

The American Business School of Paris UNDERGRADUATE PROGRAM

2021 - 2022
Course Catalog



The American Business School of Paris - 12 rue Alexandre Parodi, 75010 Paris, France. Tel: +33.1.80.97.65.50



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The **American Business School of Paris (ABS Paris)** is an undergraduate and graduate level business school affiliated with a number of American educational institutions (see the most current list of partner schools in the school brochure and on the website). The ABS Paris programs are international in scope and are open to students from around the world who seek to add an international dimension to their business studies. Located in France's capital city, The American Business School of Paris has built its reputation on high academic standards as well as on the dual European and American perspective it offers to its students.

The ABS Paris programs are comprehensive in nature and offer a varied curriculum that enables students to fulfill requirements in both business and non-business fields. At ABS Paris, all courses are taught in English by highly qualified and experienced instructors. Based on the American model of higher education, ABS Paris students benefit from the quality of an American business education in a diverse, multicultural and international setting.

In September 2012, ABS Paris became a member of The Association to Advance Collegiate Schools of Business (AACSB, www.aacsb.edu). The BBA and MBA programs are fully accredited by the International Association for Business Education (IACBE, www.iacbe.org). Additionally, the BBA program was certified by the French Ministry of Labor in 2012 as “Manager International, Titre 1 inscrit au RNCP au niveau 7, (équivalent en termes de niveau au diplôme Master pour l’octroi de l’Autorisation Provisoire de Séjour, arrêté interministériel du 12/05/2011). – code 29593, code NSF 310 – 312 – 313, par arrêté du 08/12/2017, publié au J.O du 21/12/2017, code CPF 248048.” The Bachelor’s in Fashion & Luxury Retail Management was certified French Ministry of Labor in 2013 “Niveau II Responsable du Développement Commercial et Marketing” as well (Decree of November 19th, 2013, JO November 29th, 2013, code NSF 310m). As a result, students completing their BBA & Bachelor in Fashion & Luxury Retail Management programs at ABS Paris benefit by receiving dual degrees at the conclusion of their studies.

The American Business School of Paris insures full recognition of work completed by students doing a study abroad semester (s) or an internship abroad by granting credits (ECTS or equivalent) and will include the totality of their results in a final transcript at the end of their engagement.

VISION STATEMENT

The American Business School of Paris brings together students and its community from all over the world to create a multicultural, diverse and innovative learning environment preparing graduates to assume leadership positions and build successful careers in their home countries and abroad.

MISSION STATEMENT

The mission of The American Business School of Paris is to educate and empower future international business leaders to acquire the necessary skillset to think independently and creatively, to address complex business issues, and to successfully collaborate in multicultural teams. We continuously develop our academic standards to ensure a relevant and innovative curriculum that instills respect and tolerance for diversity together with high ethical standards. Across all our programs, we collaborate closely with our corporate community to ensure inspiring and varied opportunities for the professional development of our students.



PROFESSIONAL DEVELOPMENT AT ABS PARIS

Workshops

Each year, students are required to attend a Career Management Program (CMP) workshop that is designed as a step-by-step approach to preparing students to enter the workplace. Each step builds on the previous one and provides students with a cumulative portfolio to support them throughout their career development. From developing a CV and learning how to identify their unique skills and strengths, to further delving in self-awareness to prepare themselves to pitch themselves during networking events, to reflecting on professional pathways and goals, and networking opportunities, students are guided through a pathway of career development.

Corporate Talks

Throughout the year, students are invited to participate in corporate talks, debates, panel presentations, and more. Corporate partners and business groups, such as the Franco-British Chamber of Commerce, present business issues that they currently face around marketing, finance, or international business themes such as Big Data, Diversity in Hiring Practices, Women in Finance, and more.

ABS Paris Company Case Challenge

Each year, corporate partners are invited to present a specific challenge that they are currently facing to a group of students. The group, led by an ABS Paris tutor, work on the problem over the course of two months present a recommended set of solutions back to the company. Challenges range from issues around workplace diversity, marketing to a wider customer base, understanding competitive challenges and finding creative ways to respond, and more. Student groups are motivated by the real life questions that are brought into the classroom, and corporate partners are inspired by the creative responses received from the students.

Networking & Job Fairs

Throughout the year, students are invited to thematic and global network activities and job fairs. Students have the opportunity to perfect their pitch in front of live recruiters and other professionals who have expressed an interest in recruiting well qualified students who are prepared for the workplace.

Work Experience

The Career Development office maintains relationships with hundreds of companies with internship and part-time job opportunities. Students are provided with the skillset to successfully solicit for these jobs, and at the same time earn valuable hands-on work experience putting theory into practice.

International Professional Development

A program specifically designed for study abroad students looking to capitalize on their exposure to a multicultural diverse student environment and the international workplaces that Paris has to offer. The program includes language courses focused on business situations and terminology, career management workshops, corporate talks, visits to industry events and companies, language and culture workshops, and unique networking opportunities.

ACADEMIC CALENDAR



ACADEMIC CALENDAR 2021-2022

Last updated:
11-May-21 1:10 PM

*subject to change

2021 FALL SEMESTER						
	M	T	W	TH	F	S
SEP	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	1	2
OCT	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30
NOV	1	2	3	4	5	6
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
DEC	29	30	1	2	3	4
	6	7	8	9	10	11
	13	14	15	16	17	18
<p>Sept 8-10: Fall Visiting & International Student Orientation Sept 13: All Students Welcome Day; Sept 14: Fall Classes Begin Sept 30: IGS Integration Day @ Parc Asterix (no classes) Oct 16: Students must be available for classes Nov 1: All Saints Day Holiday (no classes) Nov 8-10: ABSParis Business Games (no classes) Nov 9: IGS HEP Day (no classes) Nov 11-12: Veterans Day Holiday (no classes) Nov 24-26: IGS Business Pitch (no classes) Dec 7: IGS Journée Enterprise (no classes) Dec 17: End of Fall Semester</p>						
<p>*Mondays in BOLD font: Degree-seeking students will receive an invitation to attend a mandatory career development workshop on one of these dates*</p>						
2022 WINTER & SPRING SEMESTER						
JAN	10	11	12	13	14	15
	17	18	19	20	21	22
	24	25	26	27	28	29
FEB	31	1	2	3	4	5
	7	8	9	10	11	12
	14	15	16	17	18	19
MAR	21	22	23	24	25	26
	28	1	2	3	4	5
	7	8	9	10	11	12
APR	14	15	16	17	18	19
	21	22	23	24	25	26
	28	29	30	31	1	2
MAY	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30
<p>Jan 10: Winter Classes Begin Jan 26-28: Spring Visiting & International Student Orientation Jan 28: End of Winter Semester Jan 31: All Students Welcome Day; Feb 1: Spring Classes Begin Feb 14: Company Case Challenge Launch Feb 17: Company Case Meetings (no classes) Feb 19: Students must be available for classes Mar 14-18: Spring Break (no classes) 21 & 28 Mar: Company Case Rehearsals 26 Mar: 2020 Graduation Ceremony (TBC) Apr 14 Company Case Finals (no classes) Apr 18: Easter Monday (no classes); Apr 21: Company Case Awards May 13: End of Spring Semester</p>						
2022 SUMMER SEMESTER						
MAY	16	17	18	19	20	21
	23	24	25	26	27	28
	30	31	1	2	3	4
JUN	6	7	8	9	10	11
	13	14	15	16	17	18
JUL	20	21	22	23	24	25
	27	28	29	30	1	2
	4	5	6	7	8	9
<p>May 16: Summer Classes Begin; May 16-21: MBA Tour (TBC) May 26-27: Pont d'Ascension Holiday (no classes) June 6: Pentecost Holiday (no classes) Jul 8: End of Summer Semester</p>						



FACULTY ROSTER

Business Administration Department

Kourtney ARLHAC	Masters: Business Commerce of Hospitality and Tourism Management, Macquarie University, NSW, Australia Bachelor of Science in Hospitality and Tourism Management, Emphasis in Lodging: Grand Valley State University, MI, USA
Vincent MARTIN	DUT GEA, Human Resources MBA, University of Liverpool, UK
Sara PAX	BA, International Relations, American University, Washington DC, USA MBA, Marketing Statistics, University of Illinois, USA
Nuno SANTOS	BBA, Instituto Superior da Maia, Portugal MBA, Hospitality, Glion Institute of Higher Education, Switzerland MAS, Hospitality Management, Les Roches-Gruyere, Switzerland
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Fashion & Luxury Management Department

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Michael MCCARTHY	BA, History, University of Vermont, USA MFA, Major in Photography, Temple University, USA

Finance & Accounting Department

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Bachelor's degree in Classical Literature, Università di Pavia, Italy

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David HERZ	BBA/BA, Philosophy, City College of New York, USA BA, Philosophy, Paris X, France DESS, Consulting and Training within Organizations, Paris IX Dauphine, France
Johanna LEVY	BMus, Immaculate Heart College, Los Angeles, CA, USA English Teaching Certificate, Rutgers University, NJ, USA TEFL, Rutgers University
Julia MALYE	Bachelor, Lettres modernes, Sciences Po & La Sorbonne, France Master of Fine Arts, Creative Writing, Oregon State University, USA
Alannah MOORE	BA & MA, English Language and Literature, University of Edinburgh, UK CELTA, International House, London, UK
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Maximiliano SANCHEZ	Bachelor, Philosophy, University of San Juan, Argentina Master, Philosophy, University of Chile Master, Latin American Literature, University of Cincinnati, USA PhD, Hispanic Studies, University of Illinois at Chicago, USA

Management Department

Kourtney ARLHAC	Masters: Business Commerce of Hospitality and Tourism Management, Macquarie University, NSW, Australia
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Bachelor of Science in Hospitality and Tourism Management, Emphasis
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Marketing Department

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Mathematics & Statistics Department

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Emily SONG	BA, International Accounting & Finance, Shanghai Ocean University, China MBA, International Business, Ecole des Ponts Business School, France Ph. D. ABD, International School of Management, France



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GRADING SCALE

The final grade in a course is a letter grade, at times followed by a + or - sign. Each letter grade has a point value, and ABS uses the following scale:

ABS Grade	ECTS Grade	ABS Grade	ECTS Grade
A	4.00	A	C
A-	3.67	B	2.00
B+	3.33	B	1.67
B	3.00	D+	1.33
B-	2.67	D	1.00
C+	2.33	D-	0.67
		F	0.00
		<i>I</i>	<i>Incomplete</i>
		<i>W</i>	<i>Withdraw</i>

The American Business School of Paris grades in the A range are excellent, in the B range good, in the C range fair, and in the C- / D range poor. Any grade under C is considered a failure.

Students who earn a cumulative GPA of less than 2.00 will be under probation.

Students who earn a cumulative GPA of 3.33 or higher will be mentioned on the Dean's List.

1 teaching hour is the equivalent of 60 consecutive minutes. 3 hours are the equivalent of 180 minutes. Thus, a 36-hour course at 60 min per hour is the equivalent of a 45-hour course at 50 min per hour.

Percentage grades:

ABS Paris uses the following scale to convert the grades into letter grades:

100 - 93	A	72- 69	C-
92 - 89	A-	68 - 66	D+
88 - 86	B+	65- 63	D
85 - 83	B	62 - 60	D-
82 - 79	B-	< 60	F
78 - 76	C+		
75- 73	C		

Retake classes:

Any student receiving an ABS Paris letter grade below C in a required course will have to pay to retake that course again, regardless of his/her GPA.



BACHELOR OF BUSINESS ADMINISTRATION ROADMAP

Upgrade Courses*		
Code	Name	Credits
ENGL 070	Fundamentals of English	0
ENGL 075	English Pronunciation and Speech Development	0
ENGL 080	Writing and Methodology Fundamentals	0
ENGL 085	TOEFL Prep	0
ENGL 100	English Fluency Development	0
FREN 105	Integration into French Culture and Language	0
MATH 110	Pre-Calculus	0

* required as needed on a case-by-case basis

Foundation Courses : 27 credits		
Code	Name	Credits
ENGL 101	Academic Methodology	3
ENGL 120	Critical Reading and Writing	3
ENGL 212	Analysis & Communications	3
ENGL 225	Effective Business Communications	3
COMM 130	Communications Techniques / Speech	3
MATH 120	Calculus	3
SOCG 100	Intercultural Studies	3
COMP 120	Computer Applications for Business	3
SOCG 110 or PSYC 110	Introduction to Sociology <u>or</u> Introduction to Psychology	3

Core Business Courses : 60 credits		
Code	Name	Credits
ACCT 111	Financial Accounting	3
ACCT 211	Managerial Accounting	3
BUSI 410	Strategic Management	3
BUSI 420	Entrepreneurship	3
DSCI 310	Operations Management	3
ECON 110	Macroeconomics	3
ECON 120	Microeconomics	3
FINC 215	Business Finance	3
BLAW 230	International Business Law	3
MATH 210	Business Statistics	3
MGMT 101	Foundations of Management	3
MGMT 180	International Business	3
MGMT 215	Organizational Behavior	3



MGMT 225	Human Resource Management	3
MGMT 310	Project Management	3
MKTG 130	Principles of Marketing	3
MKTG 240	Consumer Behavior	3
POLS 210	International Relations	3
PHIL 290	Business Ethics	3

Elective courses: 9 credits		
Code	Name	Credits
		3
		3
		3

Major in International Finance: 24 credits		
Code	Name	Credits
COMP 390	Excel for Finance	3
ECON 315	Intermediate Economic Analysis	3
ECON 390	European Economics	3
ECON 450	International Economics	3
FINC 315	International Investments	3
FINC 324	Money & Banking	3
FINC 345	Audit, Control & Risk Management	3
FINC 400	Corporate Finance	3
FINC 450	International Finance	3
FINC	Other Finance Major Course	3

Major in International Marketing : 24 credits		
Code	Name	Credits
COMP 311	E-commerce & E-business	3
MKTG 315	Digital Marketing & Web Analytics	3
MKTG 325	Integrated Marketing Communication	3
MKTG 340	Marketing Research	3
MKTG 350	International Marketing	3
MKTG 380	Personal Selling & Negotiation	3
MKTG 400	Creating & Developing Luxury Brands	3
MKTG 325	Integrated Marketing Communications	3
MKTG 385	Advanced Customer Relationship Management	3
MKTG 391	Sponsorship & Event Marketing	3
MKTG 401	Strategic Brand Management	3
MKTG	Other Marketing Major Course	3



Major in International Business: 24 credits		
Code	Name	Credits
ECON 450	International Economics	3
FINC 450	International Finance	3
MGMT 320	Management for Luxury Services	3
MGMT 351	Logistics & Supply Chain Management	3
MGMT 352	Sourcing and Purchasing	3
MGMT 401	Doing Business in Europe & Russia	3
MGMT 403	Sustainable Business Innovation	3
MGMT 442	Doing Business in the Middle East & Africa	3
MGMT 444	Doing Business in Asia	3
MKTG 350	International Marketing	3
MKTG 380	Personal Selling & Negotiation	3
MGMT	Other International Business Major Course	3



BACHELOR IN MARKETING FOR FASHION & LUXURY ROADMAP

1st Semester

ENGL115	English Composition	3
COMP120	Computer Applications for Business	3
COMM130	Communication Techniques/Speech	3
MKTG130	Principles of Marketing	3
FREN110	Beginner French (or other language course)	3
SOCG100	Intercultural Studies	3

2nd Semester

COMM280 or COMM230	Journalism, New Media & Community Management or Theatre and Advanced Public Speaking	3
PSYC110	Introduction to Psychology	3
ACCT107	Bookkeeping and Intro to Accounting for Management	3
MGMT215	Organizational Behavior	3
MKTG240	Consumer Behavior	3
MGMT225	Human Resources Management	3

3rd Semester

ARTS113	History of Arts, Literature & Photography	3
FASH100	Fashion & Textile Trends through the Ages	3
FASH110	Made in Paris: The Elements of a Brand	3
BLAW230	International Business Law	3
MGMT310	Project Management	3
MKTG391	Sponsorship & Event Management	3

4th Semester

MKTG215	The Fashion Business Revolution	3
FASH120	Sales Techniques for Luxury Brands	3
FASH240	Merchandising for Luxury Retail	3
COMP311	eCommerce & eBusiness	3
MKTG380	Personal Selling & Negotiation	3
PHIL290	Business Ethics	3

5th Semester

FASH211	Luxury Cross Channel Marketing	3
FASH225	Creativity and Innovation in Fashion Luxury	3
MKTG400 or MGMT320	Creating and Developing Luxury Brands or Management for Luxury Services	3
MGMT353 or MGMT354	Logistics and Supply Chain of Luxury Goods or Sourcing & Purchasing in the Luxury Industry	3
BUSI420	Entrepreneurship	3
MKTG385	Advanced Relationship Management	3
BUSI455	Business Games	2

6 month Internship

BUSI350	Internship, Internship Report & Presentation	3
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BACHELOR IN SPORTS MANAGEMENT ROADMAP

1st Semester

ENGL115	English Composition	3
COMP120	Computer Applications for Business	3
COMM130	Communication Techniques/Speech	3
MKTG130	Principles of Marketing	3
FREN110	Beginner French (or other language course)	3
SOCG100	Intercultural Studies	3

2nd Semester

COMM280 or COMM230	Journalism, New Media & Community Management or Theatre and Advanced Public Speaking	3
PSYC110	Introduction to Psychology	3
ACCT107	Bookkeeping and Intro to Accounting for Management	3
MGMT215	Organizational Behavior	3
MKTG240	Consumer Behavior	3
MGMT225	Human Resources Management	3

3rd Semester

MGMT190	Intro to Sports Management	3
DCSI351	Sports Analytics	3
MGMT180	International Business	3
BLAW230	International Business Law	3
MGMT310	Project Management	3
MKTG391	Sponsorship & Event Management	3

4th Semester

COMM285	Writing for Sports Media	3
BLAW321 or BLAW322	Law & Ethics in the Olympic Games or Law & Ethics in the Sports Industry	3
MGMT390	Sports Agency and Representation	3
COMP311	eCommerce & eBusiness	3
MKTG380	Personal Selling & Negotiation	3
PHIL290	Business Ethics	3

5th Semester

MGMT290	Advanced Sports Management	3
MGMT321	Logistics and Management of the Olympic Games & Mega Sports Events	3
MKTG401	Creating & Developing Sports Brands	3
MGMT412 or MGMT411	The Business of Professional Sports in Europe or The Business of Professional Football	3
BUSI420	Entrepreneurship	3
MKTG385	Advanced Relationship Management	3
BUSI455	Business Games	2

6 month Internship

BUSI350	Internship, Internship Report & Presentation	3
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ACCT107: BOOKKEEPING & INTRO TO ACCOUNTING

COURSE NUMBER : ACCT107	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course introduces you to the basic concepts of accounting that are necessary to run any business and help you better understand the concepts of finance, economics, management and marketing.

