the career of their dreams – the career service manages over 10 000 internships and job offers annually,  
**K** is for **Key** to understanding, the new curricula at fBS will open more than just technical know-how – keys to decrypting the modern world and the new technological revolution will be made available to our students,  
**L** is for **Luxury** – France is home to many leading firms in the luxury market,  
**M** is for **Management** and **Marketing**, **Mergers** and **Market Finance** and **Motivation**,

**N** is for the **New World** that we live in, New technologies, New issues for humanity,  
**O** is for **Open-mindedness**, Opportunities,  
**P** is for **Paris and Poitiers**, traditionally international cities, hosting large populations of international students,  
**Q** is for **Quality** of teaching fBS boasts a Faculty of 170 professors covering all disciplines and representing a wide variety of academic expertise and different nationalities,  
**R** is for **Reality** check – students need to come to terms with the realities of business, beyond short-term profits,  
**S** is for **Shanghai campus** and for **Social learning** networks, fBS has placed great emphasis on new styles of teaching and learning.  
**T** is for **Tours campus** – on the outskirts of the city, not far from the Loire river, Tours is well known for its "Châteaux" and vineyards,  
**U** is for **Understanding** the ever changing business environment with its challenges and uncertainties,  
**V** is for **Vision** – our programmes will allow students to gain real vision of how to manage tomorrow's innovative firms,  
**W** is for **Warm Welcome**, fBS has dedicated staff and student teams in charge of assisting international students with their integration and orientation. fBS will help students with immigration services, find accommodation but also find them satisfactory medical care in English if necessary,  
**X** is for **eXpertise**, fBS trains new leaders and experts, we offer around 75 different specialisation tracks,  
**Y** is for **YOU** and why you should study at fBS and  
**Z** is for **Zero** reasons to hesitate!