

The American Business School of Paris UNDERGRADUATE PROGRAM

2023 - 2024
Course Catalog



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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 2023-2024

Last updated:
1-Aug-23 11:11 AM

*subject to change

2023 FALL SEMESTER							
	M	T	W	TH	F	S	
SEP	4	5	6	7	8	9	Sept 5-6: Fall Visiting & New Student Orientation
	11	12	13	14	15	16	Sept 6: All Students Welcome Day; Sept 7: Fall Classes Begin
	18	19	20	21	22	23	Sept 13: Add/Drop Deadline (BBA courses only)
	25	26	27	28	29	30	Oct 9: IGS Integration Day @ Disneyland (no classes)
OCT	2	3	4	5	6	7	
	9	10	11	12	13	14	Oct 14: Students must be available for makeup classes
	16	17	18	19	20	21	
	23	24	25	26	27	28	Oct 25: Withdrawal Deadline (BBA courses only)
NOV	30	31	1	2	3	4	Nov 1: All Saints Day Holiday (no classes)
	6	7	8	9	10	11	Oct 31 & Nov 2-3: ABSParis Business Games (no classes)
	13	14	15	16	17	18	Nov 11: Veteran's Day; Nov 14: IGS HEP Day
	20	21	22	23	24	25	Nov 21: IGS Business Pitch
DEC	27	28	29	30	1	2	Dec 2: Students must be available for makeup classes
	4	5	6	7	8	9	Dec 5: IGS Journée Enterprise (no classes)
	11	12	13	14	15	16	Dec 15: End of Fall Semester
Mondays in BOLD font: Degree-seeking students will receive an invitation to attend a mandatory career development workshop on one of these dates							
2024 WINTER SESSION							
	M	T	W	TH	F	S	
JAN	1	2	3	4	5	6	Jan 1: New Year's Day; Jan 3: Winter Classes Begin
	8	9	10	11	12	13	
	15	16	17	18	19	20	Jan 19: End of Winter Session
2024 SPRING SEMESTER							
	M	T	W	TH	F	S	
FEB	22	23	24	25	26	27	Jan 23-24: Spring Visiting & New Student Orientation
	29	30	31	1	2	3	Jan 24: All Students Welcome Day; Jan 25: Spring Classes Begin
	5	6	7	8	9	10	Jan 31: Add/Drop Deadline (BBA courses only)
	12	13	14	15	16	17	Feb 5: Company Case Challenge Launch
MAR	19	20	21	22	23	24	Feb 8: Company Case Meetings (no classes)
	26	27	28	29	1	2	Feb 17: Students must be available for makeup classes
	4	5	6	7	8	9	
	11	12	13	14	15	16	Mar 11-15: Spring Break (no classes)
APR	18	19	20	21	22	23	Mar 20: Withdrawal Deadline (BBA courses only)
	25	26	27	28	29	30	Mar 25 & 26: Company Case Rehearsals (no classes)
	1	2	3	4	5	6	Apr 1: Easter Monday (no classes)
	8	9	10	11	12	13	Apr 4: Company Case Finals (no classes)
MAY	15	16	17	18	19	20	Apr 11: Company Case Awards
	22	23	24	25	26	27	Apr 27: Students must be available for makeup classes
	29	30	1	2	3	4	May 1: Labor Day (no classes); May 3: End of Spring Semester
	6	7	8	9	10	11	May 8: Victory Day May 9-10: Ascension Holiday
Mondays in BOLD font: Degree-seeking students will receive an invitation to attend a mandatory career development workshop on one of these dates							
2024 SUMMER SESSION							
	M	T	W	TH	F	S	
MAY	13	14	15	16	17	18	May 13: Summer Visiting & New Student Orientation
	20	21	22	23	24	25	May 14: Summer Session 1 Begins
	27	28	29	30	31	1	May 20: Pentecost Holiday (no classes)
JUN	3	4	5	6	7	8	May 28: Summer Session 2 Begins
	10	11	12	13	14	15	June 3-8 (TBC): MBA Tour
	17	18	19	20	21	22	Jun 21: End of Summer Session 1
JUL	24	25	26	27	28	29	
	1	2	3	4	5	6	July 5: End of Summer Session 2