COURSE OBJECTIVES:

This course will help students understand why Accounting is important in business. They will understand the recording process and how it is fundamental to Accounting. Various topics covered will include how to adjust accounts and how all components fit into the Accounting Cycle.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify the activities and users associated with accounting.
- Describe the four financial statements and how they are prepared.
- Describe how accounts, debits, and credits are used to record business transactions.
- Explain the accrual basis of accounting and the reasons for adjusting entries.
- Describe the nature and purpose of an adjusted trial balance.
- Prepare a worksheet.
- Prepare closing entries and a post-closing trial balance.
- Explain the steps in the accounting cycle and how to prepare correcting entries.
- Identify the sections of a classified balance sheet.



ACCT111: FINANCIAL ACCOUNTING

COURSE NUMBER : ACCT111

CREDITS : 3

PREREQUISITE : MATH120

ECTS CREDITS : 6

OFFERED : WINTER & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is designed with the real world in mind, using reference to a start up company called Global Grocer to help teach the fundamentals of accounting. The course begins with an introduction of key accounting terms and five fundamental accounting concepts which provides us a brief overview of the three most important financial statements. The chapters labelled "The Balance sheet", "The Income Statement," and "The Statement of Cash Flows" explain relevant new financial accounting concepts which will be used to construct a financial statement. You will see how Global Grocer's financial statements are affected by its business transactions during the first month of operations. In the "Accounting Records" chapter you will learn how to formally record Global Grocer's business transactions into its journal and ledger and how to apply these steps to Global Grocer's August and September business transactions, and, by following the process, use these records to prepare its balance sheet and income statement for two accounting periods. The course will conclude with group discussion of accounting ethics issues and a look back at the who, what, when, and how of some of the worst corporate accounting scandals of all time.

COURSE OBJECTIVES:

This course is aimed primarily at students who are not majoring in accounting but who are, nevertheless, studying accounting as part of their course in business. The lecture focuses on examining the basic principles and underlying concepts and the ways in which accounting statements and financial information can be used to improve managerial decision-making. The course is a "*learning through doing*" course, meaning there are numerous integrated activities, examples, questions and in-class exercises to help the students to acquire accounting knowledge from full involvement in the learning process and to "*learn through reflection of doing*". During the course we will spend a substantial amount of time applying accounting concepts to solve simulated and real-business accounting problems. As such, it enhances your intrinsic learning satisfaction, increases your understanding and retention of course material and improves your problem solving, analytical thinking and critical thinking skills.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify the significance of "debit" and "credit" entries, along with the importance of equilibrium between the two.
- Prepare and maintain journal and general ledger entries.
- Prepare and interpret a trial balance.
- Understand accounting differences between service, merchandise and manufacturing businesses.
- Carry out basic calculation of inventory including use of perpetual inventory.
- Understand basic concepts of internal control.
- Make the distinction between short- and long-term assets.
- Define and prepare financial statements.



ACCT211: ADVANCED FINANCIAL & MANAGERIAL ACCOUNTING

COURSE NUMBER : ACCT211

CREDITS : 3

PREREQUISITE : ACCT111

ECTS CREDITS : 6

OFFERED : FALL, WINTER & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is structured into two themes: 1) evaluating business performance; and 2) making business decisions. For the first theme, we will begin with an overview of the three major financial statements. Each financial statement (Balance Sheet, Income Statement, and Cash Flow Statement) will be discussed in detail to help students understand each of the line items. Ample contemporary real-company examples will be presented throughout the course. Students will learn how to read and evaluate business performance through financial statement analysis. The second theme of the course is dedicated to using accounting information to make informed managerial decisions. We will begin with an introduction to the concept of business costs followed by cost-volume-profits and incremental analysis. Students will learn how to calculate the breakeven point, define and calculate the margin of safety and use profit-volume charts to calculate the activity level to achieve targeted profit. Successful completion of this part will provide the students with an invaluable asset to make sound business decisions based on cost analysis.

COURSE OBJECTIVES:

The first objective of this course is to teach students how to read a set of financial statements and how to evaluate various aspects of a company's operating and financial performance such as its liquidity, asset management efficiency, debt management and profitability.

The second objective to help students to understand (i) basic concept of costs; (ii) how to apply CVP and marginal analysis for planning and management control purposes.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify the significance of ratio analysis of financial statements.
- Describe techniques for cash flow analysis using "indirect" and "direct" methods.
- Identify cost behavior at different levels of activity as part of "cost-volume- profit analysis."
- Calculate sales price based on cost and the notion of minimum acceptable sales price.
- Understand principles of budget and forecast information.
- Identify and use tools for judging actual performance in decentralized operations.
- Identify and use tools for measuring actual against target performance.



ARTS113: HISTORY OF ARTS, LITERATURE AND PHOTOGRAPHY

COURSE NUMBER : ARTS113

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is designed to introduce students to major currents in the literature, art and photography of France with an overview covering the period from the mid-19th century through the end of the 20th century. The last one hundred fifty years has been a period of stunning changes in societies throughout the world, with the arrival of the industrial revolution and the move from largely agrarian societies to those much more centered in urban areas. We'll look at the inter-play between historical and political changes to society and the evolution of literature and visual arts. Paris can be said to have been one of the important capitals of the art, literature and photography worlds while also being the center of so many important political and societal changes during this period. We'll discuss the transformation of the literary and visual arts and how the geopolitical changes influenced and were influenced by the creative arts. Our goal is to help students develop an overview of some of the major cultural developments in the late 19th and 20th centuries, while developing their own skills for understanding and interpreting these various creative endeavors.

COURSE OBJECTIVES:

Upon completion of this course, students will have developed a greater clarity on the progression of visual and literary art movements from the 19th through to the 20th century. They will likewise develop a greater skill for analyzing and decoding the various literary and visual art works we'll discuss during the semester offering them a greater understanding of the various works as well as a better understanding of the interactions between various art movements as well as their place in the larger movements of world historical events.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Develop a foundation for understanding some of the more important periods and artistic/intellectual movements in the literary, artistic and photographic worlds of the last 150 years.
- Develop a better idea of some of the major world events and their impact on the creative world. Begin to recognize some of the most accomplished names in the literary, artistic and photographic worlds.
- Develop sensitivity for understanding and analyzing the subtleties of creative work in these different artistic worlds.



ARTS240: IMPRESSIONISM

COURSE NUMBER : ARTS240

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

In the 1870s and 1880s, a free group of French artists, including Pissarro, Manet, Monet, and Renoir, adopted a style of painting and subject matter that challenged the art prompted by the Académie and the Salons where “official” expectations about the meaning of painting prevailed: Impressionism. We will explore this enterprise and in particular how it emerged from a political and philosophical stance where individualism, and a view of art true to modern life and to immediate visual perception are key.

COURSE OBJECTIVES:

The objective of this course is that students acquire a certain “connoisseur’s eye” able to notice beauty in all aspects of everyday life. They will develop an awareness of the civilization reflected in works of art and of the particular ways each individual artist responded and created his/her own approach. Students will be able to recognize and differentiate the palette and brushwork of over 15 world-class painters. They’ll realize that many solutions are possible for the same problem and use one’s esthetic component (gut feeling) instead of always seeking a rational justification. They will evaluate and appreciate quality directly especially in a realm where quantitative data has no bearing. Students will learn to enjoy museums and visit them in the future as a pleasant pass-time.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand and properly apply the artistic terminology acquired in the course.
- Learn the basic genres (subject matter) seen in painting.
- Organize thoughts and opinions into well-written critiques.
- Slow down viewing so as to relish a single image instead of having to zap by several per second to satisfy a limited attention span.
- Cultivate “sensibility and appreciation” which includes noticing design and beauty in everyday life.
- Understand the notions of harmony, balance, order, pattern, creativity, etc. not only in esthetic objects but also, by extension, in any domain including management and economics.
- Understand how Impressionist started the radical tendencies of modern art.
- Understand the civilizational and intellectual factors that allowed Impressionism to develop.



ARTS250: 20th CENTURY ART

COURSE NUMBER : ARTS250

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This art appreciation course is designed for students with no or little background in Art who would like to try a Humanities' subject for their general culture and to better appreciate museums and esthetics while in Paris. It can also serve for Art Minors who would like to learn more about specifically 19th century French Art. A quick survey of late 19th century French art and civilization provides the background for Europe and America's renowned movements over the next century.

All class lectures and discussions are illustrated with slides of works of art. Four museum visits give direct access to great works allowing students to develop a critical eye and get the most out of the experience.

COURSE OBJECTIVES:

Students will acquire a certain "connoisseur's eye" able to notice beauty in all aspects of everyday life. They will develop an awareness of the civilization reflected in works of art and of the particular ways each individual artist responded and created his/her own approach. They will be able to recognize and differentiate the style (palette and brushwork) of over 20 styles. Many solutions are possible for the same problem and use one's esthetic component (gut feeling) instead of always seeking a rational justification. They will evaluate and appreciate quality directly especially in a realm where quantitative data has no bearing, all while learning to enjoy museums and visit them in the future as a pleasant pass-time.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand and properly apply the artistic terminology acquired in the course.
- Exercise their capacity of visual memory to identify works.
- Change their concepts of time and participation, by slowing down their viewing so they can relish a single image instead of having to zap by several per second to satisfy a limited attention span.
- Compare and contrast any artworks in such a way that hidden connections and meanings come to light.
- Organize thoughts and opinions into well-written critiques.
- Cultivate "sensibility and appreciation" which includes noticing design and beauty in everyday life.
- Understand the notions of harmony, balance, order, pattern, creativity, etc. not only in esthetic objects but also, by extension, in any domain including management and economics.



BLAW230: INTERNATIONAL BUSINESS LAW

COURSE NUMBER : BLAW230

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Explanation about International Business Law; study of International Licensing Agreements that are one of the most lucrative aspects of international business, as well as the International and European protection of intellectual property rights (legal framework dealing with the International and European protection of patents and trademarks will be examined). The course will then concentrate on important aspects of American Business Law for students who want to engage in international business linked to the USA. We will concentrate on American business organizations. Sole proprietorships first, then in depth study of partnership law and then limited partnerships.

COURSE OBJECTIVES:

This course intends to accustom the students with International (including some aspects of European Law) and American business legal frameworks. Students will be trained to draft their own International Licensing Contracts. In addition, they will be able to protect their intellectual property rights in the European Union and on an International level. As the United States is the first economic power in the world it attracts foreign direct investments and manpower, students who want to engage in international business in the USA will be able to understand the main categories of American Business organizations. The research paper will help to develop their analytical skills. Finally, the oral report will enable them to defend themselves in difficult situations by improving their oral skills. Please note that this syllabus does not have a binding character and we will cover as much as we can, depending on class activity.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Draft the particular provisions of their international licensing agreements.
- Be able to protect their intellectual property on a European and International scale.
- Understand sole proprietorships in the USA.
- Be aware about partnership law.
- Participate in debates and present their ideas about debate topic in front of others.
- Develop their oral skills due to the oral presentation of their research material in class, and their spontaneous answers to the lectures in class.
- Develop their research skills due to their investigations for their research papers and due to the debate class (additional readings about topics to be announced in class).
- Develop each student's analytical skills and writing talents due to the research paper.



BLAW321: LAW & ETHICS IN THE OLYMPIC GAMES

COURSE NUMBER : BLAW321

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course will explain the origination, development and emergence of international sports law that governs the Olympic Games, through the following; Governance and structure of the Olympic Movement and its various bodies among which, the International Olympic Committee (the "IOC"), the National Olympic Committees, the Organizing Committee, International Sports Federations, Court of Arbitration for Sports, and the World Anti-Doping Agency; Organization of the Olympic Games by the IOC and the hosting states (process, contractual arrangements, implementation at national law level, etc.), Ethical issues around international sports events (disciplinary proceedings, anti-doping rules, match fixing, and corruption).

COURSE OBJECTIVES:

The course aims to help students grasp the essence of the Olympic Movement, and enable them to identify and understand the principles of international sports law and their implementation at an international level. Their awareness of legal and ethical concerns associated with the organization of the Olympic Games and resulting from unlawful activities will also be raised.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Demonstrate knowledge and understanding of the legal principles relating to international sports law applicable to the Olympic Games.
- Understand certain legal issues arising around the organization of the Olympic Games.
- Demonstrate an awareness on ethical issues relating to the international sports industry.
- Think critically with regard to current debates on the need for and recent efforts towards improving the international sports governance.



BLAW322: LAW & ETHICS IN THE SPORTS INDUSTRY

COURSE NUMBER: BLAW322

CREDITS: 3

PREREQUISITE: BLAW230

ECTS CREDITS: 6

OFFERED: FALL

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course provides an in-depth overview and analysis of the legal principles and ethical issues surrounding international sports. The course will explore topics related to international sports, including disciplinary proceedings, athlete representation, anti-doping rules, match fixing, corruption, collective bargaining, and free agency. Ethical frameworks related to the decision making and problem solving processes will also be covered in this course.

Students will also be introduced to key organizational bodies, such as: the International Sports Federation, the International Olympic Committee (the "IOC"), the National Olympic Committees, the Organizing Committee, the Court of Arbitration for Sports, and the World Anti-Doping Agency.

COURSE OBJECTIVES:

The course aims to help students grasp the principles of international sports law and their implementation at an international level. Their awareness of legal and ethical concerns associated with the organization of major sporting events and resulting from unlawful activities will also be raised. Students will also explore relevant sports industry case law and its implications.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Demonstrate knowledge and understanding of the legal principles relating to international sports law.
- Understand the process of collective bargaining in professional sports.
- Identify the roles and explain the relationships between sports unions, leagues, agents, and arbitrators.
- Demonstrate an awareness of ethical issues relating to the international sports industry.
- Think critically with regard to current debates on the need for reinforced international sports governance and recent efforts towards improving its implementation.



BUSI350: INTERNSHIP, INTERNSHIP REPORT & PRESENTATION

COURSE NUMBER: BUSI350

CREDITS : 3

PREREQUISITE: ALL COURSES REQUIRED

ECTS CREDITS : 6

OFFERED: FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The 6-month end-of-study internship is designed to be the formative capstone educational activity for the BBA, BLUX and MBA programs at ABS Paris. The experience brings the student into the workplace in a sheltered, but challenging, environment, exposing them to the final stage of their professional development. The student will choose their internship experience with the support and approval of the ABS Paris Career Development Advisor to ensure that the student's professional interests are in line with the proposed job description and responsibilities.

During the 6-month internship, the student is paired with an ABS Paris Academic Tutor who guides them through the academic requirements of the course. The analysis challenges the student to apply their academic learnings to a real world situation and ensures that the student maximizes their internship experience.

COURSE OBJECTIVES:

The primary objective is to allow students to experience a real-world professional environment that helps them determine their future next steps – professionally and academically. Secondly, the student is challenged (through an end of study report) to apply their academic teachings to a wide view of the company they are working for, and bring their critical thinking, analytical skills, and fresh eyes to the job, the company, and the industry where they are completing their study.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Apply their academic learnings to the professional workplace
- Develop professional contacts to serve their future career aspirations
- Complete a full strategic analysis of a business, a marketplace, or an industry
- Realize the full potential of their skills and decide on their next professional steps



BUSI390: THE COMPANY CASE CHALLENGE

COURSE NUMBER: BUSI390	CREDITS : 2
PREREQUISITE: FINC215, MKTG210	ECTS CREDITS : 4
OFFERED: SPRING	SEMESTER HOURS : 36

COURSE DESCRIPTION:

This capstone activity is designed to bring students into the real world in partnership with local companies. Company partners submit questions (“challenges”) for students to work on in groups over 8 weeks. Students must develop solutions to the challenge based on hands-on research, interviews with company representatives, and creative business thinking. Students deliver a 15-minute video explaining their solutions directly to the company representatives at the end of the exercise.

