



# Citymark International University, Paris France

 [citymarkintluniversity.eu](http://citymarkintluniversity.eu)

**REGISTER NOW**






[info@citymarkintluniversity.eu](mailto:info@citymarkintluniversity.eu),  
[admissions@citymarkintluniversity.eu](mailto:admissions@citymarkintluniversity.eu)



250 Bis Boulevard Saint –  
Germain 75007 Paris, France.

## Important Information

1. Admission is open all year round, allowing students flexibility to start at any time. 
2. All programs follow an online/distance learning model for international students. 
3. The ECTS grading scale ensures international recognition of academic performance. 



# CITYMARK INTERNATIONAL UNIVERSITY CATALOG

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## WHO WE ARE

Citymark International University, Paris, France is a Private University that delivers quality and affordable education to our students across the globe. Citymark International University is located at Paris, France. Citymark International University, Paris, France is an authorized University in France. Our programs are designed to meet the professional and academic needs of students globally.

Our programs are flexible and interesting. Our tuition fee is affordable and structured in a manner that allows students to pay by installments.

Our lecturers are friendly with industrial practical experience. We see quality as our watch word. Admission is round the year, which allows you to register and commence immediately. Earn a European degree with Citymark International University, Paris, France.

## VISION

To deliver quality and affordable education to students across the globe.

## MISSION

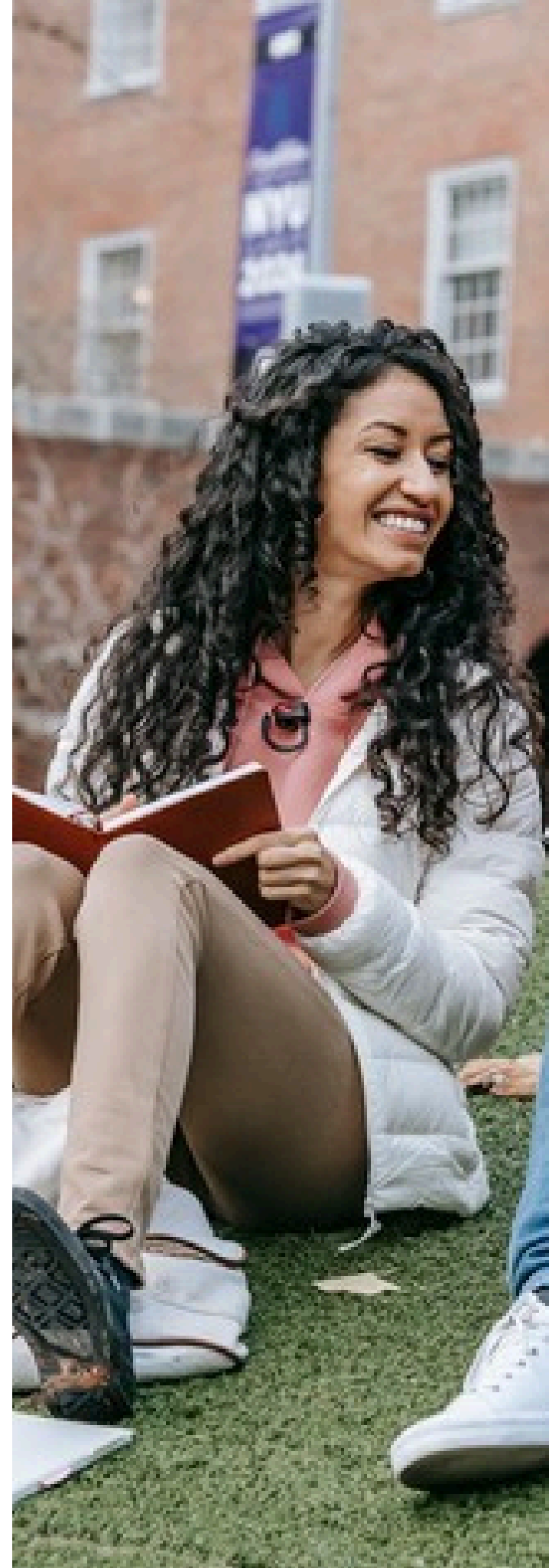
To deliver quality and affordable education to students across the globe.

