



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:



**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.

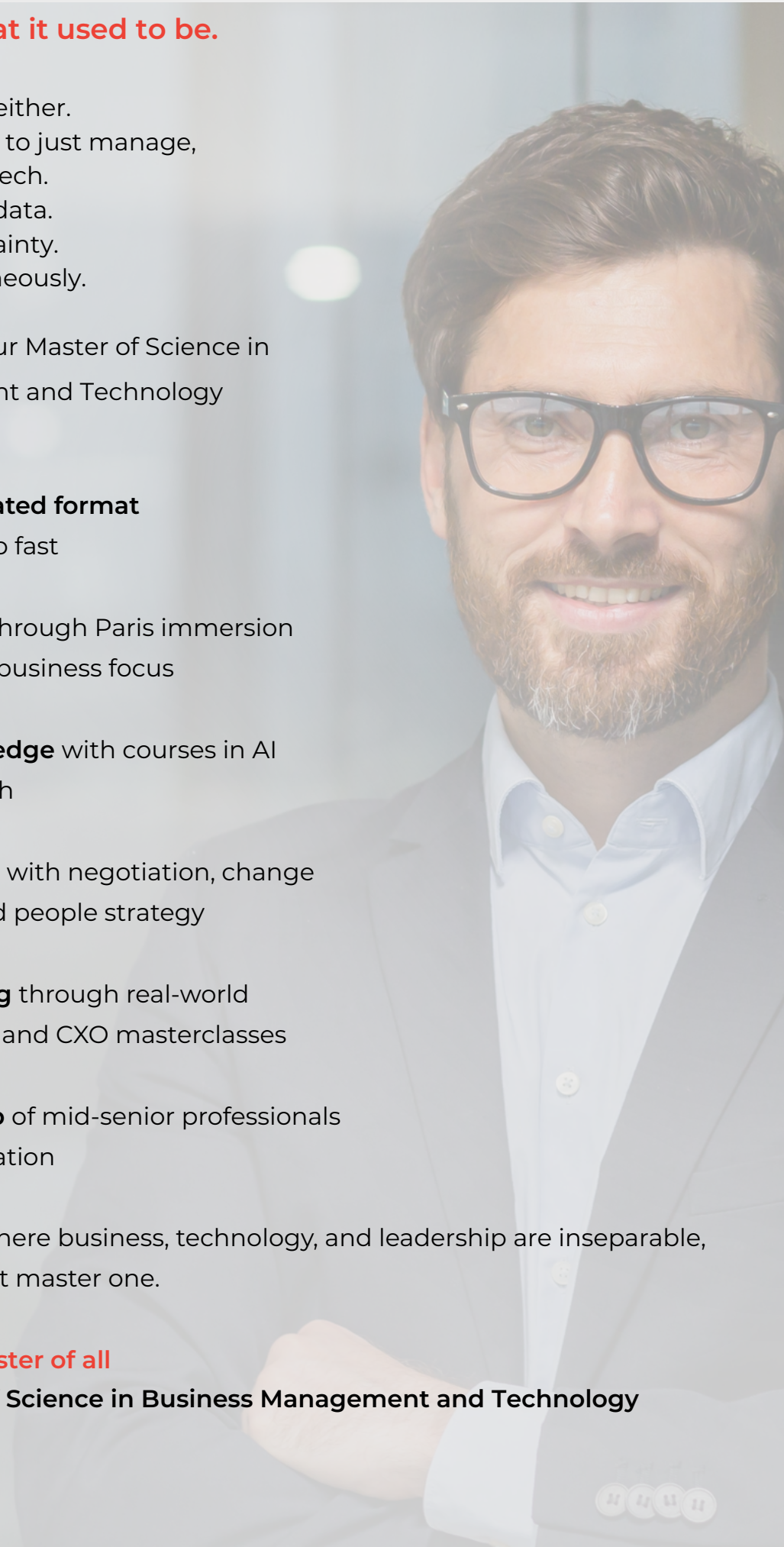
That's exactly what our Master of Science in
Business Management and Technology
prepares you for.