COURSE OBJECTIVES:

The primary objective is to put students in front of real companies, facing real challenges. Students must pull from their academic learnings, company interviews, and on-the-ground research to develop solutions to real world problems. Their deliverable must be brief, directed, and based in facts and objective research. Companies give constructive criticism back to the students focusing on the relevance of the suggested solutions and the professional behavior of the students.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Understand how their academic learnings drive them to be productive future employees
- Focus on real world problems and use innovative thinking to develop solutions
- Have access to a partner company’s inner workings, with face-to-face interviews and behind-the-scenes access to key players
- Develop their professional behavior in front of potential future employers



BUSI410: STRATEGIC MANAGEMENT

COURSE NUMBER : BUSI410

CREDITS : 3

PREREQUISITE : MGMT110, MKTG130, FINC215

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is a capstone undergraduate course in Strategic Management. This course introduces students to the concepts of competitive advantage used to make strategic management decisions. Good strategic management is essential for long-term business success. It involves defining a business strategy with clear objectives, creating clear plans as to how these objectives will be achieved, aligning business activities to support the objectives, and allocating the resources needed to achieve the objectives. Students will also learn that strategic management also contributes to a company's social license to operate. Consumers are now more aware about the way a company conducts its business from an ethical and environmental point of view. These elements should be included at the heart of strategic management to help ensure the long-term survival of the business.

COURSE OBJECTIVES:

The course will begin by introducing students to the world of Strategic Management and discuss the skills to make good strategic management decisions. They will have the opportunity to link what they have learned in functional management courses (marketing, finance, operations, etc) to the organization's business strategy.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Define the key concepts associated with strategic management.
- Articulate the organization's strategic performance objectives.
- Develop a corporate and business strategy for the organization.
- Build an organization where people, capabilities and structure support strategy.
- Undertake actions that promote good strategy execution.
- Be sensitive to corporate culture and leadership keys to good strategy execution.
- Articulate the role of ethics, corporate social responsibility, and environmental sustainability in crafting and executing strategy.



BUSI420: ENTREPRENEURSHIP

COURSE NUMBER: BUSI420

CREDITS : 3

PREREQUISITE: MGMT110, MKTG130, FINC215

ECTS CREDITS : 6

OFFERED: FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. In this course, students learn the essential attributes of being an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business. It takes more than a good business plan and money to succeed - entrepreneurs must develop the skills necessary to successfully develop product and service lines, implement marketing and branding plans, develop sales pipelines and manage client accounts, and negotiate and manage human resources. Students will learn how to maximize their personal strengths, while mitigating their weaknesses and capitalizing on the strengths of others. And they will complete the course with the practical knowledge necessary to develop and launch their own business.

COURSE OBJECTIVES:

Introduce students to the realities of researching, financing, starting, developing and (perhaps) selling a profitable business.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify and evaluate a business opportunity in today's world.
- Understand the nature of entrepreneurship and evaluate your entrepreneurial skills.
- Develop a business opportunity into a business plan.
- Understand new business team building.
- Present a business plan to investors.



BUSI455: BUSINESS GAMES (CAPSTONE)

COURSE NUMBER: BUSI455

CREDITS : 2

OFFERED: SEMESTER 1

SEMESTER HOURS : 24

COURSE DESCRIPTION:

The Business Games is a mandatory end-of-study, inter-school group activity that involves the entire IGS Group. The business simulation is run very intensively over 3 consecutive days. The goal is to recreate a virtual world that matches as closely as possible the reality of running a business. The business games will create a competitive environment pitting all the teams in a race against the clock to complete a variety of essential business tasks, taking onboard new information and, also, incorporating feedback as a result of the consequences of their decision-making during the simulation.

COURSE OBJECTIVES:

The primary objective is to allow students to test and apply their business knowledge, in order to enrich and develop their know-how. They will be required to work both individually and as a team while managing the pressure of working in a competitive environment and working with very tight deadlines. Like real managers, they will have to learn to evaluate different strategy options and make decisions in real time.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Apply their academic learnings to the professional workplace (drawing on a strategic analysis of a business, a marketplace, or an industry)
- Work effectively in a team
- Communicate with different types of stakeholders (finance, HR, marketing, etc.)
- Work effectively under pressure.
- Make business decisions and reiterate business strategy based on new information
- Realize the full potential of their skills in order to help them decide on their next professional steps



COMM130: COMMUNICATION TECHNIQUES / SPEECH

COURSE NUMBER : COMM130

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course is highly participative and helps students to develop the necessary skills for effective public speaking. Students will be encouraged to assess their own communication competencies using different techniques in relation to the demands of diverse public speaking situations.

COURSE OBJECTIVES:

The class draws heavily on the students' involvement and participation as the learning process is cumulative. It requires, on the part of all students, an openness and willingness to experiment and work with others to create a safe learning environment. Therefore, a 100% class attendance is essential. Students will get plenty of opportunity to gain confidence and apply the skills and techniques required for effective public speaking via speech & drama, mime, role plays, debates, and listening techniques.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Make communication anxiety work for you and not against you.
- Develop an awareness of your voice to enhance your speeches and presentations (breathing, intonation, inflexion, and vocal colour).
- Understand and apply effective non verbal communication.
- Conduct genuine and serious research on a number of different topics.
- Organise your ideas and research into clear, coherent and engaging arguments.
- Deliver a speech/presentation in an engaging conversational style.
- Develop and present: personal, informative, persuasive and ceremonial speeches.
- Construct and present effective arguments in debates.
- Utilise critical listening skills.
- Analyse and critique your own speeches and those of others.



COMM230: THEATRE - ACTING FOR BUSINESS

COURSE NUMBER : COMM230

CREDITS : 3

PREREQUISITE : COMM130

ECTS CREDITS : 6

OFFERED : Not offered 2020-2021

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The information and knowledge economy places an ever-increasing demand on individuals in business to master a wide variety of communication tools and techniques in order to function successfully in diverse professional settings. Drawing heavily on the techniques used in acting, students will learn how to craft compelling messages in a variety of more specific and complex situations in public speaking.

COURSE OBJECTIVES:

Students will be guided through a number of tools and techniques used by actors to gain knowledge about themselves & their communication styles and, also, how to read and understand the communication style of their interlocutors. Students will extend their confidence, competence and critical awareness as communicators.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Create compelling messages that have impact on their audience.
- Analyse effectively the challenges inherent in diverse business situations (e.g. negotiations, briefings, and proposals) and come up with solutions.
- Focus on the big picture as well as the details.
- Draw on their creativity to solve problems.
- Perfect their verbal and non verbal communication.
- Think on their feet.
- Strengthen their confidence.
- Work effectively in teams.



COMM280: JOURNALISM, NEW MEDIA & COMMUNITY MANAGEMENT

COURSE NUMBER : COMM280	CREDITS : 3
PREREQUISITE : ENGL120	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

In today's volatile world, the path of journalism as a career is revitalized, but also perverted by an overwhelming number of communication platforms and methods. This course travels from the history of investigative and entertainment journalism, to the new media of blogging, vlogging, and podcasts as a means of discourse and communication, to the power of today's social media platforms as a communication device. Ethics and morality have always been central to journalism, and with today's social media networks, it is even more important that students understand the power and influence of communication in this field.

COURSE OBJECTIVES:

This course is case-based and guides students through the origins of journalism and how it paralleled technology, from the printing press to the internet. Students will be exposed to a variety of technological platforms and will experiment with journalism, storytelling, and managing communities on social networks.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will understand:

- The history of journalism as a field and a career.
- The evolution of journalism and storytelling with new media platforms.
- The ethical aspects of journalism.
- The power of social media and viral communications.
- The purpose of community management as a communications tool.



COMM285: WRITING FOR SPORTS MEDIA

COURSE NUMBER: COMM285

CREDITS: 3

PREREQUISITE: ENGL115

ECTS CREDITS: 6

OFFERED: SEMESTER 4

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed to introduce you to the mechanics of writing for various mass communication genres. For many students, this is their first attempt at writing for a mass audience. Students will develop the ability to analyze complex situations and translate them into clear, concise written segments for different types of media channels.

COURSE OBJECTIVES:

Students in this course will develop an understanding of how to use effective interviewing and research techniques to develop a story for different types of audiences. They will learn the importance of impartiality and accuracy in reporting stories for different media channels. Students will gain an appreciation of journalistic writing for traditional and modern media types.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students be able to:

- Follow the rules of good grammar, punctuation, spelling and MLA referencing in their writing
- Effectively use different types of leads to create an accurate and inviting introduction to a story
- Conduct research on a news topic
- Distinguish between news and PR
- Write a fair and accurate news story from current events
- Write an effective and informative news release



COMP120: COMPUTER SKILLS FOR BUSINESS

COURSE NUMBER : COMP120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This first year course introduces students to the applications needed for business today. From the basic navigation of a personal computer using the Windows 10 operating system to creating attractive presentations in Microsoft PowerPoint, to correctly formatting academic papers in Microsoft Word, and to master the basics of Microsoft Excel for the workplace. Students will practice their new skills in a fully equipped computer lab to ensure consistent understanding in the tools.

COURSE OBJECTIVES:

It is hoped that the students will:

- Be able to easily determine how to adapt Microsoft Excel tools to their needs and learn new functionalities or versions on their own
- Be able to use appropriate strategies to solve problems
- Navigate with confidence around Windows 10
- Master the basics of Microsoft PowerPoint and Microsoft Word
- Understand how to effectively use Microsoft Outlook

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Create and manipulate Excel spreadsheets and graphs to represent data in an easily understandable form
- Create and format a basic Word document
- Create and edit charts using both Word and Excel
- Transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities
- Design a semi complicated Excel tool for a given task



COMP250: WEB & TECH FOR BUSINESS

COURSE NUMBER : COMP250

CREDITS : 3

PREREQUISITE : COMP120

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Today's business graduates need a level of comfort with technology never before seen. While students are immensely comfortable with online chatting tools and social media, their understanding of the logic and design skills needed to build websites and applications is limited. This course seeks to introduce students to a variety of coding applications, languages, usages, and most importantly the design and logic principles behind web and application design.

COURSE OBJECTIVES:

Students will have a greater understanding of how to explain technological needs in terms of logic and design, and will have exposure to a number of different programming languages including Java, WordPress, Adobe Photoshop, and VBA Excel.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Design basic websites.
- Read code in various programming languages.
- Have an understanding of the backend of websites and applications.



COMP311: E-COMMERCE & E-BUSINESS

COURSE NUMBER : COMP311

CREDITS : 3

PREREQUISITE : MKTG130, COMP120

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Students may be curious about the terminologies E-Marketing, E-commerce and E-Business. These terms are usually used interchangeably, and students have to understand that, in order for all e-commerce activities to be successful for any give business, it has to be backed by digital technologies. Meaning, without a proper e-business infrastructure, e-commerce will fail.

E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speed up processes, reduce costs of business expenses, and also generate an increase in ROI. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks. E-Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies).

COURSE OBJECTIVES:

This course aims for students to understand and learn key concepts and definitions pertaining to E-Marketing and E-Commerce, and to be able to understand project implementation, online consumer behavior, and the changing nature of digital technologies. They will become aware of the important challenges facing business managers regarding change management in E-Business and E-commerce.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Clearly define E-Marketing in its proper context with regards to long term online customer relationship building and profit making.
- Assess the online supply chain management of any given business infrastructure.
- Analyze the online consumer behavior and trends.
- Build a website and construct a business proposal complete with a feasibility study, projection of expected sales and profits, and web site structure and design.



COMP390: EXCEL FOR FINANCE

COURSE NUMBER : COMP390

CREDITS : 3

PREREQUISITE : COMP120, ACCT111

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Microsoft Excel is critical to the efficiency of businesses. Excel for Business has taken an increasingly important role within companies regardless of the size of the company. This course introduces students to the business uses of spreadsheets using Microsoft Excel. Students will gain the opportunity to master a key software and at the same time be able to explain the key financial terms and graph shown onto Excel. Students should be able to develop skills around financial modeling, reporting, and the automation of accounting and financials tasks.

COURSE OBJECTIVES:

This course will provide learners with a core understanding of how to effectively operate and use the Excel spreadsheet software. This course should allow students to be able to navigate, properly and efficiently use Microsoft Excel. This course is also aimed to educate students with the proper terminology around key financial terms ie. the ones used consistently in Financial Statements

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Create effective standard and ad-hoc workbooks.
- Master key terms in Finance.
- Read, interpret and build with Excel good Financial Statements.
- Describe how various charts can be used to represent quantitative data in Excel.
- Determine appropriate chart style to represent data; use data to create and revise chart in Excel.
- Manage large arrays of data through the use of Tables in Excel.
- Explain the fundamentals of table design and create a table in Excel.
- Create pivot tables in Excel to summarize and analyze data.
- Link Excel workbooks to manage and combine data sets.
- Identify some of the various templates available for Excel and explain their appropriate use.



COMP395: ADVANCED EXCEL

COURSE NUMBER : COMP395

CREDITS : 3

PREREQUISITE : COMP120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Students will master intermediate and advanced Excel tools to enable them to predict, forecast, and run a business from an Excel Worksheet.

COURSE OBJECTIVES:

Through this course, students will be able to easily determine how to adapt Microsoft Excel tools to their needs, and build their capacities to learn new functionalities on their own. They will learn how to use appropriate strategies in Excel to solve real business problems, build attractive and functional data presentations, and master advance tools in Excel to analyze and predict current and future business trends.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Create and manipulate Excel spreadsheets and graphs to represent data in an easily understandable form
- Create and edit charts with Excel
- Transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities
- Design an Excel tool for a given task
- Use Macros to automate tasks
- Work with other Microsoft Office applications within Excel
- Perform business intelligence analysis
- Create business forecasts and visualizations



DSCI310: OPERATIONS MANAGEMENT

COURSE NUMBER : DSCI310

CREDITS : 3

PREREQUISITES : MATH110, MATH120, MATH210

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is an introductory undergraduate course in Operations Management. This course introduces you to the concepts of process, project, transforming and transformed resources, Little's law, economic order quantity, order-winning competitive factors, layout, continuous and breakthrough improvement used to make operations management decisions. You will learn how to measure operations performance and how to design, plan, control, and improve processes.

COURSE OBJECTIVES:

It is hoped that the students will understand Operations management concepts that support decision-making in the four major areas of Operations Strategy, Supply Network Design, Planning and Control, and Improvement. Emphasis will be placed on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Describe Time Series and Linear Regression Analysis.
- Understand Earnings Before Interest & Tax (EBIT) and net present value (NPV).
- Understand Productivity and Value-added Throughput Efficiency.
- Identify Work Measurement and Mean Time Between Failure (MTBF).
- Understand Measuring Capacity and Overall Equipment Effectiveness (OEE).
- Describe Break-even Analysis and Weighted Score Method.
- Understand and use Linear Programming and Transportation Method.
- Understand Optimizing Location and Inventory.



DSCI350: MANAGEMENT DECISION ANALYTICS

COURSE NUMBER : DSCI350

CREDITS : 3

PREREQUISITE : MATH210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The purpose of the course is to enable the students to use quantitative approaches in practical business decision-making. During the course, the students will learn how a modeling process may help them to structure decision situations, and to improve his/her decision-making skills. It is hoped that the students will be familiar with the basic concepts of Decision Analysis, Project Scheduling, and Linear Programming, and should be able to use a modeling approach to improve decision-making processes.

COURSE OBJECTIVES:

It is hoped that the students will be familiar with the basic concepts of Decision Analysis, Project Scheduling, and Linear Programming, and should be able to use a modeling approach to improve decision-making processes. The emphasis of the course will be placed on the ability to structure a decision-making process, formulate a model of the situation, solve the model, using a computer, and interpret the results.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Define Management Science / Operations Research and its application fields.
- Use decision analysis criteria in situations where uncertainty is dominant and use decision trees when modeling sequential decisions under risk.
- Understand and use the notions of critical activities, earliest and latest times, as well as slack, in the context of the management of a project and understand the usefulness of a project management software system.
- Identify and formulate a linear programming problem. Solve a linear program, using a spreadsheet program such as Microsoft Excel, and interpret the results.



DSCI351: SPORTS ANALYTICS

COURSE NUMBER: DSCI351

CREDITS: 3

PREREQUISITE: MGMT190

ECTS CREDITS: 6

OFFERED: Semester 3

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course will demonstrate how data can be used for decision making not only in sports, but also in business at large. The purpose of the course is to enable the students to use quantitative approaches in practical business decision-making, especially as it applies to sports management. The essential concepts of Decision Analysis and Linear Programming will be presented.

COURSE OBJECTIVES:

Students will learn how a modeling process can help them to structure the decision-making process. The emphasis of the course will be placed on the ability to structure a decision-making process, formulate a model of the situation, solve the model, using a computer, and interpret the results.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Apply various analytical tools, including basic statistical analysis, to sports management.
- Use decision analysis criteria in situations where uncertainty is dominant and use decision trees when modeling sequential decisions under risk.
- Explain how to measure and attempt to predict the performance of athletes and sport's teams.
- Identify and formulate a linear programming problem. Solve a linear program, using a spreadsheet program such as Microsoft Excel, and interpret the results.
- Explain the uses of analytics in sports betting.



ECON110: PRINCIPLES OF MACROECONOMICS

COURSE NUMBER : ECON110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This introductory course is designed to introduce the student to the classic macroeconomic issues such as economic growth, inflation, unemployment, interest rates, government budget deficits, exchange rates, and balance of payments problems. The course will provide tools of analysis that can be used to address these major macroeconomic issues and to study the impact on the economy of different policies, such as monetary and fiscal policies.

