



100%
ENGLISH

URBAN PLANNING & CITY BRANDING

at the **École des Ingénieurs de la Ville de Paris**

Fall
Semester

PROGRAM'S OFFER

Multidisciplinary perspective on complex & field-related urban challenges

- sustainable planning
- mobility
- urban governance

PROGRAM'S CORE

- Seminars focusing on planning & mobility themes
- Territorial marketing module
- Case studies from international urban contexts

ENTRY REQUIREMENTS

- BSc / BEng degree
- French equivalent *licence* preferably in
- 1st & 2nd year students of relevant Master degrees
- International students from partner institutions (no fees)
- Free transfer students from non-partner institutions
- English level: B1

- civil engineering
- urban planning
- architecture

Mid-May 24

Mid-Sept 24

Mid-Jan 25

Application DEADLINE

Program START

Program END



YOUR FUTURE SCHOOL : EIVP

- Founded in Paris in 1959
- Only institution in France that delivers a degree in urban engineering
- Part of the *Conférence des Grandes Écoles* (CGE)
- Founding member of the Gustave Eiffel University
- Coherent international strategy

This diploma is approved by the *Commission des Titres d'Ingénieurs* (CTI) which is an independent body for the evaluation of higher education engineering institutions

A network consisting of business and engineering schools that train their students for excellence

Which is ranked first in France in the fields of civil engineering and transport

Through ERASMUS+ BRAFITEC, among other programs

SKILLS TO BE ACQUIRED

- Capacity to analyze /compare /deal with
 - different transportation systems
 - mobility practices
 - public action
- Ability to recognize local assets and competitive advantages to optimize a territorial offer
- Ability to produce
 - an urban diagnosis
 - a planning program
 - a project for the development of a small urban area
- Skills to communicate with various stakeholders throughout the urban development process
- Experience in executing theoretically grounded academic research
- High awareness /solid skills to understand cultural diversity

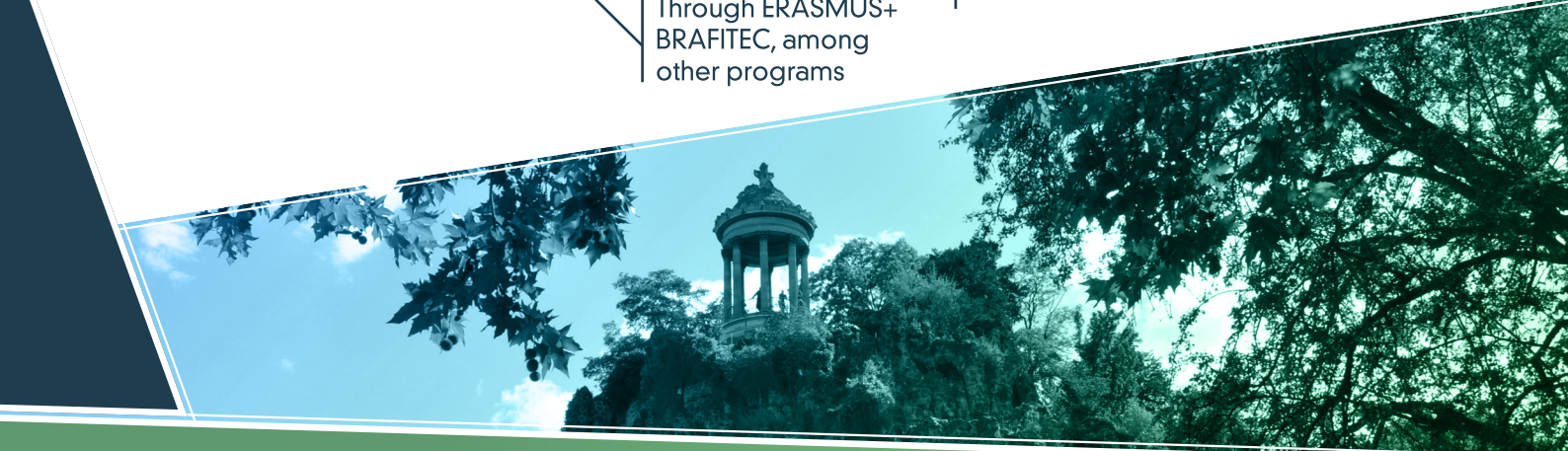
NATIONAL & INTERNATIONAL LEVELS

PROGRAM STRUCTURE

COURSES - DELIVERED BY RENOWNED EXPERTS

TEACHING METHODS

| | |
|---------------------------------------|--|
| 1 • Masterplanning Project | Project |
| 2 • Geographic Information Systems | Class lectures |
| 3 • City Branding | Class lectures |
| 4 • Masterplanning & transport issues | Class lectures & conferences |
| 5 • Research track | Research program with Gustave Eiffel University in Marne-La-Vallée |



1. MASTERPLANNING PROJECT

- Practical experience to design an urban development plan
- Work on a small urban area located in the Paris region with practical transformational challenges
- Professional documentation and contacts of key people to carry out your analysis under real-life conditions

AT THE END OF THE PROJECT, YOU WILL HAVE ACQUIRE THE EXPERTISE NEEDED TO

- Conduct an in-depth diagnosis of an urban area
- Identify community needs
- Co-develop planning solutions with various urban stakeholders

2. GEOGRAPHIC INFORMATION SYSTEMS COURSE

- Create and manipulate meaningful data for the *Masterplanning Project* study area under QGIS environment
- Explore various data sources/sets : open data sites and web services from the City of Paris, *Institut Géographique National, Agence Parisienne d'Urbanisme*, etc.
- GIS tools will be combined with other softwares for optimal management, analysis and visualization of relevant data

3. CITY BRANDING COURSE

- Original yet highly typical approach for urban governance issues
- Opportunity to reflect on the impact of urban projects on territorial attractiveness, for both visitors and investors

AS A FUTURE CITY PLANNER / CONSULTANT / POLICY ANALYST, you will always face with the challenge of making your city stand out in a highly competitive environment




4. MASTERPLANNING & TRANSPORT ISSUES

- Cross-disciplinary and innovative introduction to the theory and methods related to contemporary mobility, urban environments and sustainable planning
- Strengthen your capacity to understand and analyze the environmental matters of urban planning

5. RESEARCH TRACK COURSE

- Supervising researcher provides methodological expertise and academic guidance
- Spans the whole semester

CONTACT

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APPLICATION & MORE INFO

www.eivp-paris.fr/urban-planning-and-city-branding