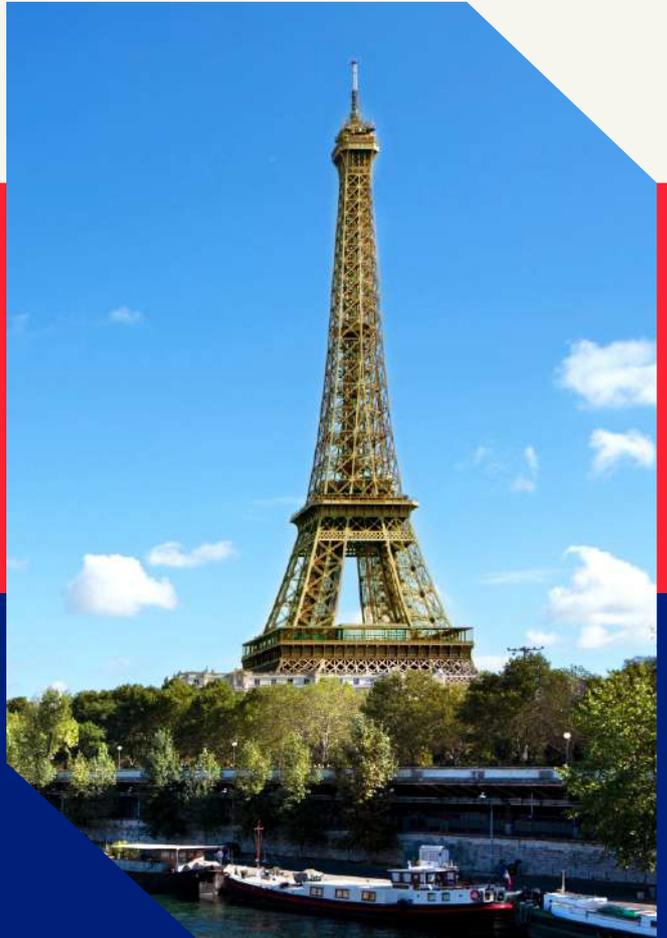




**PARIS<sup>®</sup>  
BUSINESS  
ACADEMY**

# Bachelor in Web Development

- ★ Duration: 3 Years
- ★ RNCP Certified
- ★ Intake: March, June, October
- ★ Level 6 (EU)



## About Us:

**Paris Business Academy (PBA)** is a higher-education institution recognised for academic excellence, innovation and internationalisation. Based in the Île-de-France region, the school welcomes both French and international learners and prepares them with skills highly valued by employers.

PBA offers career-focused programmes across seven specialist fields, including management, business, digital studies, fashion and luxury, design, health & social care, finance and hospitality. Courses are open to diverse learner profiles — from students and apprentices to professionals and individuals pursuing career change.

Our learning model prioritises employability, personalised support and real-world experience through projects, internships, apprenticeships and modern digital tools. With bilingual study options, global partnerships and an international e-learning campus, PBA proudly operates as a multicultural and future-focused educational hub.

## Our Values:

### Academic Boldness

We challenge traditional learning and inspire curiosity, critical thinking and innovation.

### Real-World Skills

Learning is practical, with real projects, case studies and industry experience preparing students for real work.

### A Global Horizon

A multicultural campus and global partnerships prepare students to work confidently across cultures and borders.



## About Programme:

A bachelor-level qualification focused on building strong technical and practical skills in web development, preparing students for careers in front-end and back-end development, web applications, and modern technologies.

### Program Objectives

- Build core knowledge of programming fundamentals, web technologies, and development environments.
- Strengthen technical expertise and introduce structured problem-solving and software architecture.
- Apply full-stack development skills and prepare for employment.

## Admission Checklist:

- Curriculum Vitae
- Copy of Passport (First & Last Page)
- Visa and/or Residence Card (If Any)
- Motivation Letter
- Passport Size Photo
- Work Experience (If Any)
- Scanned Copy of Application Form (Fully Filled & Signed)
- Additional Certificates (If Any)
- Marksheets, Transcripts, Consolidated, Provisional & Degree Certificates for all levels viz. school, high school.
- English Test Required: IELTS (6)

**Academic Level Required:** Successful completion of high school studies.

**Interview with one of our admission officers:** Tell us about your motivations!

## Studying Benefits:

- Training 100% in English
- Students are legally allowed to work 20 hrs a week
- Accommodation: Government Benefit (CAF)

## Programme Units:

The program integrates academic knowledge, real-life projects, professional tools and international exposure to deliver a well-rounded business education.

### Year 1 – Foundations of Design and UI

#### Core Modules:

- Introduction to Graphic Design & Visual Communication
- Fundamentals of User Interface (UI) Design
- Use of Design Tools: Adobe XD, Figma, Sketch
- Ergonomics and User Experience (UX) Basics
- HTML/CSS for Startups and Prototyping
- Practical Application: Designing a Simple Interactive Prototype
- French Language Classes

#### Practical Skills:

- Technical modules: Graphic design, UI principles, basic coding
- Soft skills: Creativity, visual communication
- Project work: Basic UI prototype creation

### Year 2 – Skill Enhancement & Development

#### Core Modules:

- Cognitive Psychology Applied to UI/UX
- Advanced Interaction Design & Prototyping Techniques
- Responsive & Mobile-First Web Design
- User Testing & Iteration Processes
- Front-End Programming with JavaScript
- Project Management & Agile Workflows
- End-of-year Capstone Project: Development of a Fully Functional Website or Application

#### Practical Skills:

- Technical modules: UX psychology, prototyping, front-end tech
- Methodology: Agile, iterative design processes
- Practical project: Real-world application and teamwork

### Year 3 – Specialization & Professional Preparation

#### Core Modules:

- Trends and Innovation in UI Design
- Building a Professional Portfolio for Recruitment
- Industry Internship or Collaborative Project
- Effective Presentation & Communication Skills
- Workshop: User-Centered Design & Accessibility
- Certification Preparation & Professional Accreditation
- Final Capstone Project: End-to-End Digital Product Design

#### Practical Skills:

- Industry-focused modules: latest trends, portfolio creation
- Professional skills: communication, project presentation
- Practical experience: internships, capstone project

*“The subjects listed are examples and do not represent a comprehensive syllabus.”*