

BBA Business & Technology

Tech MBA_

SPECIALISATIONS

- _ AI Manager
- _ Cybersecurity Manager
- _ Technology Leadership

IN PARTNERSHIP WITH:

Technological disruptions are impacting our society_

PST&B: France's First Integrated Hybrid Grande École Combining Tech & Business

Recent studies on future skills unanimously highlight the growing importance of technological expertise for managers, alongside the need for technology professionals to strengthen their managerial skills.

PST&B meets these demands, becoming France's first hybrid Grande École with a mission To Educate Tomorrow's Tech Leader.

"It's now obvious: there is no leadership without technological leadership."

Accenture Vision Technologique, Whitebook 2021.



Choosing the BBA in Business Technology or the Tech MBA at PST&B is more than an academic decision—it is a commitment to shaping your future.

Technology is the world's leading recruitment sector and will continue to drive careers in France and worldwide for the next decade.

As artificial intelligence reshapes every profession, those who master the link between business and technology will stand apart.

Our programs are designed to empower you with the vision, skills, and confidence to thrive in this fast-changing world.

PST&B is part of Galileo Global Education, the world leader in private higher education.

With over 300,000 students across 20 countries, this global network opens doors to exceptional resources, connections, and opportunities.

You are not just joining a school, but an international academic community.

Studying in Paris means living at the heart of French Tech, where innovation pulses every day.

It also means embracing a unique student life filled with culture, creativity, and inspiration.

In Paris, your journey blends ambition and elegance—your own *Emily in Paris* moment, with a purpose.

Armand Derhy, PhD

Founding Director of
Paris School of Technology & Business

Mission_

Educating Tomorrow's Tech Leader

Vision_

Offering companies in the 21st century new profiles trained to address the impact of Technology on the business world, with dual Tech and Business skills.

Values_

- Innovation
- Agility
- Impact

Ambition_

Paris School of Technology & Business is positioning itself as a Game Changer in the French higher education landscape. It aims to quickly join the elite of national and European Grandes Écoles in its category, with national and international academic recognition.

03

Reasons to Choose PST&B_

02

The strength of the Galileo global Education network: A Global Leader in private Higher Education Worldwide_

With more than **300,000 students** across **20 countries**, Galileo Global Education brings together outstanding schools (EM Lyon, PSB, ESG, Strate, Digital Campus...) that hold the highest academic recognitions and professional certifications, and are regarded as benchmarks in their respective fields.

01

The 1st Grande École with an integrated Technology and Business double degree course._

Recent studies on the skills of the future consistently highlight the growing importance of technological expertise for managers, as well as the need for technology professionals to develop stronger managerial skills.

PST&B meets the expectations of companies by becoming the first hybrid Grande École in France, whose mission is to train tomorrow's Tech Leaders.



Galileo
Global Education | France

03

Access To World Class corporate and Academic Partners_

Access to leading corporate partners such as Microsoft, Amazon, and Adobe, as well as world-class academic partners like Sorbonne University.

 **Microsoft**
Learning Partner

 **aws** academy

 **Adobe**


**FORMATION CONTINUE
PANTHÉON SORBONNE**
UNIVERSITÉ PARIS 1



Our programme **BBA Business & Technology_**

Atitaya W. Cohort 2026
Double Degree Bachelor Silpakorn University - Bangkok / PST&B - Paris

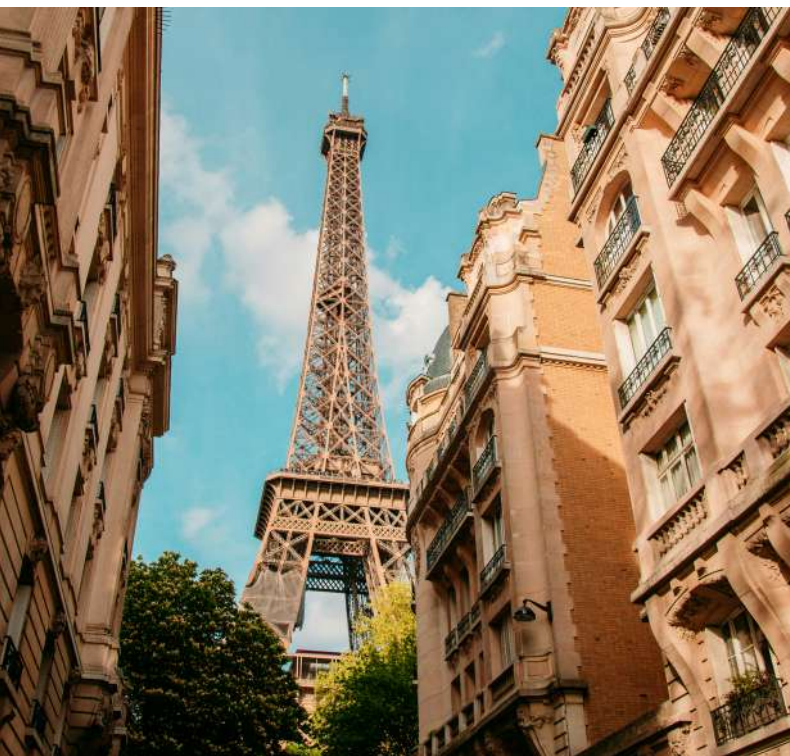
03

Reasons to choose the BBA in Business & Technology_

02

Tech: The leading recruitment sector in France and the world.