COURSE OBJECTIVES:

The course objective is to examine the following components of Macroeconomics: GDP, GNP, consumption, investment, government spending, exports, imports, transfer payments, taxes, business cycle, potential GDP, recession, general price level fluctuations, CPI, unemployment rate, natural level of unemployment, government fiscal policy and tools, monetary policy and tools, balance of payments, current account and capital account transactions, and exchange rates.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Make more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in.
- Better understand the economic press to make those decisions.
- Be more aware of the controversies and the arguments surrounding the economic situation and economic policies in the United States and Europe and other economies.



ECON120: PRINCIPLES OF MICROECONOMICS

COURSE NUMBER : ECON120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, WINTER & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

Microeconomics is concerned with the behavior of the individual economic agents - consumers, households and businesses - that make up the overall economy. The goal of this course is to introduce students to the analytical tools and techniques used by economists to better understand the choices that economic agents make and how markets function.

COURSE OBJECTIVES:

The course objective is to cover the following areas of Microeconomics: supply and demand analysis, elasticities, production, productivity, costs of production, profit maximization/loss minimization, pure competition, pure monopoly, monopolistic competition, oligopolistic behavior, and factor markets.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the concept of scarcity and its consequences.
- Predict the direction of price and quantity changes using the supply-demand model.
- Determine the impact of a price change on total revenue using the concept of price elasticity.
- Understand the firm's cost structure and its link to profitability.
- Distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly).
- Determine the profit maximizing level of output for each market structure.
- Analyze the economic efficiency of each market structure.



ECON315: INTERMEDIATE ECONOMIC ANALYSIS

COURSE NUMBER : ECON315

CREDITS : 3

PREREQUISITE : ECON110, ECON120

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course builds upon the foundations put into place in ECON 110 and ECON120. Economic problems facing society are studied more closely: long-run growth, structural unemployment, effects of technology, government budget deficits, national debt, inflation, deflation, trade deficits, exchange rate fluctuations. The course also includes topics of current interest and incorporates the latest research in economic modeling.

COURSE OBJECTIVES:

To provide students with the knowledge and practical methods to apply the general principles of macro and microeconomics to business problems.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Identify and analyze the factors attributable to long-term economic growth.
- Identify and analyze the factors affecting economic stability.
- Identify and analyze the factors affecting the economic performance of an open economy.
- Evaluate the effectiveness of fiscal and monetary policies.
- Predict the direction of price and quantity changes using the supply-demand model.
- Determine the impact of a price change on total revenue using the concept of price elasticity.
- Understand the firm's cost structure and its link to profitability.
- Distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly).
- Determine the profit maximizing level of output for each market structure.
- Analyze the economic efficiency of each market structure.



ECON321: ECONOMICS OF THE OLYMPIC GAMES

COURSE NUMBER : ECON321

CREDITS : 3

PREREQUISITE : ECON 110, ECON120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

With over two hundred competing countries and close to four billion viewers around the globe, no other sporting investment reaches the scale and potential impact of the Olympic Games. When a city and a country decide to host the Olympic Games the overall economic impact must be taken into consideration in order to deem the investment worthy. This course will examine the economic impact of the commercialization of the Olympics utilizing data from previous Olympic events; e.g., 1992 Barcelona, 2004 Athens, 2008 Beijing, 2012 London, and 2016 Rio.

COURSE OBJECTIVES:

While the substantial inflow of crowds and money is hard to dispute, so are the enormous costs of staging the Olympic Games. The goal of this course is to introduce students to the analytical tools and techniques used by economists to assess the microeconomic, macroeconomic, and international economic impact of the Games.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Identify appropriate economic data.
- Utilize microeconomic and macroeconomic concepts analyze and evaluate the economic data.
- Understand the nature of a successful Olympic Games project.
- Present an ideal economic impact plan for the Paris 2024 Paris Summer Olympics.



ECON390: EUROPEAN ECONOMIES

COURSE NUMBER : ECON390

CREDITS : 3

PREREQUISITE : ECON 110, POLS210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course offers an analysis of the economic systems and social policies of the 5 largest Western European nations plus Poland: Germany, France, the United Kingdom, Italy, and Spain. These 6 countries, all members of the European Union, will be compared to determine whether a “European” model of economic and social development has emerged. To the degree that such a model exists, the question will be raised whether it can survive in changing world economic conditions.

COURSE OBJECTIVES:

The course objective is to cover the following topics and apply them to our understanding of the European economic and business environment: a comparison of macroeconomic indicators and microeconomic competitiveness, processes of industrialization in the 18th & 19th centuries; emergence of welfare states in the post-WWII era, external borrowing and budget equilibrium; the reform of tax systems, problems of monetary management in an interdependent world; the status of central banks, state-supported R&D and industrial policies; state aids competition policy and the defense of national champions, unemployment and the regulation of labor markets; the role of trade unions, reforming health care systems; income support systems, the necessary coordination of macroeconomic policies; relations with countries outside the European Union, costs & benefits of EU membership in economic terms; development of Euro-wide industrial & social policies, the remaining divisions (Atlantic versus Rhine capitalism, North versus South) and the dominance of the German model.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Identify the major economic and social policy characteristics in each of the 6 European countries
- Examine how each country's domestic economic system and social policy impacts European competitiveness
- Examine how European businesses and FDIs are impacted by the economic systems
- Interpret the most recent economic and social policy trends
- Analyze how major EU institutions influence European domestic economies and social policies
- Analyze how these major European countries can better survive in changing world economic conditions.



ECON450: INTERNATIONAL ECONOMICS

COURSE NUMBER : ECON450

CREDITS : 3

PREREQUISITE : ECON 110, ECON 120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course approaches international trade and investment from a standpoint of integrating theory and policy. The factors determining the size, composition and direction of international economic transactions are analyzed in order to provide the students with the theoretical tools essential to understanding world economic events and national policies. The government's role in regulating, restricting, promoting, or otherwise influencing the conduct of international trade and investment is investigated from a policy perspective. The study of national policies leads to the interaction of international economics and international politics traditionally designated as the international political economy.

COURSE OBJECTIVES:

The course objective is to cover the following topics: theories of international trade – comparative advantage and beyond comparative advantage, tariff and non-tariff trade barriers, GATT, WTO, NAFTA, TPP, exchange rates and exchange rate systems, Bretton Woods, IMF and IMF conditionality, Yen crisis, tequila crisis, Southeast Asia crisis, sub-primes, PIIGS, Greece, BRICS.

EXPECTED LEARNING OUTCOMES:

After completing the course, the student should be able to:

- Explain the principles, functioning, and role of institutions of international economic policy.
- Explain international economic issues and impacts of international policy instruments on them.
- Interpret the theory and practice of economic policy, world economy and regional integration.



ENGL100: ENGLISH FLUENCY DEVELOPMENT

COURSE NUMBER : ENGL100

CREDITS : 0

PREREQUISITE : NONE

ECTS CREDITS : 0

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is a mandatory class for students who have not achieved the minimum level of comfort with written and oral English. It is designed to upgrade and perfect English language skills for students requiring stronger foundations to pursue their academic and professional endeavors.

COURSE OBJECTIVES:

The objective of this class is to develop students' English proficiency in communicative competence so as to master fluency in writing, reading and speaking, and acquire a 360° mastery of the English language culture; suitable for an American academic environment.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Perfect grammar skills to consolidate, remedy and advance the building blocks towards effective communication.
- Improve speech fluency, spontaneity and eloquence.
- Provide an introduction to business English.
- Develop the capacity to use words as art and write coherent, well-structured prose using nuance, subtleties and colourful descriptions.
- Analyze and divine meaning, significance and symbolism inside words and thought patterns by reading and being exposed to different writing styles and contemporary phenomena.



ENGL101: ACADEMIC METHODOLOGY

COURSE NUMBER : ENGL101	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL, SPRING & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is a required course that helps students: find a subject and the information they need, how to cite it properly, develop effective study habits and time management, and lays out how to write the academic paper. Spelling and punctuation will be covered, as well as how to conceive, craft, execute and present research.

COURSE OBJECTIVES:

Students will learn different strategies for studying and how to approach research study with various methods such as brainstorming, listing, note taking and mnemonic device, They will learn to evaluate their sources using the principles of critical thinking, how to write and format different essays, reviews and summaries using the MLA format. Students will learn to think, study and research using critical thinking guidelines asking questions to get an in-depth response. .

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the importance of academic honesty, adhere to the ethical code of conduct, and apply all the appropriate academic conventions in research writing, assignments, tests and exams.
- Develop effective personal learning and studying strategies.
- Calculate the grade point average (GPA).
- Use dictionaries & textbooks effectively.
- Understand the importance of time management, develop a schedule/monthly planner and learn how to prioritize tasks.
- Develop effective reading skills.
- Take notes from a text and or in a lecture using different strategies (mind maps, clusters, lists etc.).
- Acquire and apply effective research methods (find and limit a topic into a workable thesis).
- Use competently format features in research papers (capitalization, titles, headings, paragraphs and footnotes etc.)
- Evaluate library & Internet sources and produce an accurate bibliography.
- Prepare for exams effectively.



ENGL115: ENGLISH COMPOSITION

COURSE NUMBER : ENGL115

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL (BLUX ONLY)

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This required class helps students build a foundation for university-level writing that is invaluable in the academic environment and applicable to professional life. In this course, students will develop their skills in reading, writing effective arguments, critical thinking, and improve their writing process.

COURSE OBJECTIVES:

The main objective of the course is to help students develop their academic writing.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Read, analyze, summarize and evaluate a variety of texts - both written and visual.
- Identify the stages of the writing process and apply them.
- Gather, summarize, synthesize and explain information from different sources.
- Argue and support a position in one's writing.
- Respond to audience demands and disciplinary expectations.
- Recognize the characteristics of effective communication.
- Use proper citation practices.



ENGL120: CRITICAL READING & WRITING

COURSE NUMBER : ENGL120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The classes will be devoted to the development of the essential researching, compiling and writing skills necessary to function in an American academic environment. We will examine texts, poetry, and songs in order to explore how a particular writer has structured his/her ideas and used language to communicate his/her visions, emotions or opinions. We will investigate contemporary phenomena, people and trends to perfect the fine art of understanding. Students will also work on structuring different types of written work and oral work.

COURSE OBJECTIVES:

The objective of this class is to develop students' ability to write clear, well-constructed text in English, suitable for an American academic environment, so that they are able to do justice to themselves and to their ideas.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Examine word art: spinning magic with words.
- Archaeology (divining sense and meaning), learning to dig-research methodology.
- Sew it together (the couture in coherence) creating unity and structure.
- Develop the ability to organize, analyse and express ideas in a clear, methodical and poetic fashion.
- Hunt, seek, gather, investigate, and research information on any given subject.
- Perfect the architecture of the basic essay structure – a skill which will serve throughout an academic career regardless of subject matter or domain.
- Consolidate writing competency through the examination and experimentation of distinct essay styles (compare/contrast, cause and effect, argumentative) suitable for an American academic environment.
- Analyze a particular text. Class discussion will allow students to explore how a particular writer has structured his/her text and used language to communicate his/her ideas, emotions or opinions.



ENGL212: ANALYSIS & COMMUNICATIONS

COURSE NUMBER : ENGL212

CREDITS : 3

PREREQUISITE : ENGL 101

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

T. S. Eliot observed that criticism – the ability to articulate what passes in our minds – is as inevitable as breathing. However, today, the process of understanding what we think and what others think too on an issue is complex. The multiplicity of information sources e.g. user collaboration, user-generated content and social networking as well as more traditional forms of information, along with the sheer availability, abundance and immediacy of all this information, pose a serious challenge. Therefore, it is vital that we are able to articulate and frame our own position effectively while identifying the real issues within multiple and conflicting points of view.

COURSE OBJECTIVES:

The course objective is to introduce students to the key aspects of effective argumentation. They will learn to evaluate both the structure and style of arguments in a variety of texts (written, podcasts and videos). The course will explore different types of reasoning (inductive, deductive and analogical) as well as exploring the psychology of how our minds work in forming ideas and opinions on different issues (exploring Daniel Kahneman's insights into fast and slow thinking).

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Reason their way through to a position by considering the evidence available.
- Anticipate what objections are likely to be raised to a position or their point of view.
- Know how to examine positions by probing their assumptions and consequences.
- Be aware of the effect of emotions, feelings, prejudice and bias in a position and in their own thinking.
- Revise their position in light of new and compelling information and evidence.
- Express their position clearly and persuasively.



ENGL225: EFFECTIVE BUSINESS COMMUNICATIONS

COURSE NUMBER : ENGL225

CREDITS : 3

PREREQUISITE : ENGL 101

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is devoted to the development of professional writing skills, including emails, briefs, executive summaries, presentations, and other standard business documents in the 21st century. Students will learn how to synthesize information into relevant key points and how to communicate them effectively in a business setting with appropriate and respectful language, terminology, and structure.

COURSE OBJECTIVES:

The objective of this class is to develop students' ability to communicate professionally in today's business world. Students will learn and understand the importance of oral and written communication. They will demonstrate effective interpersonal communication skills that reflect understanding, appreciation, and respect for diverse perspectives and cultures. The importance of networking among colleagues will be covered, as well as the use of appropriate research material in this topic and how it relates to the business world today.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Communicate in a professional environment.
- Identify the message conveyed through various media.
- Write emails, memos, business reports and presentations.
- Think critically, develop methods for strategy and tools for organizing communications, as well the effective use of formatting.
- Learn about language tone, and style for different audiences.
- Have a broader comprehension of communication in general for a better personal and professional life.



FASH100: FASHION AND TEXTILE TRENDS THROUGH THE AGES

COURSE NUMBER : FASH100

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The first time a hunter returned with animal skins for protection and warmth marked the beginning of the clothing era; but the birth of fashion itself can only be understood as a continuing epic of social, historical, cultural, geographical, and technological evolution in an ever-changing tale of people and the worlds they inhabit. In this view, to comprehend the global fashion industry (currently about 4% of world trade) the imperative prerequisite is to learn the analytical tools and theories necessary to understand the agents and actors of change upon which fashion continuously depends; so as to acquire the necessary skills to forecast and foreshadow in a quickly changing world, the trends marketers need to identify. This course will examine the evolution of fashion and textile as a history of the world, and the key skills to understand the spirit of our times and its relation to trend development.

COURSE OBJECTIVES:

This course will explore the fundamental theories in the direction and movement of fashion, as illustrated by the study of trends and textiles through the ages; and give a deeper understanding of the dominant traits and themes in society which influence fashion.

EXPECTED OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the origin of fashion in its contextual historical context.
- Comprehend the meaning of fashion as ideology and theory derived from multidisciplinary fields of study.
- Recognize the anatomy of a trend and the framework for fashion change.
- Identify the spirit of our times: world events, economic conditions, social changes, entertainment and technological innovations as the continuing catalyst agents acting upon fashion.
- Identify the language of fashion and its development and prediction over time.
- Learn the process and methods of fashion trend analysis and forecasting.
- Identify fashion trends/textiles through the ages.



FASH110: MADE IN PARIS: LUXURY QUALITY MANAGEMENT

COURSE NUMBER : FASH110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is an introduction to the principles of branding “à la française” focusing on diverse brand strategies from mass market brands, to premium and luxury brands.

Brand managers’ responsibilities are broad and multi-dimensional in a continuously changing environment. This course aims at training students to use professional brand and product management concepts and tools providing current know-how and practical insights into the real issues faced by brand managers.

A variety of product categories will be covered to give students a clear overview of the diversity of “Made in France” brands, including fashion and accessories, fragrance, beauty, food and drink. Brand, museum and store visits are planned as a complement to lectures and workshops.

This course is for self-motivated students with the willingness and curiosity to independently read, research, analyze, and make strategic and creative recommendations in the context of a “Made in France” brand launch project which they will manage from A to Z.

COURSE OBJECTIVES:

Introduce students to the realities of managing products and brands, giving them the practical knowledge necessary to develop and launch a “Made in France” brand. Help students understand the specific brand and product management approach of French brands.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the fundamentals of product and brand management.
- Demonstrate the ability to analyse marketing situations, to summarise information and to make recommendations.
- Understand the specific nature of “Made in France” product and brand management.
- Create a new fashion, fragrance or food brand concept that can succeed in Paris.
- Know how to develop a new brand and present it in a convincing manner to investors.



FASH120: SALES TECHNIQUES FOR LUXURY BRANDS

COURSE NUMBER : FASH120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The attitude, product knowledge and overall delivery/presentation of the product by the sales consultant/brand ambassador all play an equally important role in luxury and high-end fashion sales. This translates to a well-educated, skilled staff having superior communication skills and high level of presentation skills, and a customer centric approach.

COURSE OBJECTIVES:

The objective of this course is to give students an understanding of the way luxury and high end fashion products and experiences are sold and to develop their capability to do so.

EXPECTED OUTCOMES:

The course is developed through lectures, discussion and group/individual presentations of case studies and role plays. Students are expected to thoroughly read text materials and participate in class discussion.