- **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

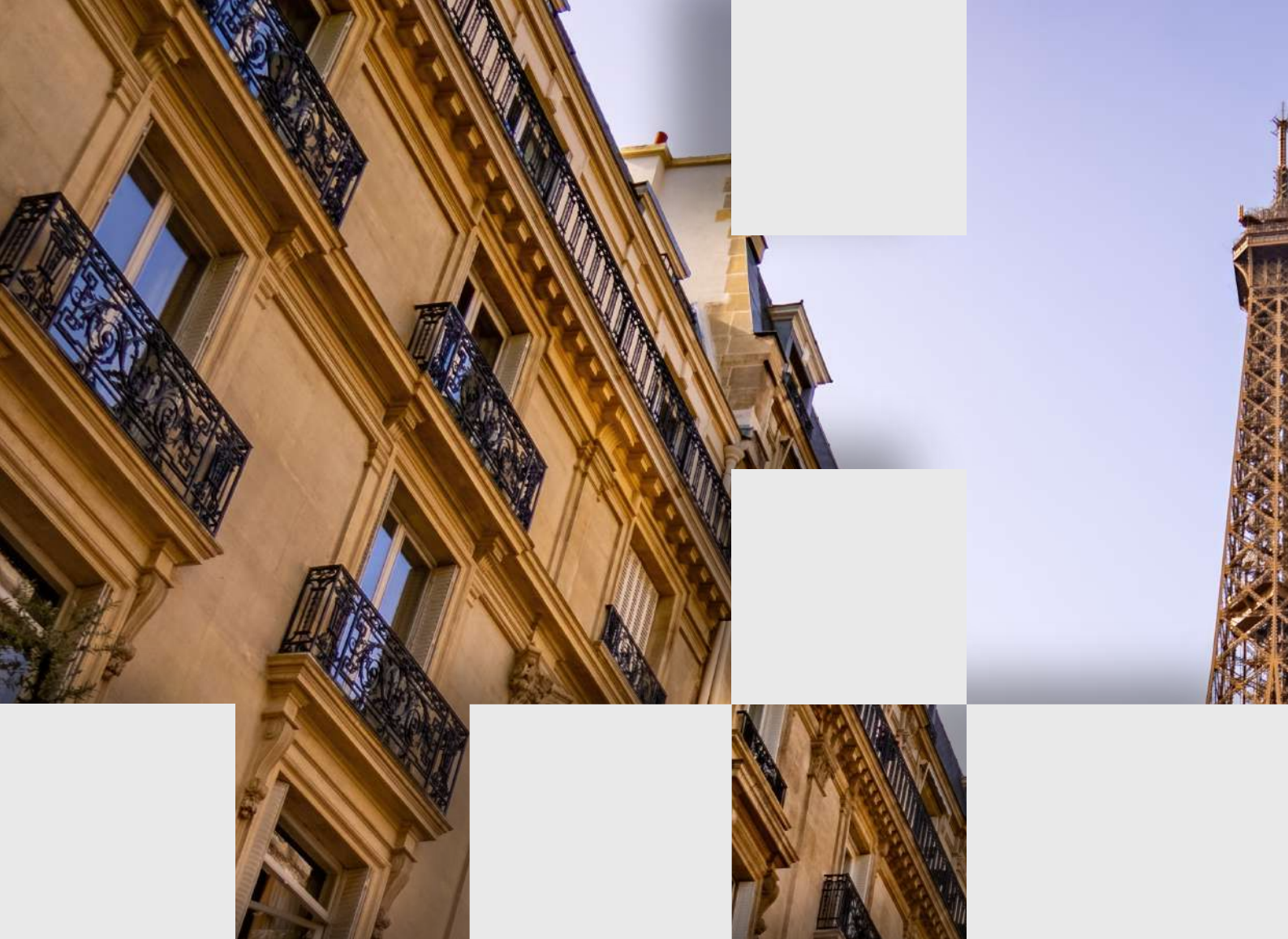


About Paris School of Business

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 awareness 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.





Triple-Accredited B-School



AACSB
ACCREDITED



ASSOCIATION
OF
AMBA
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**



Bloomberg



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

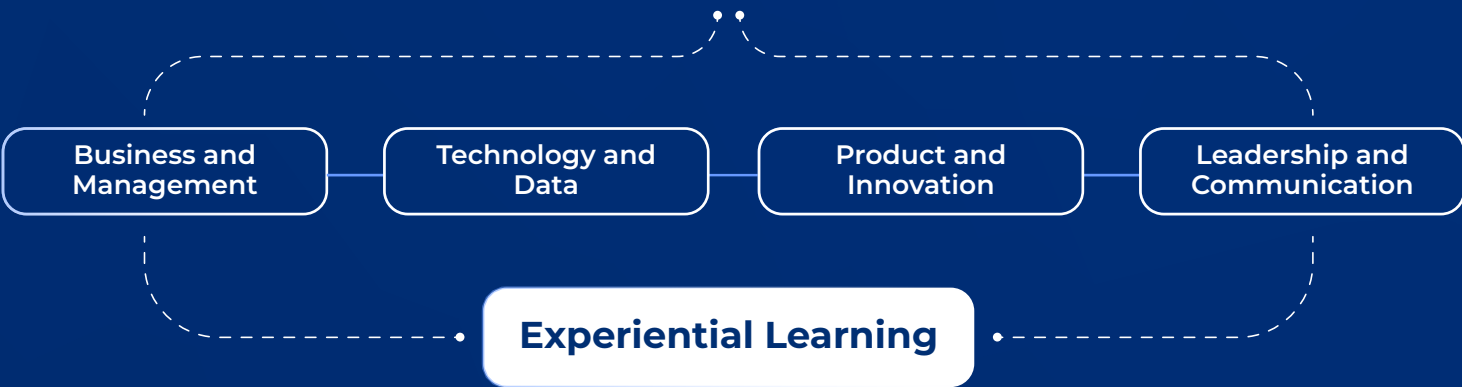
This next-gen degree equips you with a rare dual lens:
Sharp business strategy. Deep technology insight.

