

## Paris School of Business: WINTER SCHOOL 2025

*Place:* Paris, France

*Dates:* January 6<sup>th</sup> – January 17<sup>th</sup> 2025

*Courses:*

1. Luxury Brand Management
2. Artificial Intelligence (AI) for Business

*Language:* English

*ECTS points:* 7.5

*Fees:* 2650 EUR for ZSEM students

*Program Fees include:*

- Individual accommodation in a residence
- Breakfast and lunch on weekdays
- Courses 100% in English from the elected track (32 hours of lectures and workshops)
- 7.5 ECTS upon completion
- All activities and cultural visits (18 hours of activities)
- Farewell dinner

*Deadline to apply:* November 15<sup>th</sup> 2024

*Link:* <https://www.psbedu.paris/en/programs/short-programs>