Topics covered will include:

Upon completion of this course students should be able to:

- Understand the Fashion and Luxury Selling & Marketing Concept.
- Demonstrate what brand knowledge is, as well as and story-telling.
- Develop self-expression and sense of self.
- Understand Buyer Behavior.
- Explain the concepts of Approaching the Customer and Securing Desire.
- Define exceptional treatment and experience.
- Discuss Craftsmanship / Quality.
- Define Authenticity, Emotional Bonding, and Mystique.
- Explain The Rarity Factor.
- Discuss what Servicing the Sale; Closing the Sale & Building Customer Relations are.
- Explain Ethical issues and Career Opportunities within the Industry.



FASH211: LUXURY CROSS-CHANNEL MARKETING

COURSE NUMBER : FASH211

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Ensuring that a brand's digital marketing stands out is by no means easy. We are living in a world overflowing with digital content. In the High Luxury field, words such as Marketing have traditionally been shunned for implying a 'vulgar' desire to sell more. The Luxury strategy has been to apply entirely opposite approach to Mass Marketing with its focus on one-to-one relationships. In this era of global desire for luxury arising out of developing countries, luxury brands have shifted towards global retail expansion and the use of internet to provide seemingly one-to-one relationships from online to in store. Luxury has moved towards mass marketing and many mass brands have moved towards a luxury strategy. Today's Luxury Brands often apply hybrid strategies.

Nowadays, essentially every luxury consumer is likely to have a smartphone in his or her pocket. This means one thing to retailers: Convenience is king. Therefore, if the newest form of commerce is omni-channel, then every merchant who doesn't follow that trend can expect trouble. Omni-channel commerce is all about delivering the best possible customer experience and, consequently, today that means convenience. It's – in its simplest definition – a complete combination of in-store and online, but it really encompasses the utilization of every single channel, such as mobile and social.

COURSE OBJECTIVES:

The course prepares students to enter the workplace with knowledge and skills that can be immediately applied. Students will learn how to build brand relationships with clients via Branded Content and Omni-channel Marketing and will be required to develop their own Brand Content Strategy and Omni-channel Agency Brief. Individual research is required as well as a foundation in Intercultural Luxury Consumer Behavior. Students will require internet access for their research. Groups will be expected to work on class projects for workshop purposes as well as for their Final Project. Professor's own video interviews as well as DVDs and websites will be provided to reinforce lessons learned.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Examine and discuss Brand Content analysis and Omni-channel Marketing Strategies.
- Easily define approaches to the concept of luxury.
- Define boundaries between Premium, Fashion, Art, Religion, and Luxury.
- Explain the Specificities of the luxury business model - Why traditional marketing and branding concepts cannot be applied to luxury?
- Build brand coherence : brand architecture and product roles.
- Choose a distribution model: Rarity vs. Exclusivity vs. Selectivity.



FASH225: CREATIVITY & INNOVATION IN FASHION LUXURY

COURSE NUMBER : FASH225

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The luxury industry has to face new challenges and new trends, such as ultra-luxury, for example. On the other hand, there are so many contenders for so few places. If they want to succeed, brands have to reinforce their distinctiveness and to differentiate themselves from the other competitors. In that context, creativity and innovation are the main ways to develop brands business. We will consider this subject through academic lessons, cases studies, workshops and some excursions. It will give a global overview from a professional side and offer the opportunity to apply it on a personal project.

COURSE OBJECTIVES:

At the end of this course, students will be able to apply their knowledge and understanding to building a fashion related brand. They will have a better sense of how fashion, art, and luxury manifest in its commercial and artistic form. Students will realize that not all fashion is art but can be applied as an artistic statement.

How can brands play with creativity and innovation and what do we mean by these notions?

How are fashion, art and innovation related and how they can interact with each other?

The main goal of this course is to help students master the different notions and tools used by the luxury industry today.

Students will be motivated to be bold and take the first big step in the luxury business of Fashion and Retail. What the students can expect is the effort and time they invest in researching about their topics of interest; it will bear fruit in the final thesis and presentation. Students can expect that this course will teach them that fashion is a form of artistic expression; it can be commercialized and sold to a unique set of individuals who wish to stand apart (yet fall in line) in the fashion world.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain Heritage vs Innovation and Creativity.
- Identify products and designers that mark the history of luxury and fashion.
- Discuss the influence of street fashion.
- Research and explain the inspiration behind the creation of new products.
- Develop an idea or a concept into a product range or brand.
- Explain the evolution of craftsmanship.
- Explain Trendology.



FASH240: MERCHANDISING FOR LUXURY RETAIL

COURSE NUMBER : FASH240

CREDITS : 3

PREREQUISITE : ACCT 105

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is specifically focused on the power of product merchandising in effective consumers decisions. The course focuses on the Luxury sector and describes the ability of the retailer to increase purchasing behavior with layout, color, design, and other aspects that appeal to the 5 senses of the consumer.

COURSE OBJECTIVES:

This course will describe the rules of merchandising in all retail settings, and focus on the specifics of the luxury sector. Linking merchandising, with consumer behavior, product design, sensory marketing, and other aspects of the program, this course brings students into the practical of running a high-end retail outlet.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the power of product merchandising and atmosphere setting, especially in the luxury sector.
- Compliment their understanding of consumer behavior and product design with retail layouts.
- Be prepared to design and manage a store with the specific goal of attracting luxury customer segments.
- Learn practical knowledge that can be applied to a real-life retail setting.



FINC215: BUSINESS FINANCE

COURSE NUMBER : FINC215

CREDITS : 3

PREREQUISITE : ACCT 111

ECTS CREDITS : 6

OFFERED : FALL, WINTER & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course provides a solid foundation in fundamental finance theory and practice. The course introduces such basic concepts as cash, time value of money, risk and return and net present value. In addition, the course covers cash flow and the resulting financing decision, as well as debt and working capital and how to build a simple financial planning model.

COURSE OBJECTIVES:

This course will introduce you to the world of Business Finance, both in business and entrepreneurial environment. It will provide you with the skills to understand basic finance and make good financing decisions. After this course, you will be prepared to take further Finance courses.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Define key factors associated with investing decision.
- Evaluate project by Calculating Net present value. Understand basic Financial Theory.
- Define the key concepts associated with financing decisions.
- Explain securities as sources of finance and how firms issue securities.
- Construct a simple financial planning model; trace a firm's sources and uses of cash and evaluate its need for short term borrowing; decide whether it makes sense to give credit to a customer.



FINC315: INTERNATIONAL INVESTMENTS

COURSE NUMBER : FINC315

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course focuses on the theory and practical applications of international investments in financial assets. Students will study the basic elements of investments: asset classes, financial markets and participants. The course then turns to the study of risk and return, efficient diversification, the CAPM and arbitrage pricing and efficient markets.

Students will study the conflicting theories of efficient markets and behavioral finance. The course continues with equity valuation including macro-economic analysis, industry analysis and the theory and application of the different methods of equity valuation. The course finishes with an introduction to options, futures and risk management.

COURSE OBJECTIVES:

The course is an introduction to the complex and growing field of international investments. Finance students and motivated non-finance students will be introduced to the theory and practice of investing in financial assets in world markets. The emphasis will be on risk and return and portfolio management as well as equity valuation. Though the course is designed to meet the needs of students who might want to pursue a career in the investment field, it will prove useful for personal investing as well.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand asset classes and their related risk.
- Work with different types of financial market participants.
- Determine asset allocation between risky and riskless assets.
- Calculate return and associated risk of investments.
- Build portfolios of assets.
- Debate the efficient market theory.
- Perform macro-economic and industry analysis.
- Determine intrinsic values of equities using comparable ratios, dividend discount models and free cash flow models.
- Develop risk management strategies with options and futures.



FINC324: MONEY & BANKING

COURSE NUMBER : FINC324

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course provides insight into the role financial markets play in the business environment that students will soon be facing. It explores the application of economic and financial principles to everyday events often faced by actors in financial markets such as bankers, fund managers, and financial directors.

COURSE OBJECTIVES:

This course is an introduction to the U.S. monetary and banking system. Course topics include financial instruments and their purposes; aspects of portfolio management and people's demand for financial assets; interest rates and what determines them; the operations of banks and other financial institutions; the role of the Federal Reserve as the central bank in the U.S. banking system; the history of central banking in the U.S.; and international dimensions of monetary policy and financial markets.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the different elements of financial markets and how they are linked together.
- Understand interest rate movements and their impact on bond and stock markets.
- Analyze bank operations and risk.
- Appreciate the changing role of commercial and central banks in the world economy and the trends in banking industry including the regulatory environment.



FINC345: RISK MANAGEMENT & AUDIT

COURSE NUMBER : FINC345

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is an advanced undergraduate course in Finance, intended for finance majors. Audit, Control & Risk Management is a comprehensive course that focuses on each of the major activities performed during an audit. Most of the auditing cases are based on actual companies, and a number address financial reporting fraud. The unique active learning approach helps students learn to think critically and develop their interpersonal skills, which are increasingly important in the workplace.

COURSE OBJECTIVES:

This course will engage students with an active learning approach. They will be challenged to understand the critical elements of an effective audit judgment process, raise awareness of potential judgment tendencies and traps that may lead to biased judgments, and also understand the steps that can be taken to mitigate potential biases. Students will be exposed to the challenges of auditing accounting estimates, specifically the allowance for bad debts, at a hypothetical brewery. Students are also asked to develop their own estimate and to propose any necessary audit adjustments. This course will also introduce students to recent topical issues and their impact to the audit process, such as COSO's 2013 Updated Internal Control, The Impact of Cloud Computing on IT Controls, and recently issued accounting standards.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Identify key information technology risks and how to mitigate those risks.
- Be able to develop a control checklist and key audit steps related to technology risks.
- Be able to distinguish key user technology risks and controls.
- Identify sources for research of technology risks and apply those techniques to completion of a technology audit project.
- Be able to distinguish and evaluate key application controls along with auditing of application controls.
- Identify and evaluate risks in an e-business environment.
- Understand how to adapt audit coverage to areas of advanced and emerging technologies.



FINC400: CORPORATE FINANCE

COURSE NUMBER : FINC400

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is an advanced undergraduate course in Finance, intended for finance majors. The objective of this course is to develop an understanding of the decisions financial managers face. In this course we will approach problems from the perspective of the CFO. We will focus on putting together and building on all skills acquired in previous courses, with focus on reporting and analysis, raising money and spending money. The course will also deal with transverse projects and final part we will talk about M&A and the market for corporate control and other advanced subjects from the perspective of working within a company. The course requires the knowledge in micro and macroeconomics, accounting and banking.

COURSE OBJECTIVES:

The course develops theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment. The course covers basic models of corporate capital valuation, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure, derivative assets and contingent claims on assets. Skills will be developed in analyzing corporate behavior in capital markets and the relationship of agent and principal in raising funds, allocating capital, distributing returns. It provides necessary knowledge in evaluating different management decisions and their influence on corporate performance and value.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the function and tools of a financial manager.
- Explain key factors with investing and sources of finance and how firms issue securities.
- Understand risk management, and understand hedging from corporate perspective.
- Understand the acquisitions process, evaluation and constructing a model to evaluate the acquisition.
- Discuss Corporate Finance, from a perspective of a company including the acquisition strategy.
- Use different financial tools (ERP etc..) used to put in place a financial strategy.
- Work in a finance function and analyse transverse projects.



FINC450: INTERNATIONAL FINANCE

COURSE NUMBER : FINC450

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course is a study of the global financial environment from the point of view of the multinational enterprise. The course covers the global financial environment, foreign exchange theory and markets, foreign exchange exposure and the financing of the global firm.

COURSE OBJECTIVES:

With the rapid globalization of the world economy, the managers of a firm have to understand that their decisions will be greatly influenced by variables such as exchange rate policies, trade policies, international accounting standards, etc. The goal of this course is to help students understand how the managers of a firm function in this increasingly uncertain environment. This course will focus on four main areas of international finance: (1) key economic theories, (2) financial instruments for risk management, (3) exchange risk management, and (4) international financing and investment issues.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the economics of foreign trade and currency markets.
- Calculate spot, forward and swap foreign exchange transactions.
- Comprehend the basics of future and option foreign currency contracts.
- Analyze exposure risk of international transactions.
- Use hedging techniques to mitigate risk.
- Appreciate debt and equity markets in a multinational context.



FREN110: ELEMENTARY FRENCH

COURSE NUMBER : FREN110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 72

COURSE DESCRIPTION:

Students will have the opportunity to learn the basis of the French language. The course will cover the grammar, vocabulary, communication and cultural aspects related to the French language. During each class, students will learn several perspectives of the language. We will work with two books, one grammar book and one conversation book. In addition to the two books, other aspects of the language will be taught during the class.

COURSE OBJECTIVES:

Students will be able to have basic conversation in French. In order to appreciate progress, students will have assignments to prepare for each class. A revision of the previous class will be done at the beginning of the session.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to accomplish the following:

Grammatical objectives:

- The expression of time in the present and in the future
- Imperatives
- The expression of quantity
- Masculine and Feminine objects

Lexical objectives:

- To introduce yourself and someone else
- To ask for information
- To order and buy
- To explain where you are, where you are from and where you are going



FREN210: INTERMEDIATE FRENCH

COURSE NUMBER : FREN210

CREDITS : 4

PREREQUISITE : FREN110

ECTS CREDITS : 8

OFFERED : SPRING

SEMESTER HOURS : 48

COURSE DESCRIPTION:

After completing the beginner French course, we will continue to reach the level intermediate. To attend this course, you are required to have studied the following tenses: présent, the passé composé. Each class will visit all the aspects of the language: oral production with dialogues and practice in class, the grammar and the writing and reading production with homework. We will create debates on different topics. The class will be given fully in French. English and other foreign languages won't be allowed.

COURSE OBJECTIVES:

During the course, students will cover the present tense, le passé composé and the imparfait. They will be able to use les pronoms compléments à tous les temps, les relatifs, les prépositions, les verbes, and le conditionnel.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Give and ask for current information.
- Speak in the past without difficulties and with logic.
- Express regrets and wishes.
- Explain plan in the future.
- Develop an argument.
- Present in public a topic and respond to questions.



FREN290: BUSINESS FRENCH

COURSE NUMBER : FREN290

CREDITS : 1

PREREQUISITE : FREN110

ECTS CREDITS : 2

OFFERED : SPRING

SEMESTER HOURS : 12

COURSE DESCRIPTION:

This course is designed as a series of short workshops specifically for students who already have an intermediate level of French and who will be job-hunting in the near future for internships or part-time positions. The course focuses on specific oral and written language skills so that students can introduce themselves, interview and network in French.

COURSE OBJECTIVES:

During the course, students will study to develop necessary language skills to introduce themselves in a professional setting. They will be able to pitch ideas and their skills to colleagues or management. The main goal is to have a minimum comfort level in the language to profit from networking events.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Describe themselves in an professional way.
- Describe their professional goals.
- Conduct themselves in a professional interview.
- Speak on the phone and to write a business email.
- Participate in a sales process.



FREN350: ADVANCED FRENCH

COURSE NUMBER : FREN350

CREDITS : 4

PREREQUISITE : FREN220

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Le cours se compose de 3 modules portant respectivement sur une oeuvre de fiction, un dossier thématique et un film français. Tout au long du cours seront traités des sujets de l'actualité en vue d'une présentation orale et d'un dossier à rendre à la fin du semestre. La révision des certains points de grammaire ainsi qu'un élargissement du vocabulaire complètent le programme.

COURSE OBJECTIVES:

Pour chaque séance, le chapitre de grammaire avec les exercices correspondants est à préparer. La correction se fera pendant le cours. Une production écrite d'une page par semaine portant sur le thème traité en cours (en fonction de chaque module).

EXPECTED LEARNING OUTCOMES:

A la fin de ce cours, les étudiants seront capable de:

- Lire un journal et comprendre globalement les articles traitant de sujets d'actualité.
- S'exprimer correctement dans toutes les situations de la vie quotidienne.
- Faire une petite présentation sur un sujet précis.
- Comprendre un pièce de theater.
- Exprimer leur point de vue sur une oeuvre littéraire écrite.

Ils auront:

- des connaissances approfondies de la grammaire usuelle.
- un aperçu du théâtre français.
- des connaissances sur le contenu du dossier traité.



HUMA200: FRENCH CIVILIZATION

COURSE NUMBER : HUMA200

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is designed to help students gain an understanding of the distinctive nature of the French people and its culture, facilitating its appreciation. It will help them adapt successfully in their semester or year in Paris. Amongst others, the following key notions will be explored: French identity, stereotypes and cultural misunderstandings, French history, film, literature, art history, the Paris and France pair.

COURSE OBJECTIVES:

The students will study and understand the uniqueness of French civilization in a global context reducing the impact of the regular stereotypes associated with it. They will understand main and specialized media articles on French culture. They will retain a basic timeline of events, mentalities and changes in French history and civilization, taking into consideration socio –political current and past issues and their impact on French culture and its development. They will be able to grasp and analyze how cultural misunderstandings work through the French as “other” example.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Retain a basic timeline of events, mentalities and changes in French history and civilization.
- Take into consideration socio –political current and past issues and their impact on French culture and its development.
- Grasp and analyze how cultural misunderstandings work through the French as “other” example.
- Identify correctly the geographical locations of cities and regions in France, as well as their unique characteristics.
- Demonstrate understanding of the political and administrative organization of the country and how historical events and social ideals affect all aspects of life.



LEIT110: BEGINNER / LOWER INTERMEDIATE ITALIAN

COURSE NUMBER : LEIT110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This 3 credit course is designed for students who are beginners, or have a lower intermediate knowledge of the Italian language. We will focus on the essential aspects of the Italian language - phonetics, grammar and vocabulary.

