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Master of Arts in Cross-Cultural and Sustainable Business



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As business aligns itself with the needs and aims of contemporary society, increasing corporate social responsibility is leading to new and exciting career possibilities for those individuals who have been trained to manage in this new environment. Although there is mounting evidence that business is being called upon to engage as partners and agents in positive change, preparing future leaders to assume responsibilities of such global importance requires the invention of new academic programs.



Meghan Brown earned her Bachelor of Science in Business from

Miami University in 2008. Meghan knew that she wanted to pursue this program upon first sight because *“the courses are well rounded and cover many different aspects of business that I am interested in.”* She goes on to say *“I also appreciate the fact that the program includes coursework in sustainable development and environmental initiatives... I think it is important for companies to consider their environmental impact when making business decisions.”* Following the completion of her studies at AUP, Meghan intends go to law school in order to pursue a career in international business law.

The Master’s in Cross-Cultural and Sustainable Business Management is designed to respond to these needs by focusing on interdisciplinary study, the effect of sustainability issues on international business operations; cross-cultural management; corporate social responsibility; international business and management; and international strategy and leadership.

The program provides a balanced intellectual, theoretical, professional, and practical preparation in order to form a new generation of international managers for the increasingly interrelated global business environment requiring unprecedented active participation by the private sector in socioeconomic development.

Learning Goals

- Degree recipients will understand business and management within a global context.
- Students will acquire an understanding of ethical issues and the responsibilities of organizations toward a broad range of stakeholders.
- Graduates will be able to perform across cultures, and manage an organization’s footprint by actively participating in creating and maintaining a sustainable socioeconomic and natural environment within that organization.
- Graduates will be able to actively take part in the transformation of a “take-make-waste” economy to a “regenerating circular economy.”

“Sustainability is not a problem to be solved. It is a future to be created.”

Peter Senge,
Learning and Leading for Sustainability, 2008



Benedikt Schvoll, a German national, pursued his undergraduate studies in the

United States earning his BA in Economics and International Management from Simpson College in 2008. Benedikt writes *“Cultural particularities still exist and create a challenge for business today. Almost every company is working on a global basis and markets have become accessible in multiple countries....an acceptance of cultural particularities is of vital importance.”*



Soukaina Bennani left her home of Rabat, Morocco in 2006 in order to pursue

her undergraduate studies at AUP. She earned a BA in International Business Administration in 2009. Soukaina was attracted to the MA in Cross-Cultural and Sustainable Business Management for the hands-on, practical approach of the curriculum. She looks forward to a career in international management.

Highlighted courses

Global Sustainable Business

In the last decades, the market economy has started an evolutionary journey that has now reached a level requiring fundamental changes in corporations. This course is designed in response to these changes. It introduces business students to sustainable business management practices and to the role of the private sector in global sustainability development and environmental initiatives.

Global Cross-Cultural Management

Stimulating intercultural sensitivity and understanding, and managing cultural differences are vital business concerns. This course examines different cultures, the fundamental elements of intercultural management and working in an international context: organization, leadership, multicultural teams, intercultural communication, meetings and presentations, social etiquette, and taboos. The impact of cultural differences is examined for key management activities and key situations.

High-Performing Organizations

The purpose of this workshop in residence is to ensure common understanding and skills for all students entering the program. Students learn and practice the basic aspects of a high-performing organization, including team dynamics, leadership, performance measurement, and project management.

1 st Semester (Fall)	2 nd Semester (Spring)	3 rd Semester (Summer)
One week workshop (in residence)	4 courses	1 course with final residency
3 courses		Professional experience / Thesis
16 credits	16 credits	8 credits

* Enrollment is possible in the fall semester. Classes are scheduled late in the day, allowing professionals to continue working part-time during their studies