## MOTTO

Empowerment by Education.

## PHILOSOPHY

Education without borders and limits.



## CORE VALUE

Quality

Transparency

Honesty

## GOVERNANCE

Citymark International University is governed by:

- Board of Directors (headed by the President)
- Academic Board (headed by the Educational Director)
- Non-Academic Board (headed by the Registrar)

Each academic program is overseen by a Head of Department.

## LEGAL STATUS

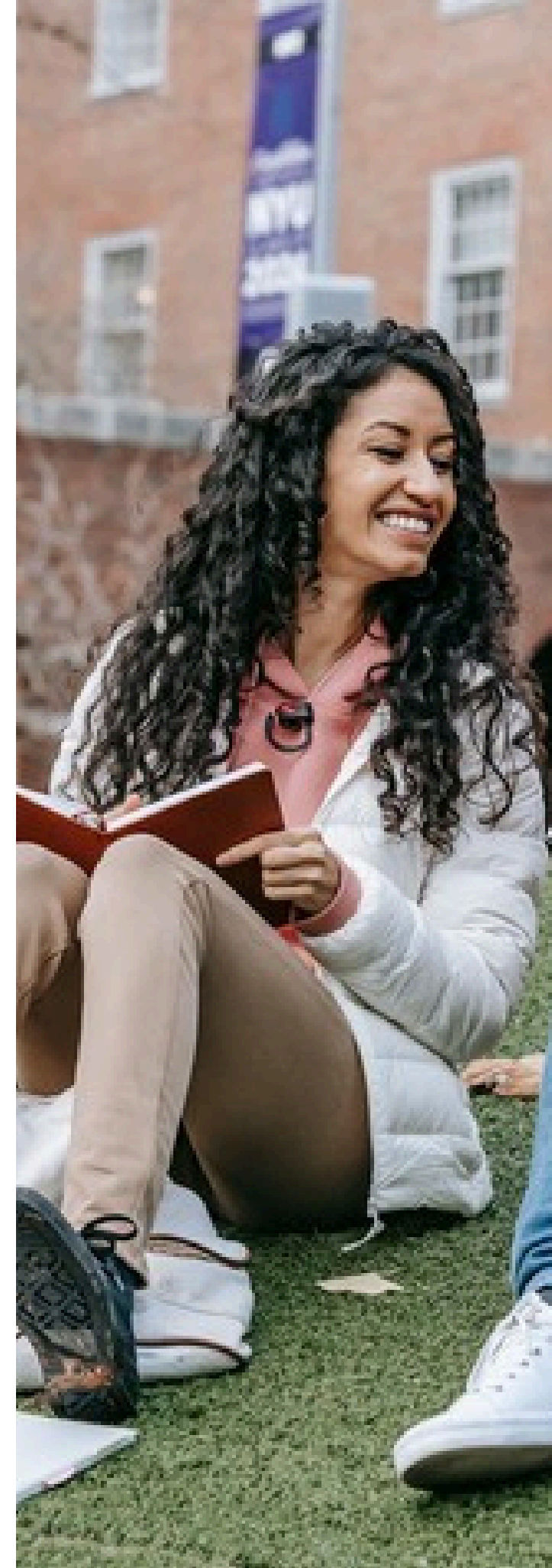
Citymark International University is a private independent higher education institution officially registered in France in accordance with French law. RCS No: 953185733 R.C.S. Paris.

The university awards degrees in compliance with French Education Law (Code de l'Education Articles L 444-1 to L 444-11 and R 444-1 to R 444-28).

## RECOGNITION

### AUTHORIZATION

Citymark International University is a Private Higher Education Institution Authorized by the Rector of Paris which is the Educational Authority under the jurisdiction of the Ministry of National Education, France.