COURSE OBJECTIVES:

Through the course and outings, you will communicate in Italian in daily situations. This course requires your active participation during on site sessions through simple assignments always focused on communication. The ultimate goal of this course is for you to gain autonomy and self-confidence while communicating in Italian.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Greet people in a correct way (formal/informal)
- Introduce themselves
- Converse about family and friends
- Live out daily activities
- Discuss tastes, habits and intentions



MATH110: PRE CALCULUS

COURSE NUMBER : MATH110

CREDITS : 3

PREREQUISITE : None

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course introduces students to the concepts of basic calculus needed on the management, finance and accounting fields of study. Students will learn how to perform basic calculations needed on the everyday roles of a manager.

COURSE OBJECTIVES:

The goal is for the students to acquire a sufficient level of mathematical literacy to be able to take other math-related courses, and to develop an awareness of the value of algebra as a real-life tool. They will be able to develop strategies for solving problems.

EXPECTED LEARNING OUTCOMES:

After this course, students should be able to:

- Understand and apply the preliminaries of calculus
- Know how to use the Cartesian system
- The formulas for straight lines
- Know how to create and use graph functions
- Understand the basic operations of functions



MATH120: CALCULUS

COURSE NUMBER : MATH120

CREDITS : 3

PREREQUISITE : MATH110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course introduces students to the concepts of calculus needed in the management, finance and accounting fields of study. Students will learn how to perform advanced calculations required to work economics, finance and accounting.

COURSE OBJECTIVES:

Students will become familiar with the basic “calculus” techniques and Master the 2 basic models : Linear and Exponential. They will develop an awareness of the value of calculus for model building and be able to develop strategies for solving problems.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the concept of function in both its graphical and algebraic dimensions.
- Understand the notions of “domain”, “range”, “limit”, “asymptotes”, “tangent line” and the applications of derivatives and their relevance with regard to functions (various examples taken from the real world will be discussed for that purpose).
- Sketch and interpret graphs.
- Understand the linear model vs. the exponential model through the concept of rate of change.
- Build linear and exponential models.



MATH210: BUSINESS STATISTICS

COURSE NUMBER : MATH210

CREDITS : 3

PREREQUISITE : MATH120

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Decision-making is a key management skill. Very often, a good decision is based on the answers to several questions such as: which group of customers might enjoy this new product? How good is the quality of our current products? The answers to these questions should not only reflect the opinion of the decision-maker, but should also be supported by facts. *Data* is a name for measured facts. Data is not the same as information. Information has meaning; data by itself has none. Statistics is essentially the art of extracting information out of data. This course is an introduction to this art and science.

COURSE OBJECTIVES:

The purpose of this course is to provide the students with a practical understanding of standard statistical tools and methods and the ability to use this knowledge to prepare a quantitative study, process the gathered data and interpret the results. Applications will be considered very often (but not exclusively) in the field of Marketing Research.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Use measures of position and dispersion as well as graphs, to describe a given set of data and interpret the result.
- Understand basic probability concepts.
- Use a probabilistic model in simple decision-making situations.
- Assess estimates of proportions and averages measured on a sample.



MGMT101: PRINCIPLES OF MANAGEMENT

COURSE NUMBER : MGMT101

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is an introduction course for all first year BBA and MBA students to introduce them to the various functions of managerial practice. The course also encompasses many practices that encompass “soft skills” to introduce students to competencies that they will develop throughout their business education, outside of the standard classroom material. This is a majority online course, with three face-to-face sessions.

COURSE OBJECTIVES:

The objectives of this course are to introduce students to the terminology and framework of management functions; planning, organizing, leading and controlling. Students will be prepared for a deeper study of these subjects in their core business courses. Students will be able to appreciate the complex structure of organizations as social systems. Skills will be introduced and emphasized that are required for effective management.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Discuss business fundamentals.
- Students should have an appreciation for different aspects of corporate life and different types of organizations.
- Expand on soft skills; communication skills, critical thinking, problem solving, leadership skills, teamwork, literacy, global awareness, ethical awareness, active listening, presentation skills, conflict management, relationship building, change mastery, composure, initiative.



MGMT180: INTERNATIONAL BUSINESS

COURSE NUMBER : MGMT180

CREDITS : 3

PREREQUISITE : MGMT110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Examination of business activities across national borders with emphasis on the interaction and integration of the functional areas for effective strategic planning in multinational firms operating in developing, newly industrialized and developed countries. To give an overview of the means of conducting international business with an emphasis on what makes international business different from domestic business. The dimensions of the international environment will be examined and analyzed through real-world examples of operations undertaken by countries and companies attempting to conduct foreign business activities.

COURSE OBJECTIVES:

The course objective is to provide students with a basis of the main factors affecting International Business. Through a mix of theory, cases, ongoing events in the world, give the student a pragmatic view and understanding of what it takes for the MNEs thrive in an international environment. Last, but not least, prepare students for being operational on International Business, as they leave school and progress on their professional life.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the need and the stakes of International Business.
- Be familiar with basic principles and mechanisms of International Business.
- Enter a professional environment and be able to pull different concepts to apply to business reality.
- Grasp the multitude of elements affecting International Business such as marketing, finance, culture, languages.



MGMT190: INTRODUCTION TO SPORTS MANAGEMENT

COURSE NUMBER : MGMT190

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

In 2016, TV companies paid more than 4 billion to screen the 19-day Rio 2016 games; and brought in over 9.3 billion in marketing revenues. A lot has happened to the sports industry since ancient Greeks championed the benefits of sport, and it has become one of the largest industries on the planet. Today the global sport industry is estimated at 1.3 trillion dollars. This course will explore the extraordinary evolution of sports marketing throughout the ages and examine the different dimensions of a multi-faceted industry trickling down into many business sectors and highlighting the characteristics of media coverage, sponsorship, fan participation and event management.

COURSE OBJECTIVES:

This course is designed to enable students to differentiate between the various functional areas of sport management. The objective of this course is to describe the organizational and managerial foundations of sport management and bring into context the historical, sociological, cultural, and psychological foundations of sport management.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the history and growth of the sports industry
- Explain the different types of sports consumers
- Discuss elements in the sports marketing mix
- Identify the characteristics and power of sponsorship
- Understand how to manage sports products
- Recognize the benefits of sport: socially, culturally, and economically



MGMT215: ORGANIZATIONAL BEHAVIOR

COURSE NUMBER : MGMT215	CREDITS : 3
PREREQUISITE : MGMT110	ECTS CREDITS : 6
OFFERED : FALL, SPRING & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

The corporation was once completely focused on economics, finance and accounting. In today's ultra-competitive and demanding economy, the business climate can no longer rely on the sale of a simply efficient service or trustworthy product to guarantee profit and turnover. Technology, transport, free-trade, outsourcing and offshoring are some of the revolutionary business forces which have transformed the corporate community into an interconnected local village. Borders, countries, languages, philosophies unite to expand the culture of a company across oceans of market share and centuries of geo-political lifestyle. Today organizational behavior and modern management theory have opened us to an entirely new vision of the workplace offering valuable guidelines into the heart of a business, and its most valuable asset: HUMAN BEINGS.

COURSE OBJECTIVES:

This course will explore the fundamentals of management applied to the impact individuals; groups and structure have on the performance of a company, so as to maximize productivity, efficiency and profit.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the key concepts of organizational behavior and apply them to develop solutions for improving organizational performance.
- Recognize the various individual, group and system variables that influence behavior in organizations and be familiar with a range of strategies to positively affect those variables.
- Examine challenges to effective organizational communication and identify good practices.
- Differentiate between leadership and management and use these differences to both improve organizational behavior and enhance students' own career paths.
- Investigate Organizational Structure, Culture, Change and Human Resource Policies and Practices.
- Assess the impact in the work place of globalization, cultural differences, workforce diversity, and ethics and identify strategies for enhancing individual and organizational performance.



MGMT225: HUMAN RESOURCES MANAGEMENT

COURSE NUMBER : MGMT225

CREDITS : 3

PREREQUISITE : MGMT215

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course will give students a valuable insight as to the role an HR executive will play or even an entrepreneur can assume with respect to hiring, evaluating, motivating, and managing their employees and staff.

Although traditionally, the course would follow the route of managerial and also sometimes orthodox teaching subjects such as legal, salary, and other HR related issues, this course is designed to allow students to gain some knowledge as to the workings of HR and also how to manage issues which are more current and relative to our times such as Diversity, Conflicts, and Change.

The course is divided into general categories of Introduction to HRM, Motivation and Competence, Recruitment and Appraisal Process, and Managing Conflict, Diversity and Change.

COURSE OBJECTIVES:

This course aims to provide students with an understanding of key concepts for Human resource management such as hiring, skill assessment, and managing conflicts, and appraisals. They will learn to analyze candidates' strengths and weaknesses with regards to job suitability and personnel allocation. Students must be aware of the important challenges facing business managers regarding hiring new recruits, promotion, firing, or managing differences and conflicts.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Clearly define human resource management and understand the managerial nature of allocating resource to suitable work processes.
- Analyze the strengths and weakness of any candidate through various aspects such as reviewing their CV, interviewing, and appraisals.
- Understand the importance of hiring team players and managing conflicts.



MGMT290: ADVANCED SPORTS MANAGEMENT

COURSE NUMBER: MGMT290

CREDITS: 3

PREREQUISITE: MGMT190

ECTS CREDITS: 6

OFFERED: Semester 2

SEMESTER HOURS: 36

COURSE DESCRIPTION:

Students will be presented with an overview of the concepts of Sports Management. They will practice these through theories and application of the concepts. Topics will be: the history of sports management, sport and recreation of youth, international sports, professional sports, managerial concepts along with leadership principles used in this subject, ethical issues and diversity, sustainability, as well as education and research in the field.

COURSE OBJECTIVES:

Students will be able to use their knowledge and skills to further their learning in other subject and to better understand the sports management field. They will be able to define segments of sports management and the nature and scope of opportunities available. Students will be able to explain concepts of ethical and moral issues, as well as sustainability concepts within the industry.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Analyze and shape the governance of sports organizations.
- Articulate sports organizations' strategic performance objectives.
- Evaluate how leadership skills attribute to contemporary issues in sports management.
- Critically think about issues within the industry, including ethics and sustainability.
- Contribute to the structure of organization where people and resources support strategy.
- Develop a corporate and business strategy for different types of sports organizations: from local amateur clubs to professional teams to national and international federations.



MGMT310: PROJECT MANAGEMENT

COURSE NUMBER : MGMT310

CREDITS : 3

PREREQUISITE : COMP120

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Project Management examines the organization, planning, and control of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques, and resource allocation decisions. Concepts are applied through team projects and tutorials using project management software.

COURSE OBJECTIVES:

It is hoped that the students will have an understanding of what a project is and how to manage one. In addition, students will learn ways to approach the science of project and to measure success. Successful projects do not occur by luck or by chance. Strong leadership in business requires good project management skills.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Apply project management methodologies, processes and tools to execute complex projects in organizations.
- Examine the roles that project management plays in an organization's strategy.
- Develop effective approaches for managing high-performance project teams, communication strategies, and best practice strategies for maximizing the value of the project.



MGMT320: MANAGEMENT FOR LUXURY SERVICES

COURSE NUMBER : MGMT320	CREDITS : 3
PREREQUISITE : FASH220, MKTG240	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

The world economy is dominated by “Services”, which accounts for more than 60 % of global GDP in 2017. Among these 60%, Hospitality, Retail and Transport represent a huge part (more than 50 %). At a time when clients no longer wish to be simply satisfied but “delighted” many luxury brands have made excellence of service a priority. This course is designed around a global approach to "services" in luxury, and gives an overall view on Service Management in Luxury with a specific focus on Hospitality, Retail and Transport. The major objective of these industries is to deliver an outstanding service that goes beyond the expectations of the customer. This requires careful planning, efficient execution and constant evaluation of the service.

COURSE OBJECTIVES:

During this course, students will develop the expertise of the students in Service Management by overviewing the best practice of leading companies such as LV, DIOR, ETIHAD, AIR FRANCE, VIRGIN ATLANTIC, RITZ CARLTON, HARRODS, MANDARIN ORIENTAL, SHANGRI LA, DISNEY, and APPLE... with case studies and real examples. They will explore ways to set service standards in order to offer the customer a memorable experience. Research studies will open their mind to the impact of the digital revolution on Service Management. This course is very client and management oriented (not at all with software) with a very practical approach: the objective is that students can see how real service management tools can be used everyday in the luxury business industry, and that they are familiar with them when integrating a brand.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Define what “Service quality” and “Client Satisfaction” mean.
- Identify customers’ expectations in Luxury (Hospitality & Retail & Transport) in terms of Service Quality and make an audit with a multicultural approach.
- Implement a CRM policy (service process, recruitment, fidelization, training tools, feedback control).
- Manage front office teams in terms of client relationship to deliver service excellence and measure the level of service (qualitatively and quantitatively).



MGMT321: LOGISTICS AND MANAGEMENT OF THE OLYMPIC GAMES

COURSE NUMBER : MGMT321

CREDITS : 3

PREREQUISITE : DSCI 310, MGMT 310

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The Olympic Games is an immense international event that is hosted in a different country every 4 years. The event garners thousands of athletes with their entourages, visitors, press, and corporate sponsors. The operational aspects of hosting an event of this size requires government engagement several years before the event, and generates massive investment in infrastructure in the host city. In recent years, questions have been raised as to whether the Games is a good investment for the host city, but nevertheless, cities still compete for the honor it brings. This course examines the logistics and management of hosting such an enormous and expensive sporting event, and ones like it around the world.

COURSE OBJECTIVES:

Students will examine the details behind managing the events of the Olympic Games, including the country-specific aspects of infrastructure development, corporate sponsors, government financing, intra- and inter-country logistics, and much more.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the key aspects of organizing and delivering a vast international event.
- Develop an appreciation of the complexity of a multicultural and multinational activity.
- Describe the logistics behind a sporting event.
- Comprehend the management principles of an international event.



MGMT351: LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE NUMBER : MGMT351

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Modern supply chain management encompasses the logistics of inventory and transportation flows, whether within a given organization or between that firm and other companies (suppliers, customers) those are part of its business. This course thus deals with models and analyses of the inbound transportation of raw materials, manufactured components and sub-assemblies.

Another emphasis is the (outbound) physical distribution of finished goods from factory to consumer: freight transportation (various modes), customer service, multi-location inventory management, and distribution-center site selection. Specialized topics (for term projects) may be chosen from a list that will be furnished later.

COURSE OBJECTIVES:

To show the students how logistics is a key driver of globalization and facilitator of International trade and development. This course covers practical and strategic aspects, in using cases related to different activities of the global business. Managing international supply chain activities (from purchasing, production and marketing to distribution) means the effective integration of different components of the value chain.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the role and importance of logistics in private and public organizations.
- Discuss the impact of logistics on the economy and how effective logistics management contributes to the vitality of the economy.
- Understand the value-added roles of logistics on both the macro and micro level.
- Explain materials handling processes within warehouse and distribution centers.



MGMT352: SOURCING & PURCHASING

COURSE NUMBER : MGMT352

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course introduces the fields of Procurement and Sourcing. It explores the central concepts of organizational procurement, global sourcing and interfaces of these to the other areas of an organization. This course provides opportunities to examine issues such as organizational procurement process, sourcing process, supplier selection process, supplier management and other strategic issues.

COURSE OBJECTIVES:

To provide the students a comprehensive view of purchasing and sourcing. The global idea is to show how Purchasing has become a profession requiring many skills and knowledges in many areas, and is a key function for improving competitiveness in a globalized and International environment. This course covers practical and strategic aspects, in using cases related to different activities of the global business.

Managing all aspects of purchasing including the selection and management of suppliers, strategic sourcing, negotiation, costs reductions, contractual and ethical issues, taking the right decisions to make sure that purchasing greatly contributes to the company's bottom line.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the role and importance of purchasing in a globalized environment.
- Understand the various organizations, and types of purchasing.
- Develop policies, procedures and use the relevant tools for managing suppliers.
- Understand the principles of sourcing, and outsourcing and how to assess suppliers.
- Apprehend negotiation in an international context.
- Identify and source suppliers, manage risks and approach the quality aspects.



MGMT353: LOGISTICS & SUPPLY CHAIN OF LUXURY GOODS

COURSE NUMBER : MGMT353

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course will introduce how supply chain management encompasses the logistics of inventory and transportation flows for luxury goods. Challenges will be explored in managing the complex fashion retail supply chain, including international sourcing, merchandising, planning and forecasting, business models, operating strategies, and design distribution models.

COURSE OBJECTIVES:

The objective of this course is to gain a broad understanding of fashion retailing and cost-effective supply chain management. Practical and strategic aspects will be covered, in using cases related to different activities of the luxury retail industry. Supply chain activities will be discussed and analyzed (from purchasing, production and marketing to distribution) to ensure the effective integration of different components of the value chain. Various cases will be studied in order to convey concepts and issues existing in this topic.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the role and importance of logistics in private and public retail organizations.
- Discuss the early growth and changes in the fashion industry, leading up to the drivers of change in today's market.
- Explore the trends in the fashion market and discuss the supply chain changes in depth with a more detailed discussion on offshore sourcing and outsourcing in the international fashion supply chain.
- Identify a conceptual framework of types of sourcing and outsourcing strategies.
- Determine the different approaches taken by companies, from working through intermediaries to dealing directly with suppliers, with or without international hubs.
- Identify major strategic issues revolving around the social and environmental consequences of offshore production.