With nearly **300,000 jobs** in 2028 in **France** (Numeum2022) and **170 million** new jobs **worldwide** to be created by 2030 according to the World Economic Forum the Future of Jobs 2025.



01

A looking forward programme

The BBA in Business & Technology at PST&B is a forward-looking programme that combines business and technology to prepare future graduates to meet the challenges of rapid technological change within modern organisations.



03

Study in Paris, the city of Light

Paris offers a unique international immersion as a global hub of innovation, the capital of French Tech, and a vibrant student and cultural city.

Programme Undergraduate BBA in Business & Technology_

This programme provides undergraduates with the right business theory and technological skills to deliver innovative and creative solutions for today's digital businesses and related industries. Beyond ad creation and social media management, this programme will immerse students in the world where the balance between human interaction and online presence is key to success.

In short:

Programme offered
in collaboration with :



Duration
1 year

Requirements
2 Years Bachelor
or Equivalent

Conditions
120 ECTS
credits

Level of Education
Undergraduate

Starts
September

Year 3		
Semester 1	Semester 2	Degrees
Bachelor in Communication & Digital Marketing	Option 1 : Internship	ESG ÉCOLES DE COMMERCE
	Option 2 : International Academic Partner	Paris School of Technology & Business



Student in a double degree programme at Silpakorn University Bangkok (BBA) and PST&B, Class of 2026.

BBA Business & Technology programme structure_

Semester 1 ————— October To December 2026

- AI for business
- Cybersecurity & Management
- Business & technology project
- Business game and integrated seminar
- Customer relationship management/enterprise resource planning
- Ethics and data protections
- Intercultural management
- Search engine optimisation
- Final exam - validation des acquis
- Orientation day III
- Professional project defense

Semester 2 ————— January To June 27

Students have two options:

Option 1: complete a six-month internship in France or abroad.

Option 2: pursue an international academic exchange semester at one of our partner institutions, such as Regent's University London, McGill University in Canada, or other world-class universities

Professional integration and further studies —————

Graduates of the BBA in Business Technology at PST&B can pursue several career paths, including:

Business Technology Consultant

Supporting companies
in their digital transformation
and innovation strategies.

Product or Project Manager in Tech

Leading the development
and deployment of digital
and technological solutions.

Data & Digital Business Analyst

Translating data and technology
into strategic business insights.

In addition, graduates have the opportunity to continue their studies at Master's level within one of PST&B's partner universities, gaining advanced expertise and an international academic experience

Our programme

Tech MBA_

SPECIALISATIONS

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01

New international reference

The Tech MBA allows you to acquire essential dual skills in Technology and Business by developing a 360° vision combining technical expertise with a deep understanding of managerial issues. This programme is a **natural choice for professionals looking to move into tech** and allows future graduates to acquire both a strong foundation in Management while deepening their expertise in Technology.



03

Access to professional certifications:

Microsoft, Amazon Web Services, as well as a certification on **project management**.

Tech MBA Programme



A unique one-year experience designed to bridge the gap between the business world and the technology sector. Designed for professionals who want to strategically impact the business world, it aims to train the future Leaders of tech companies or within IT divisions of large organisations.

The programme at a glance:

Duration 3 Trimesters	Recognition Title recognized at level 7 by the French State	Admission requirements → Holder of BBA or Master's degree	Diploma Tech MBA	Language of Instruction: English	Number of ECTS credits 60 credits
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Presentation

The Tech MBA from Paris School of Technology & Business is the first MBA specialised in the tech ecosystem offered in France and is in line with international Tech MBAs offered in the United States, in particular Cornell Johnson, Northwestern University, NYU Stern's, Berkeley Haas, etc. It meets the growing demand by training PMOs with a 360° vision occupying strategic positions and transversal roles that go beyond project management, with solid experience in both technology and business.

A new international benchmark, the Tech MBA allows students to acquire essential dual expertise in Technology and Business by developing a 360° vision that combines technical knowledge with a deep understanding of managerial challenges.

This programme is the natural choice for professionals seeking to move into the tech sector and allows future graduates to gain both a solid foundation in Management while deepening their expertise in Technology.