# ACADEMIC PROGRAM

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Duration: 3 Years

Credits: 180 ECTS

Admission Requirement: High School Diploma or Equivalent

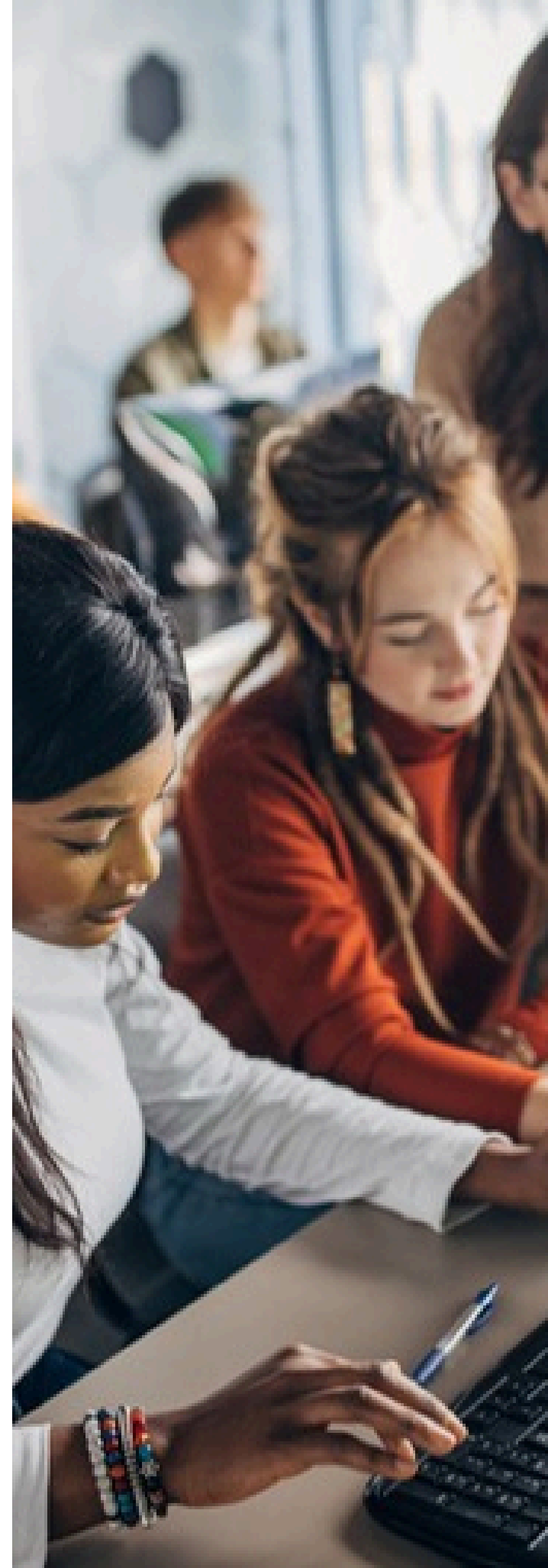
Language: English

Mode of Study: Online / Distance Learning

The Bachelor of Business Administration (BBA) is an undergraduate program designed to prepare students on the fundamentals of business administration and management, and also prepare them as business experts. The program is interactive and will expose students to most areas of business administration.

### Program Objectives:

- To prepare students on essential areas in business administration
- To prepare students on essential areas in business leadership
- To prepare students on essential areas in corporate governance
- To prepare students on essential areas in market structural systems
- To prepare students on international trade
- To imbibe the art and science of entrepreneurship
- To educate students on the rudiments of management in an organization



# CURRICULUM

## YEAR 1

Core Module	Course Title	Credits	Module Type
BBA 100	Fundamentals of Business	10 ECTS	Core Module
BBA 103	Fundamentals of Business	10 ECTS	Core Module
BBA 101	Business Operations Management	10 ECTS	Core Module
BBA 105	Introduction to Business Ethics	10 ECTS	Core Module
BBA 104	Introduction to Organizational Behavior	10 ECTS	Core Module

### Effective Courses for Year 1

BBA 112 – International Marketing (10 ECTS)

BBA 120 – Foreign Trade (10 ECTS)

# CURRICULUM

## YEAR 2

Core Module	Course Title	Credits	Module Type
BBA 204	Business Taxation	10 ECTS	Core Module
BBA 207	Corporate Transformational Leadership	10 ECTS	Core Module
BBA 210	Risk Management in Business	10 ECTS	Core Module
BBA 213	Strategic Management	10 ECTS	Core Module
BBA 216	Global Business Environment Strategy	10 ECTS	Core Module

### Effective Courses for Year 2

- BBA 211 – Industrial Organization (10 ECTS)
- BBA 242 – Financial Management (10 ECTS)