MGMT354: SOURCING & PURCHASING IN THE LUXURY INDUSTRY

COURSE NUMBER : MGMT354

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course introduces the Sourcing and Purchasing from the standpoint of the retail and luxury industry. It explores the concepts of procurement, and global sourcing. There will be opportunities to examine issues such as organizational procurement process in luxury retail, sourcing process, luxury supplier selection process, retail supplier management and other strategic issues in the luxury industry.

COURSE OBJECTIVES:

Students will be given a comprehensive view of purchasing and sourcing in the luxury industry. Purchasing has become a profession requiring many skills and knowledges in many areas, and is a key function for improving competitiveness in a globalized and International environment, especially in retail management. This course covers practical and strategic aspects, by which various cases will be studied in order to convey concepts and issues existing in this topic.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the role and importance of purchasing in the retail and luxury industry.
- Understand the various retail organizations, and types of purchasing, in a global environment.
- Develop policies, procedures and use the relevant tools for managing suppliers.
- Understand the principles of sourcing, and outsourcing and how to assess luxury suppliers.
- Apprehend negotiation in an international context.
- Identify and source luxury suppliers, manage risks and approach the quality aspects, which are vital in this arena.



MGMT390: SPORTS AGENCY & REPRESENTATION

COURSE NUMBER: MGMT390

CREDITS: 3

PREREQUISITE: MGMT290

ECTS CREDITS: 6

OFFERED: SEMESTER 4

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course will discuss how to build an agency in sports, and manage or represent clients. It will analyze representations agreements, and also look at professional sports as well as for youth. Representing athletes also involves reputation management and protection of various assets. The course will focus on the life cycle of sports and careers, and take a look at case studies to better understand concepts and management styles.

COURSE OBJECTIVES:

Students will examine the process and details involved in building and managing a sports agency, including representation of various types of clients and what is required to follow them through their career.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the key aspects of creating and running a sports agency.
- Develop an appreciation for how to manage different clients, and skills required to do so.
- How to successfully manage an athlete's reputation and follow them through their career.
- Describe how the most influential agents in Europe have become successful.



MGMT401: DOING BUSINESS IN EUROPE & RUSSIA

COURSE NUMBER : MGMT401

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The volatility economic power of Russia in contrast with the waning economic and political power of Europe makes for a complicated and delicate relationship that has wide reaching implications. The past 60 years has witnessed wide-reaching developments in this critical area of the world, and today business leaders must have a clear understanding of the implications of the conflicts and the cooperation in this region

COURSE OBJECTIVES:

Knowing more about doing business in this region is essential for investment bridging and business development between Europe and Russia. This course provides students with insight overview & knowledge about the region, structured in a business intelligence approach comparing issues across countries and regions compared to other parts of the world.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Explain the geopolitics of Europe & Russia and the geostrategic aspects prevailing in it.
- Describe Sociology, Language and Cultural Aspects specific to the region and their impacts on business.
- Discuss and provide examples of Politics & Institutions.
- Identify Businesses & Markets.
- Apply Laws & Regulations.
- Discuss Business Development and identify Market trends.
- Explain Industry Focus (Energy, Oil & Gas, Real Estate, Hospitality & Tourism, Sports & leisure, Infrastructure, etc.).



MGMT403: SUSTAINABLE BUSINESS

COURSE NUMBER : MGMT403

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

A changing mindset from short-term to long-term is starting to take hold in the business world. A changing mentality among business leaders and consumers is shaping the way that companies interact with their communities, their environment, their employees, their customers, and all their other stakeholders. Companies can no longer simply focus on the one bottom line but must expand their vision in order to consider the implications of climate change, shifts in commodity demand and supply, including labor and much more.

COURSE OBJECTIVES:

Students will learn about the history of sustainable development and changing business practices today. The course will cover best and worst practices and their implications according to the Triple Bottom Line, marketing, production, employment, and more. The course uses political, economic, and financial modelling to illustrate the implications of sustainable thinking on the long-term health and wealth of a company.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Understand the role and importance of sustainable business practices.
- Understand the history and growth of sustainability in business and non-business development.
- Develop business models that incorporate sustainable thinking.
- Apply capitalist practices to non-governmental goals.
- Consider future business opportunities beyond the traditional business model.



MGMT411: THE BUSINESS OF PROFESSIONAL FOOTBALL

COURSE NUMBER : MGMT411

CREDITS : 3

PREREQUISITE : ECON 110, POLS 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course applies standard business analysis and practices to the industry of professional football. Students will deepen their understanding of an industry of which they are typically a consumer, to a behind-the-scenes understanding of the multinational football sector. Students will explore case studies and analyze current affairs that affect the industry.

COURSE OBJECTIVES:

To provide students with an understanding of professional football that spans nations and brings a strong consumer industry into perspective given their international business education.

EXPECTED OUTCOMES:

Students will be exposed to global business perspectives and achieve the following objectives:

- To understand of how functional areas of business (e.g., marketing, accounting, finance, and management) operate in the professional football environment.
- To understand the impact of football on economic, historical, and cultural aspects.
- To appreciate the importance of a multinational business.
- To develop students' ability to analyze data and conduct research within this topic of professional football.



MGMT412: THE BUSINESS OF PROFESSIONAL SPORTS IN EUROPE

COURSE NUMBER: MGMT412

CREDITS: 3

PREREQUISITE: MGMT290

ECTS CREDITS: 6

OFFERED: SEMESTER 5

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course aims to apply standard business analysis and practices to the European sports industry. Students will study and analyse current events and stakeholders that affect the industry. This course will present the pyramidal structure of various professional sports in Europe and delve into the economic, historical, and cultural aspects of the business of professional sports in Europe.

COURSE OBJECTIVES:

Students will expand their understanding of an industry of which they are typically a consumer and take a behind-the-scenes look at the multinational European sports sector. The contrast between contemporary and traditional business models will be explored, along with a comparison of the European model and its North American counterpart.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Think critically about current trends in professional sports models in Europe and North America.
- Understand how functional areas of business (e.g., marketing, accounting, finance, and management) operate in the European sports environment at the league and team levels.
- Understand the impact of sports on the economic, historical, and cultural aspects of the Europe.
- Identify pros and cons of the different competing models in European professional sports.
- Broaden their worldview in order to identify and overcome challenges to exploit opportunities in relation to professional sports in Europe.



MGMT442: DOING BUSINESS IN THE MIDDLE EAST & AFRICA

COURSE NUMBER : MGMT442

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Middle East (including Turkey), North Africa & Sub Saharan Africa (MENASSA) is a world “in transition”, living a pivotal and challenging time. Despite the current turmoil in several parts of the Middle East region and in Africa, MENASSA is one of the most promising Emerging Markets, with sustained growth, significant resources and huge multi-sector investment opportunities. Although current political situation in this strategic part of the world is still confusing, it will end up with structural liberalization reforms and hopefully the integration and consolidation of democracy standards & parameters.

COURSE OBJECTIVES:

Knowing more about DOING BUSINESS in this region is essential for investment bridging and business development from and towards MENASSA. Therefore, this course intends to provide students with insight overview & knowledge about the region, structured in a business intelligence approach applying as much as possible a SWOT analysis, whether in a vertical perspective (country per country) or in transversal manner, (comparing issues cross-countries or cross-sub-regions in MENASSA or versus the other parts of the world).

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Explain the geopolitics of geopolitics of MENASSA, and the geostrategic aspects prevailing in it.
- Describe Sociology, Language and Cultural Aspects specific to MENASSA and their impacts on business.
- Discuss and provide examples of Politics & Institutions.
- Identify Businesses & Markets.
- Apply Laws & Regulations.
- Discuss Business Development and identify Market trends.
- Explain Industry Focus (Energy, Oil & Gas, Real Estate, Hospitality & Tourism, Sports & leisure, Infrastructure, etc.).



MGMT444: DOING BUSINESS IN ASIA

COURSE NUMBER : MGMT444

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course aims at providing the students the bases (political, economic, legal and cultural) needed to understand the local environment of Asian markets. The students will then be able to apprehend the local business logic in this very fast growing but competitive region with better keys and codes in order to be successful.

COURSE OBJECTIVES:

This course will focus on understanding the political, economic, legal and cultural environment of Asian markets. Each country has to be studied and a particular entry mode selected, according to country situation. It will outline the role of governments in the economic development of Asian countries, and students will learn how to start a business in Asia, with all these factors in mind.

EXPECTED OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the strategic importance of this region.
- Discuss how global companies select their strategy to enter Asian countries.
- Explain who are the main players dominating the economic environment of Asian countries.
- Explain the importance of retail distribution in Asian countries.
- Identify Asian business logic.
- Understand the Asian consumer behavior.



MKTG130: PRINCIPLES OF MARKETING

COURSE NUMBER : MKTG130

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Marketing is a subject that has transcended from practice to theory unlike other subjects which go from theoretical analysis to market practices. Marketing requires students to be an artist and a scientist. Students have to be creative and yet conform to the realities of economics, finance, sociology, and also strategy. Marketing, in essence, is all about bringing value and an experience to the customer base and also, getting return on that value through feedback and profitable customer relationships. This course will require students to be attentive and professional.

COURSE OBJECTIVES:

This course will familiarize students with the elements of the marketing mix. They will increase awareness of the strategic decisions behind today's top brands. Students will be engaged with the concept of The Five Major Value Themes:

1. Creating value for customers in order to capture value from customers in return.
2. Building and managing strong, value creating brands.
3. Measuring and managing return on marketing.
4. Harnessing new marketing technologies.
5. Sustainable marketing around the globe.

In addition to the above, the course will cover:

- Consumer behavior and psychology: consumer motivation and decision process
- Power of Branding: traditional bases of market segmentation and how it aids marketing strategy.
- Marketing strategy: corporate objectives, competitor analysis and competitive strategy.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Clearly define Marketing in its proper context with regards to customer relationship building and profit making.
- Assess the external marketing environment of any given company.
- Analyze the behavior of the consumer mind set with respect to their choices, attitudes and interests.
- Build a capable strategy for marketing of any product or service and create a professional action plan from it.



MKTG215: THE FASHION BUSINESS REVOLUTION

COURSE NUMBER : MKTG215

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Caveman couture started over 25 000 years ago. The first time a hunter returned with animal skins for protection and warmth marked the beginning of the Fashion era. Much much later in 19th century France, Napoleon III summoned Charles Frederick Worth to imagine a magnificent wardrobe for his wife Empress Eugenie. This established the foundation for Haute-Couture in Paris and kicked-off an ongoing and ever-changing narrative tale of clothing as an expression of social interaction, status recognition and identity. Today the global retail apparel industry is estimated at US\$1.1 trillion and is one of the largest businesses on the planet, connecting and consolidating a multiplying effect of industry sectors. The scope of the fashion industry extends beyond fibers and fabrics to shoes and accessories, magazines, boutiques, trend forecasting agencies; it also provides fruitful employment to farmers, blue-collar workers, high-end executives and creative artists. This course will examine the spectacular evolution of fashion from a tiny dressmaker's workshop serving the elite to an explosion into mainstream global consumption in which marketing revolutionized the business of fashion forever.

COURSE OBJECTIVES:

To understand the foundations, climate and evolution of the global fashion industry and how branding and marketing have transformed the art of dress.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the scope of the fashion industry and its economic importance.
- Trace the history of the democratization of fashion.
- Identify the language of fashion and its development and prediction over time.
- Recognize the anatomy of a fashion trend in an ever-changing sociological context.
- Comprehend the ideology of fashioning an identity and how brands revolutionized the clothing industry.
- Create the Muse/target customer and design to a brief.
- Recognize how marketing transformed fashion products.
- Understand pricing, fashion marketing channels, wholesaling and the art of retail.
- Recognize the increasing importance of product extensions and licensing in fashion empires.
- Understand the life cycle of a product: from development to consumer.



MKTG240: CONSUMER BEHAVIOR

COURSE NUMBER : MKTG240

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING, & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course explores the history and development of Consumer Behavior from the post WWII era to the present day, differentiating the methods, structures and implications of each and the effects in all aspects of contemporary life; mainly economics and sociology.

To provide students with a working knowledge of the methods, tools and objects of both pre-and post-internet marketing practice and the growing impact of globalization.

COURSE OBJECTIVES:

To provide students with a working knowledge of the methods, tools and objects of both pre-and post-internet marketing practice and the growing impact of globalization.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Recreate the evolution from early studies of Consumer Behavior to a Globalized Consumer Culture.
- Elaborate the differences between Post WWII and Contemporary promotional tools and methods.
- Appreciate the susceptibility of self-expression to individual and mass manipulation.



MKTG315: DIGITAL MARKETING & WEB ANALYTICS

COURSE NUMBER : MKTG315	CREDITS : 3
PREREQUISITE : MKTG130	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

Students may be curious about the terminologies E-Marketing, E-commerce and E-Business. These terms are usually used interchangeably, and students have to understand that, in order for all e-commerce activities to be successful for any give business, it has to be backed by digital technologies. Meaning, without a proper e-business infrastructure, e-commerce will fail. E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speed up processes, reduce costs of business expenses, and also generate an increase in ROI. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks.

E-Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies) The course will use the book Emarketing Excellence as well as other resources to guide students as to how to develop an e-commerce strategy and finally build and market their own website as a final project. Through this course, students will develop a capacity to understand the potential of Ecommerce and its key drivers. They would be made aware of strategic questions raised to business managers so as to have personal perspective on these issues.

COURSE OBJECTIVES:

This course will identify key concepts and definitions pertaining to E-Marketing and E-Commerce. Project implementation, online consumer behavior, and the changing nature of digital technologies will be discussed with examples and practical scenarios. Challenges facing business managers regarding change management in E-Business and E-commerce will also be identified.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Clearly define E-Marketing in its proper context with regards to long term online customer relationship building and profit making.
- Assess the online supply chain management of any given business infrastructure.
- Analyze the online consumer behavior and trends.
- Build a website and construct a business proposal complete with a feasibility study projection of expected sales and profits, and web site structure and design.



MKTG321: SPORTS BRANDING AND THE OLYMPIC GAMES

COURSE NUMBER : MKTG321

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

About 3000 years ago, The Olympic Games originated in ancient Greece. It had only one event and was a direct result of deep values and beliefs regarding physical fitness and mental discipline; so as to honor the great god of gods Zeus. In 2016, TV companies paid more than 4 billion to screen the 19-day Rio 2016 games; and brought in over 9.3 billion in marketing revenues. A lot has happened to the sports industry since ancient Greeks championed the benefits of sport, and it has become one of the largest industries on the planet. Today the global sport industry is estimated at 1.3 trillion dollars. This course will explore the extraordinary evolution of sports branding and marketing throughout the ages and examine the different dimensions of a multi-faceted industry trickling down into many business sectors and highlighting the characteristics of media coverage, sponsorship, fan participation, local tourism and event management. The organization of Paris 2024 will serve as a foundation for the understanding of the power of this incredibly, far-sweeping institution captivating millions of people worldwide.

COURSE OBJECTIVES:

The objective of this class is to develop students' ability to understand the incredible evolution of the sporting industry and the dimensions and benefits of major sporting events such as Paris 2024; so as to highlight tourism/image, economic, urban regeneration, sports branding, sporting legacy; and social and cultural benefits.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the history and evolution of the Olympics.
- Trace how sport got so big.
- Comprehend the spectator/participant as consumer.
- Recognize the benefits of sport :socially, culturally and economically.
- Understand the mechanics of mega-event management.
- Recognize the relationship between tourism and sport and destination branding.
- Follow the development of Paris2024.
- Comprehend the power of sponsorship.
- Identify the explosion over time of the sport industry: media rights, merchandising, marketing.



MKTG325: INTEGRATED MARKETING COMMUNICATIONS

COURSE NUMBER : MKTG325

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The course is structured on "thematic" sessions, in that each session is based around a particular subject or group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. The course approach will emphasize resolving issues by knowledge transfer segment covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed in the course description. It will also cover learning by practical application, case studies and other practical exercises that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

As defined by the American Association of Advertising Agencies, integrated marketing communications " ... recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines; such as advertising, public relations, personal selling, sales promotion, and social media." This course also includes sponsorship, exhibitions, and point of sale activation. This course will show students how to combine IMC tactics to provide clarity, consistency, and to maximize communication impact.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Integrate the tools of IMC both offline and online.
- Understand customer psychology and buyer behavior.
- Understand customer communications theory.
- Create favorable brand awareness.
- Engage with consumers on all fronts.
- Create a Marketing Communications Plan.



MKTG340: MARKETING RESEARCH

COURSE NUMBER : MKTG340

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Marketing research is a core component of marketing efforts and analysis of current problems in marketing campaigns as well as finding / evaluating opportunities. The basis of any good marketing strategy is founded in solid understanding of the consumer, competition, product performance, and issues like brand recognition. This course will provide an insight into the nature and importance of research in marketing as well how to analyze research data and draw conclusions that will lead to a new strategic effort in your marketing campaigns.

COURSE OBJECTIVES:

This course is designed to provide students with a basic understanding of the market research process and the role of market research in strategic decision-making. There will be a focus on understanding the theoretical components of research design, as well as developing practical skills in data collection, analysis and interpretation.