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“Too many brilliant talents remain trapped by an invisible gap. On one side: engineers who create wonders... yet struggle to communicate with decision-makers. On the other: managers with bold visions... who hit a wall when it comes to technical reality. The cost? Stalled projects. Stifled careers. Missed opportunities.

PST&B's Tech MBA isn't just another certification for your collection. It's your passport to a highly sought-after profile: someone who can translate technical complexity into business impact—and vice versa. You'll emerge fully bilingual: fluent with development teams, credible in front of executive committees. And that, truly, changes everything.”

Rony GERMON, PhD
Head of Tech MBA



Programme

This one-year MBA programme offers a variety of technology-focused courses, including cybersecurity, data, AI, blockchain, Web3.0, and social media analysis, taught by renowned professionals and academics.



This programme also offers opportunities for **experiential learning within French tech companies or even tech multinationals** (Microsoft, Amazon Web Services, Adobe,...) as well as within incubators such as Station F or the Campus Cyber. Many networking events with tech professionals are also offered.

The programme, offered over one year and divided into 3 trimesters, includes experiential courses as well as the following tracks: Business for Tech, Tech for Business, AI Manager, Cybersecurity Manager and technology Leadership.

Students may start a part-time internship from March to June, and then switch to a full-time internship until September.

The Tech MBA takes place in a modern campus located in the heart of Paris in the 11th arrondissement, close to the Silicon Sentier. An International Learning Expedition, allowing an immersion in the tech ecosystem, is also scheduled with a partner located in Europe



Trimester 1	Trimester 2	Trimester 3	Degree
Business for Tech	Tech for Business	AI Manager Cybersecurity Manager Technology Leadership	 

4.7 / 5



Google Reviews

5 / 5



Avis vérifiés Reviews

5 / 5



Diplomeo

Tech MBA

programme structure_

Trimester 1

October To December 2026

4 days in class per Week

- Innovating with AI
- Tech corporate strategy
- Corporate finance
- Tech marketing
- Tech project management
- Startups & funding
- Ethics and regulation in tech

Trimester 2

January To March 2027

4 days in class per Week

- Artificial intelligence in business
- Cybersecurity for managers
- Data management
- Information systems management
- E-commerce and digital strategies
- Blockchain and cryptocurrencies

Trimester 3

April To June 2027

2 days in class per week - Beginning of internship

AI Manager

- Azure AI engineer associate
- MLOPS engineering on AWS
- AI-900 azure ai fundamentals

Cybersecurity Manager

- Azure security engineer associate
- AWS academy cloud architecting international
- Certification ISO 27001

Technology Leadership

- Tech project management
- Ethics & compliance in Tech
- Innovation & design thinking
- Tech Leadership
- Personal coaching

Business activity

- Internship
- Professional capstone
- International learning expedition
- PMI certification
- Professional Capstone

Career Opportunities Tech MBA

PST&B's Tech MBA opens up a variety of career opportunities. Here is a list of potential jobs for Tech MBA graduates, in France and abroad:

Chief Digital Transformation Officer

Responsible for leading the integration of digital technologies in a company to improve performance and competitiveness.

Technology Strategy Consultant

Expert advising companies on the adoption of new technologies and the optimisation of their IT strategies.

Technology Product Manager

Responsible for the strategy, roadmap and functionality of a technology product, in collaboration with the engineering and marketing teams.

Chief Innovation Officer

Focused on identifying and developing new technological opportunities to drive the company's growth and competitiveness.

Technology Entrepreneur

Founder of a company in the field of technology, developing new innovative products or services.

Average Salary after studies

Career starting:

Between 50 000 and 80 000 € / year

Intermediate Experience:

Between 80 000 and 120 000 € / year

Cyber Careers:

Cyber Consultant

Advises organisations on strengthening their security and managing digital risks.

Cyber Project Manager

Leads cybersecurity projects and coordinates both technical and business teams.

AI Careers:

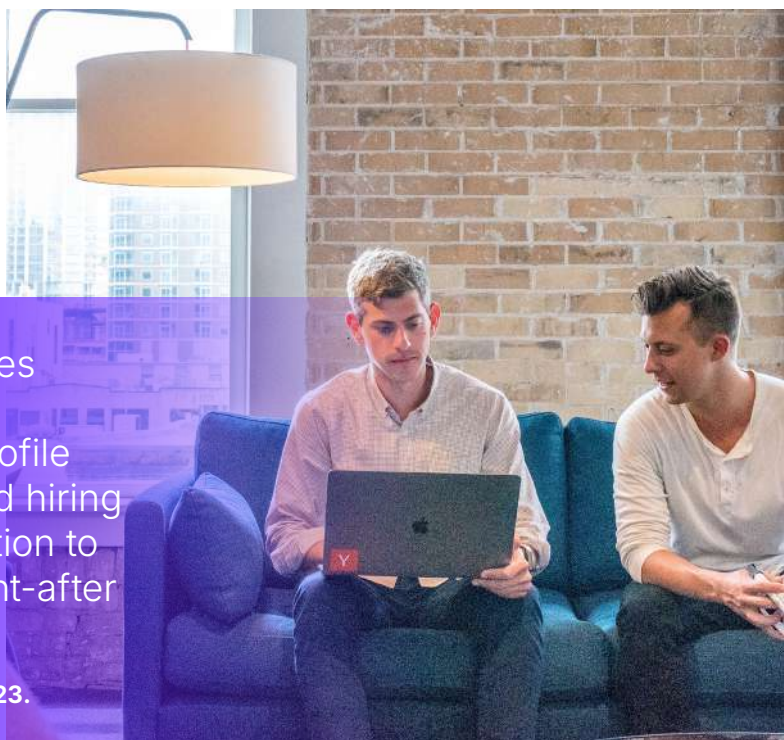
Chief AI Officer

Defines the company's AI strategy and oversees its large-scale implementation.

AI Project Manager

Manages AI-related projects from design to deployment, working closely with technical teams.

Each of these roles combines management and technology skills, which are essential for navigating today's economic landscape, characterised by rapid technological change.

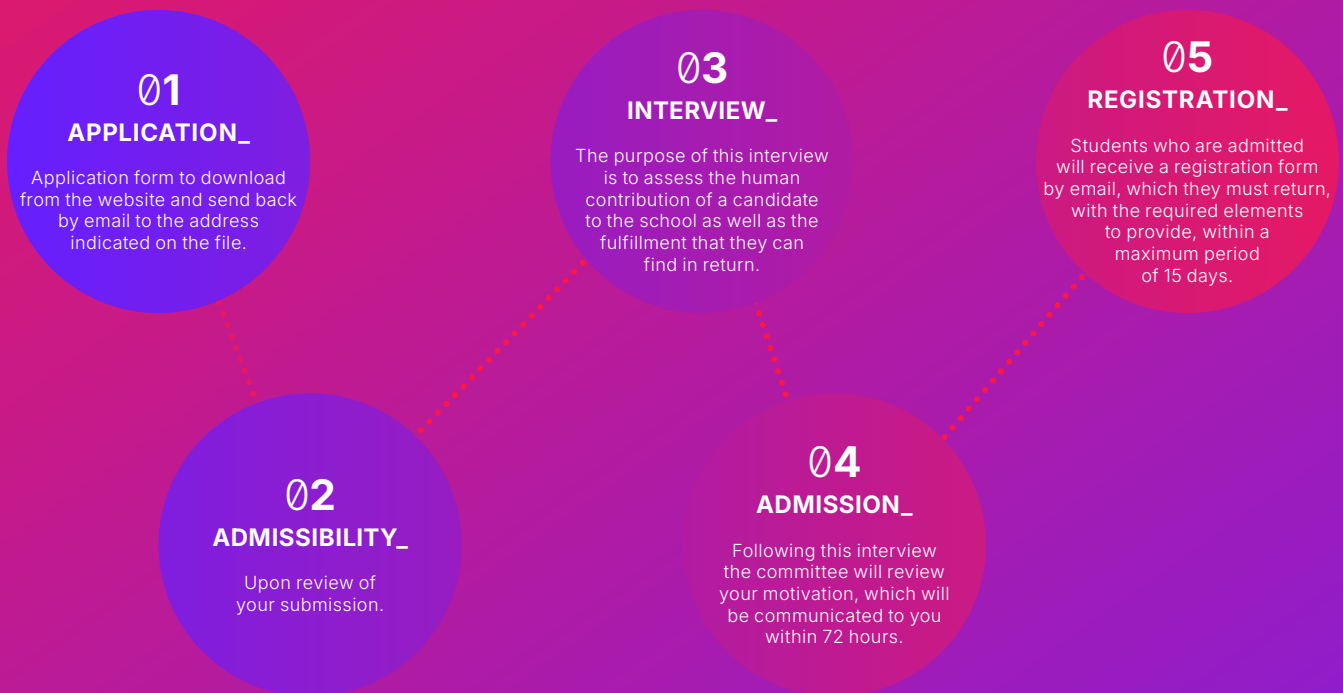


"The recruitment of IT and Digital profiles is characterised by a "Tech exception": an exacerbation of national trends in profile shortages, high mercato, and shortened hiring processes. There is increased competition to attract these essential and highly sought-after profiles."

RH Talent Solutions Report Study 2022, Salary Guide 2023.

Admission Process_

The admission process is the same regardless of the year of entry and is a **5-step process**.



Prices 2026/2027	Academic year	Price
BBA in business Technology	1 Year	9 500 €
Tech MBA	1 Year	12 000 €