# CURRICULUM

## YEAR 3

Core Module	Course Title	Credits	Module Type
BBA 303	Human Resource Management	10 ECTS	Core Module
BBA 307	Business and Economic Analysis	10 ECTS	Core Module
BBA 310	Business Negotiation and Conflict Mgmts	10 ECTS	Core Module
BBA 315	Business Law	10 ECTS	Core Module
BBA 350	Capstone Project	10 ECTS	Core Module

### Effective Courses for Year 3

- BBA 302 – Management and Cost Accounting (10 ECTS)
- BBA 320 – Managerial Analysis (10 ECTS)

**Note: In each year, students must complete one elective course.**

# ACADEMIC PROGRAM

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Duration: 2 Years**

Credits: 120 ECTS

Admission Requirement: Bachelor's Degree

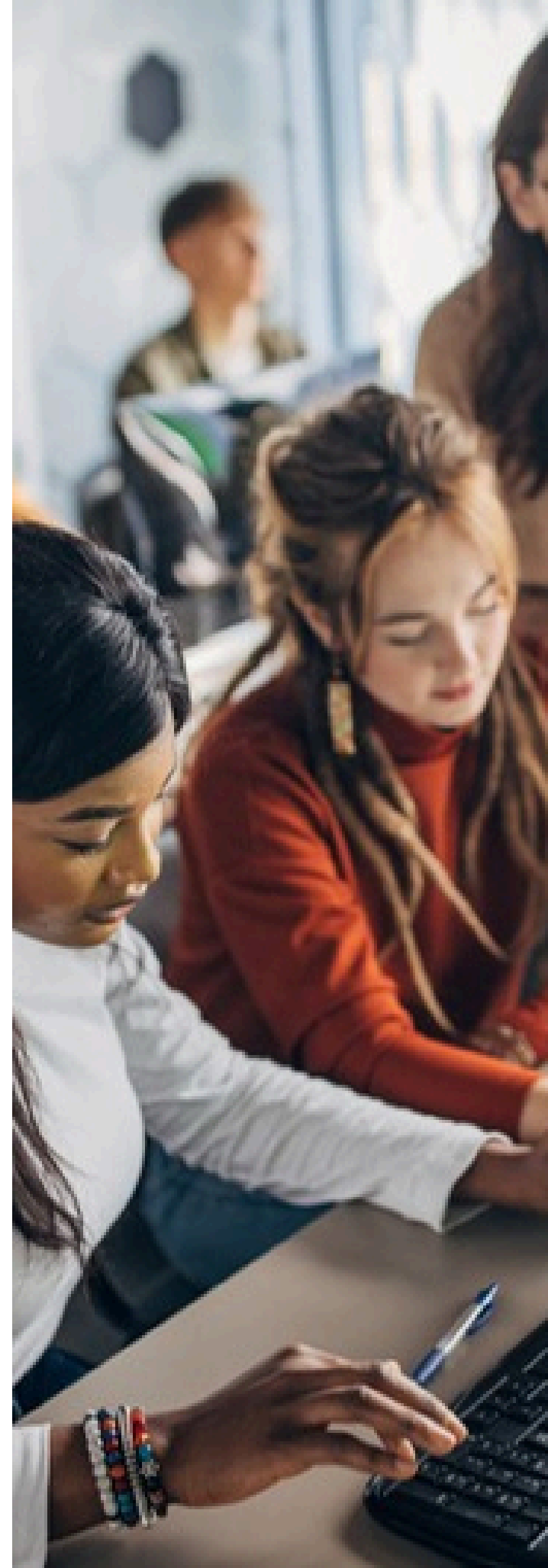
Language: English

Mode of Study: Online / Distance Learning

The Master of Business Administration (MBA) is a postgraduate degree program designed to prepare students for leadership roles in a rapidly changing global business environment. The program combines quantitative and qualitative learning, equipping students with essential skills in business management, entrepreneurship, and strategic decision-making.

- **Program Objective**

- To prepare students in advanced areas of business administration.
- To equip students with skills in business leadership.
- To educate students in international business practices.
- To prepare students for strategic business planning and analysis.
- To provide knowledge on market structures and dynamics.
- To teach the art and science of innovation and entrepreneurship.
- To equip students with advanced management skills to navigate turbulent business environments.