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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	C-
B+	3.33	B	D+
B	3.00	C	D
B-	2.67	C	D-
C+	2.33	D	F
			F
		I	Incomplete
		W	Withdraw

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
ENGL070	Fundamentals of English	0
ENGL075	English Pronunciation and Speech Development	0
ENGL080	Writing and Methodology Fundamentals	0
ENGL085	TOEFL Prep	0
ENGL100	English Fluency Development	0
FREN105	Integration into French Culture and Language	0
MATH110	Pre-Calculus	0

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

Foundation Courses : 27 credits		
Code	Name	Credits
ENGL101	Academic Methodology	3
ENGL120	Critical Reading and Writing	3
ENGL212	Analysis & Communications	3
ENGL225	Effective Business Communications	3
COMM130	Communications Techniques / Speech	3
MATH120	Calculus	3
SOCG100	Intercultural Studies	3
COMP120	Computer Applications for Business	3
SOCG110 or PSYC110	Introduction to Sociology <u>or</u> Introduction to Psychology	3

Core Business Courses : 60 credits		
Code	Name	Credits
ACCT111	Financial Accounting	3
ACCT211	Advanced Managerial Accounting	3
BUSI410	Strategic Management	3
BUSI420	Entrepreneurship	3
DSCI310	Operations Management	3
ECON110	Macroeconomics	3
ECON120	Microeconomics	3
FINC215	Business Finance	3
BLAW230	International Business Law	3
MATH210	Business Statistics	3
MGMT101	Foundations of Management	3
MGMT180	International Business	3
MGMT215	Organizational Behavior	3



MGMT225	Human Resource Management	3
MGMT310	Project Management	3
MKTG130	Principles of Marketing	3
MKTG240	Consumer Behavior	3
POLS210	International Relations	3
PHIL290	Business Ethics	3

Elective courses: 9 credits		
Code	Name	Credits
		3
		3
		3

Major in International Finance: 24 credits		
Code	Name	Credits
COMP390	Excel for Finance	3
ECON315	Intermediate Economic Analysis	3
ECON390	European Economies	3
ECON450	International Economics	3
FINC315	International Investments	3
FINC324	Money & Banking	3
FINC345	Audit, Control & Risk Management	3
FINC400	Corporate Finance	3
FINC450	International Finance	3
FINC	Other Finance Major Course	3

Major in International Marketing : 24 credits		
Code	Name	Credits
COMP311	E-commerce & E-business	3
MKTG315	Digital Marketing & Web Analytics	3
MKTG325	Integrated Marketing Communication	3
MKTG340	Marketing Research	3
MKTG350	International Marketing	3
MKTG380	Personal Selling & Negotiation	3
MKTG400	Creating & Developing Luxury Brands	3
MKTG325	Integrated Marketing Communications	3
MKTG385	Advanced Customer Relationship Management	3
MKTG391	Sponsorship & Event Marketing	3
MKTG401	Strategic Brand Management	3
MKTG	Other Marketing Major Course	3



Major in International Business: 24 credits		
Code	Name	Credits
ECON450	International Economics	3
FINC450	International Finance	3
MGMT320	Management for Luxury Services	3
MGMT351	Logistics & Supply Chain Management	3
MGMT352	Sourcing and Purchasing	3
MGMT401	Doing Business in Europe & Russia	3
MGMT403	Sustainable Business Innovation	3
MGMT442	Doing Business in the Middle East & Africa	3
MGMT444	Doing Business in Asia	3
MKTG350	International Marketing	3
MKTG380	Personal Selling & Negotiation	3
MGMT	Other International Business Major Course	3



BACHELOR IN FASHION & LUXURY RETAIL MANAGEMENT ROADMAP

1st Semester

FASH100	Fashion & Textile Trends through the Ages	3
MKTG130	Principles of Marketing	3
SOCG100	Intercultural Studies	3
COMM130	Communications Techniques/Speech	3
FASH105	The DNA of Fashion Trends	3
FREN110	Français Langue Etrangère ou LV2 pour les français	3

