



Be OPEN to the world!  
 Be PROFESSIONAL!  
 Be INNOVATIVE!  
 Be the LEADER!  
 Choose EXCELLENCE!

Republic of Tunisia  
 Ministry of Higher Education & Scientific Research  
 Accreditation No01/2010



CONTACT

-  90 Mohamed V St, Tunis 1002, Tunisia
-  Tel : (216) 31 31 31 31
-  Fax: (216) 70 20 11 75
-  /APBSTunis
-  info@apbs.tn
-  www.apbs.tn
-  go.apbs.me/visit
-  go.apbs.me/admission

### OUR CLUBS

- CEC-APBS Civic Engagement Center
- Alumni-APBS
- CGI-APBS Clinton Global Initiative
- JET-APBS Junior Enterprise
- HP-APBS Hult Prize
- APBS-Events



**A BUSINESS SCHOOL OF EXCELLENCE  
 IN AN EVER-CHANGING WORLD**

Join Apbs!



www.apbs.tn



### Bachelor's Degree in Business Management

Bachelor's Degree programs in business management provide students with the leadership and strategic management skills needed to be a successful leader within a business, non-profit or governmental organization.



### Bachelor's Degree in Finance

Graduates of Bachelor's Degree in Finance are career-ready professionals who undertake positions in the financial industry including commercial banks, investment companies, or insurance companies.



### Bachelor's Degree in Marketing

The Bachelor of Marketing specialization provides a versatile qualification focused on all aspects of marketing as a modern and dynamic profession.

#### ▶ MASTER'S DEGREE RANKED TOP 10 IN AFRICA

▶ The only university to have its fully-online degree programs accredited by the Tunisian Ministry

#### ▶ REMOTE INTERNSHIPS & JOBS

▶ Access to the Workplace Platform and Career Center

#### ▶ HYBRID CLASSES

▶ Access to all course recordings

## MASTER'S PROGRAMS

### Master's Degree in Business Intelligence & Big Data

This program prepares for the dual Management-Financial competence that allows to master the concepts, methods and tools of Business Intelligence, a top source of data for Managers in the Big Data era. It enables the graduate to use the appropriate Business Intelligence solutions according to the expressed needs and available data.

### Master's Degree in Digital Marketing & Communication

This Master's Degree enables the students to understand the challenges of digital economy for brands, marketing and communication, in order to define and implement effective policies. The student will master the main areas and techniques of digital marketing (e-mail, SEO, publicity campaigns, social media marketing, conversion tactics, mobile marketing, etc.).

### Master's Degree in Human Resources & Mobility Support

The objective of this specialization is to provide advanced methodology and tools to support the process of skills development and staff management, taking into account all factors that come into play, including the environment.

### Master's Degree in Innovation & Entrepreneurship (Online)

This Master's Degree provides students with the know-how, experience, and skills necessary for their long-term success. Indeed, this program allows them to acquire a solid foundation for management and entrepreneurship, thus preparing them for the complexity of the globalized world and its fast-paced evolution within a multicultural framework.

### Bachelor's Degree in Accounting (Online)

The objective of this specialization is to provide the proper methodology and tools for the accounting, tax and legal assistance of companies. It also prepares students for the evaluation of internal control and the audit of companies.



### Bachelor's Degree in Human Resources Management

The objective of this specialization is to provide the methodology and tools to support skills development and staff management, taking into account all the factors that come into play, including the environment.



### Bachelor's Degree in Supply Chain Management and Logistics

The objective of this specialization is to equip students with advanced knowledge and know-how with a view to mastering supply chain management, planning and optimization, as well as developing both a strategic vision and strong operational skills for the company.



IT HAS BEEN ALMOST THREE YEARS SINCE MY **GRADUATION** FROM **APBS** AND STILL, EVERY TIME I LOOK BACK AT MY UNDERGRADUATE EXPERIENCE I REMEMBER THE **RESPECT**, **VALUE** AND **CARE** THE UNIVERSITY HAD FOR ALL OF US STUDENTS.

**BAYLASAN CUDGUD**  
JUVENILE JUSTICE **OFFICER** AT UNODC (**UNITED NATIONS** OFFICE ON DRUGS AND CRIME)

## EXECUTIVE MBA