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.

Master of Science in Business Management 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**



Combating inventory, customer acquisition, funding and operational efficiency challenges in the entrepreneurial journey of this e-commerce startup



Delving into Netflix's unique culture through an emphasis on concepts such as "freedom and responsibility" and "context, not control"



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

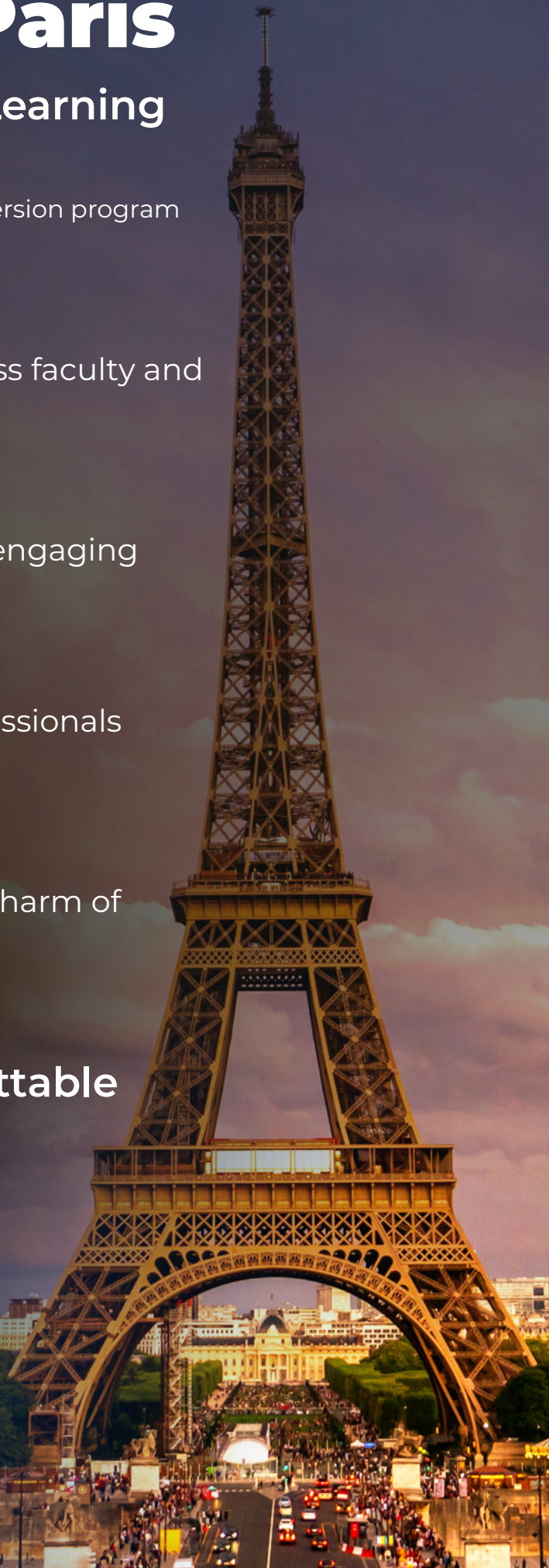
Experience the Best of Learning and Culture

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).



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).



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.



Dr. Hatem Rijba



Hatem Rijba 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.



Ons Belaid



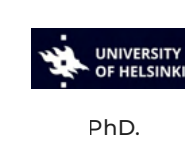
Ons Belaid is an Assistant Professor of marketing and cultural insights. Her research focuses on alternative organizations, initiated by non-expert consumers and their perpetual hunt for newly alternative life modes. Within this domain, she studies the growing lifestyle movement of "housing cooperatives"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



Dr. Amandeep Dhir



Amandeep Dhir (DSc, PhD) holds visiting/extraordinary professorships at multiple universities in Europe and South Africa. He holds dual doctorates in Consumer Psychology and Information Systems and has published extensively in leading journals. Amandeep also leads large-scale research projects across Asia, Africa, and Europe.



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".



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.



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, ESCI 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.



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





Technology Service Partner

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Q upgrad.com

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