Through practical application within a market research project, students will present a research proposal, design a sampling and research method, develop a survey instrument, manage data collection, conduct statistical analysis techniques, interpret results, and present research findings. They will use software such as Excel/SPSS/SAS/R to do statistical analysis. Emphasis will be placed on developing written and oral communication skills for presentation to corporate clients. Ethical business frameworks will also be reiterated and required to be adopted. They will present their findings on their proposed research project or the one assigned to them by the school.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Build simple analysis models based on research hypothesis.
- Construct relevant quantitative and qualitative research collection tools.
- Use statistical models in any given tools (Excel or R) and draw conclusions of their analysis.



MKTG350: INTERNATIONAL MARKETING

COURSE NUMBER : MKTG350

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The main emphasis of the course will be on practical experience through the development of a well-conceived international marketing plan. You will develop an understanding of the tools and techniques used in the marketing of goods and services on a global basis and gain experience in formulating international marketing policies.

The student will gain a working knowledge of international marketing terms and concepts. He/she will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment. The course will attempt to sharpen your analytical and critical skills through case studies and the regular reading and analyzing of current events.

COURSE OBJECTIVES:

To expose the students to the various socio-cultural, economic and geopolitical environments in which global marketing strategies and programs are formulated and implemented. The cumulative impact of changes in these environments on marketing opportunities and threats will be examined. Students will be made aware of the ethical problems posed by mass consumption: out-sourcing, intensive farming, increased carbon footprint, as well as possible solutions - proximity/locally sourced models, sustainable supply chains, Corporate Social Responsibility towards employees and environment. Students will develop new insights and relevant skills for planning and *responsibly* expanding activities in global markets.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Apply the elements of the marketing mix in a global marketing environment.
- Have an understanding of the complex economic and political issues involved in global marketing.
- Become sensitive to societal, cultural, and environmental aspects as they affect global marketing.
- Differentiate between the principal methods of payment, entry strategies, and supply/distribution issues.



MKTG380: PERSONAL SELLING & NEGOTIATION

COURSE NUMBER : MKTG380

CREDITS : 3

PREREQUISITE : MKTG240

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course is structured on "thematic" sessions. Each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. This course is designed to be interactive, experiential, and pragmatic as well as conceptual and creative.

The course approach : A knowledge transfer segment covering a specific topic. The topic is then integrated with the Case Study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed in the course description.

The learning by doing segment, a case study, role-play, and other practical exercises that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

To expose the students to a blend of time-proven fundamentals and new selling practices needed to succeed in today's economy. Students will learn how to cope with new forces shaping the world of sales and marketing. Throughout the course: developing, perfecting, and delivering a Personal Brand 'elevator pitch' presentation.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Apply theories of buyer motivation.
- Explain and demonstrate one's product and/or service.
- Create a prospecting plan.
- Adapt to various communication styles.
- Develop ethical sensitivity in negotiating with people.
- Anticipate and handle sales resistance.
- Develop and use closing techniques.
- Have a better understanding of her/his personal brand essence and personal brand role.



MKTG385: ADVANCED CUSTOMER RELATIONSHIP MANAGEMENT

COURSE NUMBER : MGMT385

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course addresses both the technology and the management skills needed to expertly manage customer relationships through a variety of relationship marketing programs, including customer partnering, supplier partnering, alliances and internal partnering. In this process the old functional silos are giving way to multifunctional teams in order to serve customers in a coordinated and cohesive manner.

COURSE OBJECTIVES :

This course provides the students with sufficient understanding of the international media (print, television, Internet and social networks and CRM). Luxury & fashion brands need these vectors of image for developing their brand image and awareness internationally. Future managers interested in working in advertising and media agencies in charge of luxury companies budgets will need also to have a good understanding of traditional media but as well social networks, the new territory of luxury brands for building their image among a younger audience and for helping advertisers build their loyalty program through CRM. This course is for students interested in working in marketing communications, brands management, ad sales, sales managers and community management or retailing. Marketing & communications managers are confronted with globalization and new technologies changing the traditional rules of marketing. New technology requests the new marketing rules, brand management as well sales management & communications is key for futures managers.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand and learn the key concepts of international media & CRM.
- Communicate with luxury brands.
- Manage and understand the different social networks.
- Understand the link between distribution and media for building brands.
- Identify important challenges they will face luxury industry in the future with Internet.



MKTG391: SPONSORSHIP & EVENT MARKETING

COURSE NUMBER : MKTG391

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course is structured on "thematic" sessions, in that each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises.

The course approach is based on resolving issues :

- A knowledge transfer segment covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed below.
- The learning-by-doing segment, a case study and other practical exercises undertaken in teams that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

This course aims to provide the students with a practical framework of the strategic marketing process that can be applied to event marketing and the role of sponsorship whether in the sports, tourism, entertainment, business, or political sectors. The aim of the course is threefold: (1) provide students with a thorough understanding of the unique aspects of marketing sports and events; (2) encourage students to develop and use an experience-oriented mind-set when marketing sports and events; and (3) enable students to make sound sports and events marketing and sponsorship decisions.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Design, plan, and stage an event for promotional, fundraising, sports, etc. purposes.
- Construct a strategic marketing & P.R. plan for the event.
- Create sponsorship deals.
- Deal with logistics, risks, environmental impact.
- Effectively communicate and present their event project.



MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER : MKTG400

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today's leading as well as niche high luxury brands. Workshop sessions will follow lectures sessions. Student and professor's own cases will provide workshop sessions. Groups will at times be required to prepare workshop analysis in advance. Videos and video interviews will be provided to reinforce lessons learned.

COURSE OBJECTIVES:

The course is very research-driven and prepares students to enter the workplace with knowledge and skills that can be immediately applied.

This course explores the specificities of marketing in the luxury sector. Since brands are intangible assets, creating and nurturing a strong brand is a challenge, particularly in luxury goods and on international markets, where brand identity and image can have a dramatic impact on purchasing decisions. The course combines the most recent brand management knowledge with practical application, and develops a framework for understanding the essential ingredients of effective marketing of luxury brands.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Know how to add 'luxury' value to a mass market brand.
- Create a competitive, sustainable and ethical B2C high luxury brand concept that can succeed in leading markets.
- Create a Brand Plan (not the same as a Marketing Plan).
- Prepare a newsworthy Press Release and brand content strategy.



MKTG401: CREATING & DEVELOPING SPORTS BRANDS

COURSE NUMBER: MKTG401

CREDITS: 3

PREREQUISITE: MKTG130

ECTS CREDITS: 6

OFFERED: Semester 4

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course explores the specificities of marketing as it applies to the sports sector and combines the most recent brand management knowledge with practical applications of branding approaches in the sports industry. This research-driven course presents cutting-edge techniques alongside theory to prepare students to enter the workplace with knowledge and skills that can be immediately applied. Case studies will be presented to highlight the unique challenges of branding in an international market and the various way in which brand identity and image can impact consumer decisions.

COURSE OBJECTIVES:

Students will learn the framework for understanding the essential ingredients of effective marketing of sports brands. Students will gain a sufficient understanding of the tangible and intangible influence of sports brands through a strategic marketing approach as well as a sociological perspective.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Identify stakeholders and better understand the subcultures that underpin sports brand culture.
- Understand the economic and social value of sports brands
- Apply the branding fundamentals of sports teams and leagues to other facets of sports brands
- Create a competitive, sustainable and ethical brand concept that can succeed in leading markets.
- Prepare a newsworthy press release and brand content strategy.



MKTG425: BRAND INNOVATION AND MANAGEMENT

COURSE NUMBER : MKTG425

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is an experiential course in which students will be learning by doing. Students will complete the kind of project they would be faced with in a brand consultancy or branding department in the real-world.

The course is ambitious, fast-moving, and requires dedication, initiative, and hard work. Just like working in branding. Students will develop a better understanding of what it means to build and manage innovative brands and develop the kinds of skills and experiences employers in this sector are looking for.

COURSE OBJECTIVES:

The aim of this course is to prepare students for the real-life demands of branding in the working world. It will allow students to demonstrate creativity, innovation, and creative thinking in leading branding innovation. Students will emerge with practical experience in the process of creating disruptive innovative propositions and re-positioning stagnant brands. By the end of the class, students will have made their first moves to becoming a brand strategist!

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Advise how to undertake a brand audit.
- Write pen portraits of leading edge targets.
- Identify tensions and create insights and insight territories.
- Plan and facilitate an innovation workshop, including knowledge of methods to stimulate creative thought.
- Create a brand strategy that utilizes big and powerful new ideas to revitalize the brand.
- Improve their use the language of branding and to talk convincingly about brand identities, values, personalities, propositions, concepts, insights, and tensions.
- Improve their ability to tap into emerging audiences, the future of categories, and the power of big ideas in creating innovative brands.



PHIL290: BUSINESS ETHICS

COURSE NUMBER : PHIL290

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. As a discipline, Business Ethics has considerably grown within the last decades and has become a major field in the age of globalization. It refers to values-based conduct, which does not only apply to individuals but to corporations.

A fundamental feature of this course is its ONLINE training component. Students will have the unique opportunity to work virtually - individually and as a team - as if they were in a real-world corporate setting. We will use blackboard (BB) as a platform, and students will find all the instructions for their online work on BB. The online component is worth 50% of each student's overall grade. In today's world it is an asset to engage in virtual collaboration and a definite sales pitch for your future job applications. Virtual collaboration is now required by all major companies worldwide.

COURSE OBJECTIVES:

This course aims to provide students with a good grasp of the major issues, philosophers and concepts in business ethics as well as develop the tools for shaping and defining appropriate moral values and conduct. The environment will be analytical, interactive, and cross-cultural, which will allow students to progress in their self-awareness. Some parts of the course will be organized in a virtual collaborative setting.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand and make proper use of the philosophical concepts pertaining to individual- and corporate ethics they have acquired in the course.
- Attain a higher level of tolerance and respect for their intercultural peers.
- Use theories studied in class and apply them to real-life corporate examples.
- Recognize pitfalls of general assumptions, such as "business is business."
- Appreciate the flexibility and creativity of online collaboration.



POLS210: INTERNATIONAL RELATIONS

COURSE NUMBER : POLS210

CREDITS : 3

PREREQUISITE : ECON110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

Basic concepts and processes of world politics will be illustrated through the analysis of power rivalries, competing images and ideologies and transformation of world economic relations.

The course is an introduction to the actors, issues and processes of international relations as well as the theories that attempt to explain them. The class will examine some of the major questions that are central to understanding world politics and international affairs: What are the causes of war and peace? When do actors decide to go into war or to cooperate? What challenges do globalization impose on states? The class emphasizes critical thinking and encourages students to identify international relations theories that have greater explanatory power for issues that will be discussed in class. Lectures and readings constitute the foundational direction of the course, and in-class discussions will expand on these materials. Students must complete assigned readings, attend lectures, and participate in class discussions. The class will be developed through lectures, readings and oral presentations/class discussions.

COURSE OBJECTIVES:

The aims of this course will be to discuss historic international systems, and the contemporary global system. Students will cover the purpose of states, foreign policy goals & strategies, and foreign policy actions: power, capabilities & influence. Students should acquire a basic understanding of the nation state system, power relationships, the balance of power, and of political and economic relations among nations so that they will be more aware and informed as world citizens. Other topics include: Instruments of policy: diplomatic bargaining, propaganda, economic rewards & coercion, clandestine actions & military intervention, Law and world opinion in explanations of foreign policy, Ethics in explanations of foreign policy. Interaction of states: conflict & conflict resolution, and International cooperation.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Write effectively, that is, comprehensively, coherently and critically; generate ideas; synthesize results; distinguish among fact, opinion, and judgment.
- Analyze and interpret the ideas and intellectual works of others.
- Evaluate and use sources of information.
- Prepare and deliver meaningful and effective oral presentations.
- Defend a position, a point of view, or an interpretation.
- Interact cooperatively and effectively with others.
- Recognize the rights, responsibilities, and privileges of participating in, and contributing as a citizen, in a diverse society.
- Engage in independent research as well as teamwork.
- Learn and sharpen analytical skills to the purpose of forming, debating, and defending their own points of view and understanding of the sequence of events both in politics.



POLS211: EUROPEAN INTERNATIONAL RELATIONS

COURSE NUMBER : POLS211	CREDITS : 3
PREREQUISITE : ECON110	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is a deeper look into international relations, especially as they relate to recent and current European strategies. Europe is a volatile conglomeration of states with different histories, languages, and cultures, often with past conflicts between the states. Today it tries to talk with one voice, economically and politically, sometimes with, and sometimes without success. This class creates discussion about the current state of Europe and its relationship with global states and global powers.

COURSE OBJECTIVES:

This course aims to provide students with the knowledge and tools to understand, analyze, and make informed projections about what is happening in Europe today-both at the national and EU levels. It is impossible to understand Europe today without including in the analysis two variables: history and the European Union. Students will have the opportunity to learn and engage over current affairs in Europe as they relate to the global financial and political environment.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Understand the historical economic and political reasoning behind Europe's integration.
- Engage and interpret current affairs with the knowledge of the background behind current strategies.
- Grasp the important of Europe on the world's stage, especially as it relates to international business.
- Appreciate the complexities of the relationships within the European Union and with its peers.
- Demonstrate knowledge about theories relevant to the topic of EU as a global actor and be able to apply those theories.
- Demonstrate specific knowledge of those institutional actors and policy areas discussed during the course that demonstrate EU's behaviour in the international system and as a (possible) global actor.
- Identify and critically assess cases of European joint actions via one of the policies studied.



PSYC110: INTRODUCTION TO PSYCHOLOGY

COURSE NUMBER : PSYC110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 35

COURSE DESCRIPTION:

Psychology is a relatively new science probing who we are and what makes us tick. This course will cover the history, biological, social, cognitive, and cultural influences, and applications of this rapidly expanding discipline.

COURSE OBJECTIVES:

We will learn how to use some of these principles to enhance our personal and professional life by fine tuning our communication skills, learning to read body language and critically assessing ourselves in relation to family, friends, and the world we live in. To understand Freud's theories and contribution, as well as the other schools of psychology, to conduct and realize a survey using correlations, to write and do research for a hypothesis, and to use psychology as a tool in our daily lives.

We will look at specific case studies and conduct our own experiments to create logical assessment based on sound research principles. There will be in-class assignments, discussion, debate, as well as, group presentations that will be subject to in- depth peer analysis.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand that psychology is a science enhancing their understanding of behavior and its biological, emotional, social, and cognitive roots and effects.
- Understand the basic schools and perspectives of psychology and key concepts.
- Communicate empirical knowledge without confirmation bias.
- Comprehend basic function of the brain.
- Research, develop and present statistical research in psychology.
- Apply psychology learned to life, work and family life.



SOCG100: INTERCULTURAL STUDIES

COURSE NUMBER : SOCG100

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

In today's global world, successful leadership means engaging across cultures. Business and workplace environments today are microcosms of our globalized world: audiences, customers, colleagues, staff-members, suppliers, partners, and competitors come from every corner of the world and every part of society. From national culture to sub-cultures, from organizational culture to popular and generational cultures, the leaders of today and tomorrow need to lead with cultural intelligence. This course is designed to build student's cultural intelligence and help students think deeply about the issues that impact success in global intercultural environments.

COURSE OBJECTIVES:

Whether it be working in an intercultural team, marketing to an international audience, building an iconic brand, travelling for work, or leading a global organization, you need to be able to excel in an inter-cultural setting. The aim of this course is to help students build cultural understanding into their thinking, and develop their cultural intelligence, intercultural communication skills, and diversity and inclusion knowledge-base.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the role of interculturality in our changing world.
- Understand what culture is, how wide-ranging it is, and what impact it has.
- Provide critical perspectives on and understand cultural difference, diversity, and inclusive practice.
- Reflect on your own cultural biases and develop self-awareness and critical thinking skills.
- Developed strategies and skills for inter-cultural communication.
- Apply cultural intelligence to a range of intercultural interactions.
- Develop an awareness of how cultural issues can impact communication, leadership, Human Resource policy, branding, design, and other areas of relevance to global business.
- Exhibit a strengthened ability to tune in to the emerging cultural shifts, trends and forces that are likely to shape society, brands, and business in the future.
- Exhibit a strengthened ability to work effectively with people from diverse backgrounds.



SOCG110: INTRODUCTION TO SOCIOLOGY

COURSE NUMBER : SOCG110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is an introduction to the basic concepts and methods of sociology. It surveys the main theoretical approaches and a number of key problems in the study of society and social life. Topics include: culture & socialisation, social interaction, groups, organisation & leadership, social stratification & global inequalities, racism & ethnicity, and gender & sexuality.

The class is a weekly three-hour lecture/seminar where students are expected to contribute to class discussions based on the required readings for each session.

COURSE OBJECTIVES:

Sociology studies society and human interaction. It aims to introduce the sociological imagination as a way to think about the world. The materials and assignments in this course can help educators, planners, lawmakers, administrators, developers, business leaders, and people interested in resolving social problems and formulating public policy. Topics will include culture, socialization, social groups, race/ethnicity, gender and age, among others. We will become familiar with the major theories, perspectives, methods, and current research topics pertinent to the study of society.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand and be able to explain key sociological concepts studied during the semester.
- Understand the three main sociological theories in terms of their differences and similarities.
- Understand how the sociological theories apply to broader issues in society today.
- Understand how the sociological theories connect/complement material studied in other courses (marketing, advertising and psychology etc.).