



## **The American University of Paris launches its 9th Master degree in September 2009 in Cross-Cultural and Sustainable Business Management**

This new academic program supports the increasing demand to engage businesses as partners in responding to the needs and aims of contemporary society. The MA, entitled *Cross-Cultural and Sustainable Business Management*, one of the first programs of its kind in France and Europe, prepares future leaders to assume responsibilities in the global business environment. The program trains students to meet 21st-century private sector challenges so that they will understand the needs, requirements, and processes of performing across cultures as well as adapting an organization from the current 'take-make-waste' behavior to a 'regenerative circular' operation.

The Master's in Cross-Cultural and Sustainable Business Management provides students with a competitive advantage by offering specialized courses on business sustainability and cross-cultural management, as well as core courses in international business and management and corporate social responsibility. The program increases students' marketability by incorporating professional experience, interdisciplinary study, and balanced theoretical and practical curricula into the degree.

This one-year, full-time program, taught in English, begins with a one-week residency off-campus that focuses on important features of high-performance organizations, and concludes with a second residency abroad. It consists of 40 academic credits completed in two semesters plus one summer of course work.

***"Sustainability is not a problem to be solved. It is a future to be created."***

*Peter M. Senge, Learning and Leading for Sustainability, 2006*

Detailed information about this new degree:

<http://aup.edu/graduate/mcsbm/default.htm>

**The American University of Paris**

Division of International Business Administration

6, rue du Colonel Combes 75007 Paris, France

Contact: Mehdi MAJIDI

Email: [mccsb@aup.edu](mailto:mccsb@aup.edu)

Telephone: +33 (0)1 40 62 06 74

---

AUP Press Contact: Marie-Laure Valleron

[mvalleron@aup.edu](mailto:mvalleron@aup.edu)

Telephone: +33 (01) 40 62 05 66