# CURRICULUM

## YEAR1ANDYEAR2COURSES

Core Module	Course Title	Credits
MBA 500	Global Marketing	10 ECTS
MBA 505	International Business and Economics	10 ECTS
MBA 510	Finance and Accounting	10 ECTS
MBA 514	Innovations and Entrepreneurship	10 ECTS
MBA 517	Operations and Supply Chain Management	10 ECTS

Core Module	Course Title	Credits
MBA 520	Global Marketing	10 ECTS
MBA 524	International Business and Economics	10 ECTS
MBA 526	Finance and Accounting	10 ECTS
MBA 530	Innovations and Entrepreneurship	10 ECTS
MBA 540	Operations and Supply Chain Management	10 ECTS
MBA 560	Thesis	20 ECTS

# ACADEMIC PROGRAM

## DOCTOR OF PHILOSOPHY(PhD)INBUSINESS ADMINISTRATION

**Duration: 3 Years**

Credits: 180 ECTS

Admission Requirement: Master's Degree

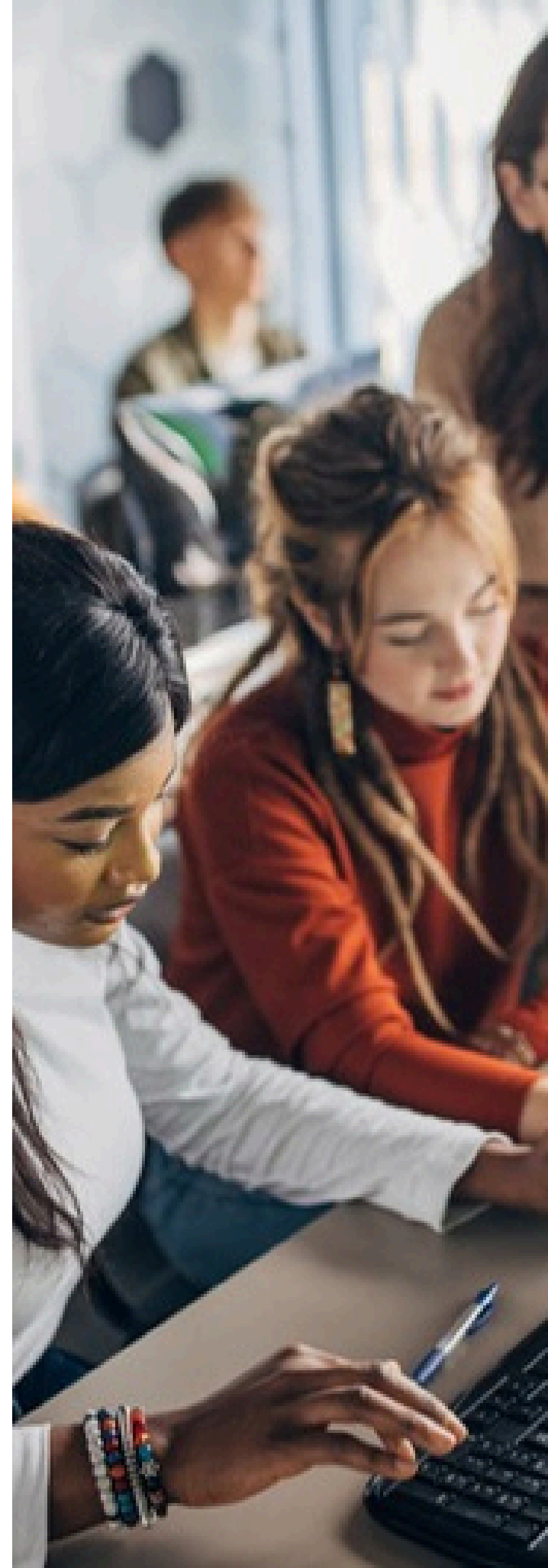
Language: English

Mode of Study: Online / Distance Learning

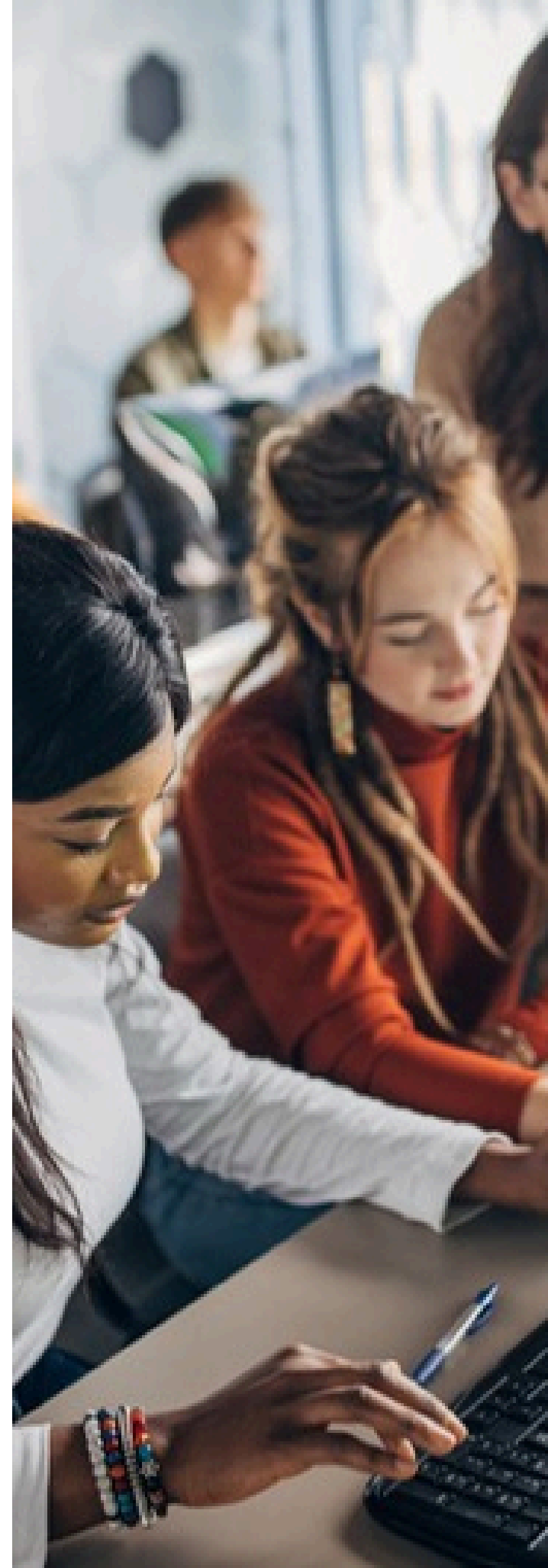
The PhD in Business Administration is an advanced postgraduate degree program aimed at developing students' ability to think critically and innovatively in the global business environment. The program blends both quantitative and qualitative methods to prepare students for leadership roles in business. It exposes students to various aspects of business management, entrepreneurship, and organizational behavior while honing their research skills.

- **Key Focus Areas:**

- To prepare students in advanced business theories and management.
- To equip students with leadership management and theoretical skills.
- To develop expertise in advanced business strategy and management.
- To enhance understanding of markets and product analysis.
- To educate students on advanced organizational behavior and psychology.
- To strengthen skills in quantitative and qualitative analysis.
- To foster the art and science of entrepreneurship.
- To provide hands-on training with both private and government organizations.
- To gain thorough knowledge of scholarly and scientific research methods.
- To acquire critical thinking, conceptual, and analytical skills.



- To master the latest practices in business and public sector management.
- To specialize in a chosen field of business or public management.
- To apply tools for original research that advances business knowledge.
- To appreciate the global impact of ethical, cultural, and business practices.
- To develop decision-making skills for complex business environments.
- To enhance strategic, research, teaching, and managerial knowledge.
- To analyze organizational strengths, weaknesses, and make accurate business decisions.
- To cultivate visionary thinking in managing dynamic business change.



