



# **Horizons University**

*Private Higher Education Establishment  
Registered with the Rectorate of Paris  
under registration number : 07563245 - UAI : 0451674A*

## **MBA in International Marketing MBA in International Management**



# MBA in International Marketing or Management

## Description of MBA

FZW? 43 BchYcS\_ Sf : ad| a' e G' [hVb]fk bd/bSdVē  
efgVWfeXadVSVWēZ| bbaef|f|a' e| Y'āTS'ad|S' |] Sf|a' e  
S' V' XadLSdVē Se | VVbWVWf La' eg'fS' fēl Wfd/bdVē  
`Vg|ē S' VTge| VēdVWēdLZVēz

## Possible Concentrations

; fVd Sf|a' S' S' SYW\_ Wfi; fVd Sf|a' S' S' Sd| VV| Y|

## Duration

FZW? 43 i SeVWē|' VV fa' Sef \$ SLSVW\_ [UKVēbē

## Flexible, self-paced, 100% online

Kag US' efSf kagdVWdVMS' V LagdēVēS' kVSk aX  
fZVWVēdZi ZW kag SdVdVēkz6gWfa agdēVēbSUV  
SbbdSLZ| kag US' La\_ b VVW LagdēVē Sf kagdai ` bSUV  
FZ[e\_ Vē' eFZSf kag US' TafZ SUWVēSVkagdVWdVW  
adfS] WS |Y ZVd| ad| aSVz FZVWVdVW[eLa\_ b VVW  
Xg'k a' | VVea kag i [^ VVWdZShWfa fēbHwfa agd  
US\_ bgefa La\_ b VVW kagdLagdēVēz

## Studying Options and Language

; f|e|baeē|T Wfa efgVk TafZ a' ZJS\_ bge| 8dV LZfS' V  
a' | W| 7 Y|ēz

## Degree Value #\$\$ 75FE

## Admissions Requirements

Z3 4SUZVadi [fZ S\_ Sad| 4ge| Vēz  
Z%kVēbēad\_ ad|VXTge| VēdVSVW i ad| V|bVdVWUV  
- **When studying online:** FZWUS' V|VSVW\_ gef ZShW  
bcdX|UV k | 7 Y|ēz 'S YgSYVē ZW fZWUS' V|VSVW  
[eS' afS' Sf|hW' Y|ēz ebVē] VdZSe' af La\_ b VVW  
SVWdVW| 7 Y|ēz| adZSe' af i ad| VV | 7 Y|ēz|  
fZVbcbēV|f|hVēfgVWV\_f\_ gef ZShWSFA 78> eLadVāX  
' "" B4F| (#; #4/ adVēg|hS'Wf eLadVē| S' Vēg|hS'Wf  
7 Y|ēz fVēfz  
- **When studying on-campus:** FZWUS' V|VSVW\_ gef ZShW  
bcdX|UV k | 8dV LZ 'S YgSYVē ZW fZWUS' V|VSVW  
[eS' afS' Sf|hVēdV LZ ebVē] VdZSe' af La\_ b VVW  
SVWdVW| 8dV LZ| adZSe' af i ad| VV | 8dV LZ| fZV  
bcdēV|f|hVēfgVWV\_f\_ gef ZShWS bSēēLadVē| S 8dV LZ  
'S YgSYVēfz

## Methodology

FZVēfg|UfgdVāXS fkb|US^LagdeW [^dVēg|dVēfgVW fe fa  
dVēV\_ S VV|S'e egbb |VW Tk fZVg' |hVē|fk| efgVk dVSVW  
\_ S VV|S'e S' V Va ea\_ WbVēa' S^dVēdLZ a' fZVfab|U  
/āLge| Y a' SdVē aXbVēa' S^| fVdVēfz 8adVēLZ fab|U

## What our students say about the MBA

«Direct application in my professional life»  
- MBA Year 1 - Dubai

«The case studies were great as they placed  
me in real life situations, hence I was able  
to implement what I learned.» - MBA Year  
2 - France

«Well structured, engaging and challen-  
ging.» - MBA Year 2 - Cameroon

LahVdV| fZVēfgVWV f i [^bd/bSdVfZWS' e| Vd fa S fVēfz  
FZVWVēf i [^La\_ e|ef aX Sbb'k| Y fZVē] [^e Vēd VV fa S  
Y|hW efgSf|a' z