# CURRICULUM

## YEAR 1 COURSES

Core Module	Course Title	Credits PROGRAMS SCIENCES
PhD 600	Advanced Management Practices	10 ECTS
PhD 610	Quantitative and Qualitative Methods	10 ECTS
PhD 700	Financial Management in Business	10 ECTS
PhD 720	Dissertation Proposal	10 ECTS

# CURRICULUM

## YEAR 2 COURSES



Core Module	Course Title	Credits
PhD 740	Advanced Strategic Management and Policy	1
PhD 760	Journal Writing	2
PhD 780	Business Model and Competitive Strategy	1
PhD 800	Dissertation Writing	40 ECTS

# CURRICULUM

## YEAR 3 COURSES

Core Module	Course Title	C
PhD 810	Leadership Management	20 ECTS
PhD 830	Organizational Behavior and Development	10 ECTS
PhD 840	Dissertation Defense	40 ECTS

# ADMISSION REQUIREMENTS

<b>BACHELOR'S DEGREE</b>	
<b>Requirement</b>	<b>PROGRAMS</b> <b>A-level, High School Diploma, or equivalent qualification</b>
Pattern of Study	Online/Distance Learning
Admission Time	Year-round
Duration	3 Years
Commencement	Once admitted, students can commence

# ADMISSION REQUIREMENTS

<b>MASTER'S DEGREE</b>	
<b>Requirement</b>	<b>PROGRAMS Bachelor's Degree or equivalent qualification</b>
Pattern of Study	Online/Distance Learning
Admission Time	Year-round
Duration	2 Years
Commencement	Once admitted, students can commence

# ADMISSION REQUIREMENTS

<b>DOCTORAL DEGREE</b>	
<b>Requirement</b>	<b>Master's Degree</b>
Pattern of Study	Online/Distance Learning
Admission Time	Year-round
Duration	3 Years
Commencement	Once admitted, students can commence

# TUITION FEE

## TUITION FEES FOR BACHELOR'S DEGREE

Fee Type	Amount (€)
Application Fee (Non-refundable)	50.00.
Tuition for 1 Year	2,000,00.
Tuition for 3 Years	6,000,00.
Graduation Fee	150.00.

# TUITION FEE

## TUITION FEES FOR MASTER'S DEGREE

Fee Type	Amount (€)
Application Fee (Non-refundable)	50.00.
Tuition for 1 Year	1,500.00.
Tuition for 2 Years	3,000.00.
Graduation Fee	150.00.

# TUITION FEE

## TUITION FEES FOR DOCTORAL DEGREE

Fee Type	Amount (€)
Application Fee (Non-refundable)	50.00
Tuition for 1 Year	2,000,00.
Tuition for 3 Years	6,000,00.
Graduation Fee	150.00

## TUITION FEES & PAYMENT POLICY

Tuition Fees & Payment Policy Important Notes

Fees are in Euros (€).

Tuition fees must be paid before the start of the program.

Flexible installment options are available (monthly, semester, or yearly).

Upon completion, a soft copy of the degree and transcript will be emailed to students.

A hard copy of the degree and transcript can be requested for €100.00 plus courier charges.

## TUITION FEES & PAYMENT POLICY

Students requesting a refund must notify the Registrar in writing.

Refunds will be processed as follows:

## REFUND POLICY

First Week: 100% Refund

Second Week: 80% Refund

Third Week: 60% Refund

Fourth Week: 50% Refund

Fifth Week: 20% Refund

After Fifth Week: No Refund



# ECTS GRADING SCALE

90–100%: Higher Distinction

80–89%: Distinction

70–79%: First Division

60–69%: Second Division

50–59%: Satisfactory

Below 50%: Unsatisfactory

ECTS GRADING SCALE		
Percentage	GPA	Classification
90 – 100%	4	Higher Distinction
80 – 89%	3.7 – 3.9	Distinction
70 – 79%	3.3 – 3.6	First Division
60 – 69%	2.7 – 3.2	Second Division
50 – 59%	2.0 – 2.6	Satisfactory
Below 50%	Below 2.0	Unsatisfactory

## IMPORTANT INFORMATION

Admission is open all year round, allowing students flexibility to start at any time.

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## Contact Us

- 🌐 [www.citymarkintluniversity.eu](http://www.citymarkintluniversity.eu)
- ✉ [info@citymarkintluniversity.eu](mailto:info@citymarkintluniversity.eu)  
[admissions@citymarkintluniversity.eu](mailto:admissions@citymarkintluniversity.eu)
- 📍 250 Bis Boulevard Saint-Germain,  
75007 Paris, France.



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