; ea\_ W LagdēVē efgVW fe i [^TWdVēg|dV fa bd/bSdV  
bcdVUfēi ZVdVZVVK  
US' Sbb'k fZV|ē| W' k S|ēg|dV e| [^ē| S\_ adVLa\_ b VVW  
i Skz  
3' ? 43 efg|UfgdVf : ad| a' eG' [hVb]fk [e\_ SVWgb aX  
LadVVS' V ebVUS' | VV LagdēVē FZVWadVbcdVcS\_ La\_ Z  
T| Vē fēdV|f|a' S^Tge| Vēd La\_ b VVW U|Vē i [fZ La\_ fV\_ Z  
badSck Sbb' |USf|a' e fa Y'āTS' | Sf|a' bcdVēVē LZ SēLZ  
fV|ēf|Lē aX LZS' Y| Y eaU|V|Vē S V LdVf|hWbcdT VV  
ea'h| YzEfgVW fe i [^La\_ b VVW VēgdLadV LagdēVē  
TVēdVfS' | Y VēgdēbVUS' | VV LagdēVē [ a' WāXfi a  
SdVē International Management S' V International  
Marketing

6gd' Y fZW? 43 S^ēfgVW fe i [^La\_ b VVWS' | VVZ  
bVWVWV dVēdLZ fZVē|ē g' VVdVZVēgbVh|ē|a' aXVēZ  
VgSfVWSLg'fkz



I Wla\_ Wfa : ad| a` eG` [hVb|f|k| kagdzuniversity of the 21st century] WSdVS Z|YZ`k X`j |T`Wg` [hVb|f|k| VV|hVd| Y bcaZ Ycd\_ e fZSf Xf kagddV|f|k S` V Y|hV|kag b|S|f|US`V|bVdVW UVZ I Z|Wkag efgV|k Sf: ad| a` eG` [hVb|f|k| kag US` |hV|S` ki ZVdV [ fZW adV S` V i ad| Xg`Z|\_ V| WSvSbf fa kagdeLZVWg`V fZS` ]efa agda` V|faZa` VVf|SUZ| Y!|a|SUZ| Y SbbcaSUZ? aef aXagdbcaV|eac| ZShWTVV i ad| Y | fZVWVW fZV|k fV|SUZ XadS` \_ [ l\_g\_ aX#` kV|S|eZ`Kag US` TVegdVfZSf kagdV|bVZ dVU|MSf: ad| a` eG` [hVb|f|k| i [^T|W|V|W|S` f fa fZV|ZS` Y| Y i adV S` V fa kagdbV|e| S`d|S`|f|kZ

AgYdVdVgSfV|e|f|dShVfZVW adV| |hV| fZW| Wla` f| Wf|e| ZaV` V|S|V|eZ| |b|bae|f|a` e`\_ S` SYWZV|d|ai` \_|a` bS` |V|d| SdV` d|S|V|k XadUZS` YV|S` V TV|V|W|V| fZW VV| XadS|eZ|f| fZW VV|g|S|f|a` S`V|b|VdVW UVZ



: ad| a` e` G` [hVb|f|k| |e` S` \_` a` Z|b|X|f` 7efST`|eZ`\_ Wf` dV|e|f|V|W` i |fZ` fZVdV|f|a|c|f|V|a`X` B|S|eZ`

FZW: ad| a` e` G` [hVb|f|k| 643 |e` d|V|a`Y` |V` W` Xad` |f|e` V|V|U|V|W|U|W` Tk` 7547` /S` 7g|c|b|V|S` S|U|b|W|f|f| Y` TaV|k|f| S` V` 354EB` /S` 3\_ Vd|US` S|U|b|W|f|f| Y` TaV|k|f|

3e S : ad| a` e` G` [hVb|f|k| efgVW|f| kag US` TV` S` bS|f` aXfZWTV|f` |T`g|e|` V|e`



**Horizons University is registered in:**  
Paris Regional professional Training  
Control Department (n° 11756124075)

**Practical Information:**

**Tuition and Fees**

%&` " `fg|f|a` bVd|S|U|S|V|V` |U|kV|S|d` ("` dV|e|f|d|S|f|a` X|W` " `fV|U|Z` a`a`Y`k` X|W`

**Admissions Process**

1. 3bb`|U|S|f|a`  
8|c|f` kag` \_` gef` kag` \_` gef` eWV|` Y` S`^`dV|e|g|dV` V|a|U|g`\_` W`f|e|f|a` : ad| a` e` G` [hVb|f|k| V|fZ`V|d|h|S` V|\_` S|`^`a|b|a|e|f|z`

2. B|a|U|e|e|` Y`

A` U|W`kag` ZShV|e|g`T` [f|fV` kag|U|a`\_` b`V|W` Sbb`|U|S|f|a` |` 3V` \_` |e|e|a` `e` i` [^`Sbb|c|e|W`kag|d` Sbb`|U|S|f|a` `S` V`Y|V`TSU|` fa` kag` |` a` W` V|W` i` |fZ` fZVdV|e|g`f|e|aXfZ`W|V|S`g`S|f|a` `z`

3. 7` d|a`^` W`f`

A` U|S|U|W|b|fV` kag` i` [^`T`W|W|V`|T`W`f|a` W`d|`z`fZV` W`d|`^` W`f` b|a|U|e|e|`|e|e|\_` b`V|S` V`X|e|fZ`Kag` i` [^` dV|V|hVZV`W|a` `f|c|S|f` S` V`e|a`\_` W|a`fZV|d`V|a|U|g`\_` W`f`e` Xad|U|a`\_` b`V|W|S` V`e|Y` S|f|g|d`V` fZV` kag` bSk` kag|d` f|g|f|a` `z`B|a|d`\_`a|d|V` Xad` S|f|a` `a` fZV|hS|e|g|e` i` S|k|e|fZSf` kag` US` `bSk` kag|d|f|g|f|a` `b`V|e|e|V|d|b`k` fa` U|a` `fS|U|fZ`g|z|b`S|e|a|V|g|z`

**Supporting Documents for Application**

Z`Kag|d|V|e|g`\_` W`V`g|d|U|g`|g`\_` H|f|S|V|Z`  
Z`?` a|f|hS|f|a` `>V|fV|d`  
Z`EUS` `V` U|a|b|V|e`aX`S`^`V|b`a`\_` S|e`S` V` f|c|d` e|U|b|f|e` a|T|f|S|` W`f`a` V|S|fV`  
Z`B|a|a`X|a`X`S` Y`gSY`V|b|c|a`X|U|W`U`k`  
Z`5|a|b`a`X`kag|d|b`S|e|a|b|f|z`

**Application and Enrolment Dates**

Kag` \_` Sk` W`d|`^`fa` fZW: ad| a` e` G` [hVb|f|k| ?` 43` %|` V`S|k|e`S|kV|S|eZ`  
A` U|S|U|W|b|fV` kag` US` `W`d|`^`fa` fZW?` 43` b|c|a`Z` Y|c|d`\_` S` k|f`\_` W` S` V` T|W`|` kag|d|U|a|g|d|V|e` S` k`V|S|k` T|W|S|g|e|W|U|a|g|d|V|e` Z`ShVW`d|`W`f`a` `S` d|a`^`f` Y` T`S|e|eZ`

**Graduation**

6|b`a`\_` S|e` S|d|V|eZ`|b|bV` g|b|a` e|g|U|W|e|g`^`U|a`\_` b`V|Z` f|a` `a`XfZ`W|V|V`d`W|Z`E|f|g`V`W`f`e` i`|eZ`|` Y` fa` S|f`V`W` Y|c|d|V`g`S|f|a` `a` `a|g|d` U|S`\_` b|g|e` eZ|a|g`V` U|a` `fS|U` fZV`g` [hVb|f|k| S|f` V|S|e|f` &` \_` a` fZ|e|b|c|a|d|f|a` Y|c|d|V`g`S|f|a` `z`

**Central Paris Campus**

: ad| a` e` G` [hVb|f|k|  
' |t`d|W`5|a` f|e`  
)` " ` " ` %B|S|e|e| 8|d` U|W`

Prices subject to change

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| Z`S|f|e`S|b|b,` E`%`|#`&S`#` )` \*`"