2nd Semester

FASH113	The Fashion Design Process	3
MGMT215	Organizational Behavior	3
ACCT107	Bookkeeping and Accounting for Management	3
FASH110	Made in Paris: The Elements of a Brand	3
ENGL115	English Composition	3
MGMT225	Human Resources Management	3

3rd Semester

FASH225	Visual Merchandising	3
MKTG391	Sponsorship and Event Management	3
MKTG240	Consumer Behavior	3
COMM230 OR COMM280	Theatre and Advanced Public Speaking OR Journalism, New Media & Community Management	3
FASH120	Sales Techniques for Luxury Brands	3
MGMT310	Project Management	3

4th Semester

MKTG215	The Fashion Business Revolution	3
MGMT320	Management for Luxury Services	3
COMP311	eCommerce & eBusiness	3
BLAW230	International Business Law	3
MKTG380	Personal Selling & Negotiation	3
FASH240	Merchandising Planning & Control	3

5th Semester

FASH325	Creativity and Innovation in Fashion Luxury	3
BUSI420	Entrepreneurship	3
MGMT354	Sourcing & Purchasing for Fashion Luxury	3
FASH211	Luxury Cross Channel Marketing	3
MKTG400	Creating and Developing Luxury Brands	3
MKTG385	Advanced Relationship Management	3
BUSI455	Business Games	3

6 month Internship

BUSI350	Internship, internship report and presentation	3
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BACHELOR IN SPORTS MANAGEMENT ROADMAP

1st Semester

ACCT107	Bookkeeping and Accounting for Management	3
MKTG130	Principles of Marketing	3
SOCG100	Intercultural Studies	3
COMM130	Communications Techniques/Speech	3
COMP120	Computer Applications for Business	3
PSYC110	Introduction to Psychology	3

2nd Semester

MGMT215	Organizational Behavior	3
FREN110	Français Langue Etrangère ou LV2 pour les français	3
ENGL115	English Composition	3
MKTG240	Consumer Behavior	3
COMM230 OR COMM280	Theatre and Advanced Public Speaking OR Journalism, New Media & Community Management	3
MGMT225	Human Resources Management	3

3rd Semester

BLAW230	International Business Law	3
MKTG391 OR MKTG321	Sponsorship and Event Management OR Sports Branding and the Olympic Games	3
MGMT190	Intro to Sports Management	3
MGMT390	Sports Agency & Representation	3
MGMT180	International Business	3
MGMT310	Project Management	3

4th Semester

COMM285	Writing for Sports Media	3
PHIL290	Business Ethics	3
COMP311	eCommerce & eBusiness	3
BLAW321 OR BLAW322	Law & Ethics in the Olympic Games OR Law & Ethics in the Sports Industry	3
DSCI351	Sports Analytics	3
MKGT380	Personal Selling & Negotiation	3

5th Semester

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

6 month Internship

BUSI350	Internship, internship report and presentation	3
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ACCT107: BOOKKEEPING & INTRO TO ACCOUNTING

COURSE NUMBER : ACCT107

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The objective of this course is to introduce students to the basic knowledge needed to understand the accounting process in a business, with a special focus on the analysis of accounting information for decision making. Students will be introduced to the basic accounting processes as well as what is the necessary knowledge that a manager must have in order to properly manage a company from a financial perspective.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain what are the basic accounts in a business
- Develop a complete workflow of accounts
- Develop a financial journal
- Develop a complete ledger
- Develop a trial balance and develop an income statement



ACCT111: FINANCIAL ACCOUNTING

COURSE NUMBER : ACCT111

CREDITS : 3

PREREQUISITE : MATH120

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is designed to use a business context – a startup company called Global Grocer to help the students learn the fundamentals of accounting. Students will be introduced to the basic accounting equation and how to analyze and keep records of business transactions by using double-entry bookkeeping. Students will get plenty of opportunity to practice technical and analytical tools to describe and complete an accounting cycle.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Distinguish assets, liabilities, and owners' equity and their relationship in the accounting equation
- Explain the three main financial statements
- Analyze business transactions using the basic accounting equation
- Apply double-entry bookkeeping to record business transactions
- Prepare balance sheet and income statement for a specific accounting period



ACCT211: ADVANCED MANAGERIAL ACCOUNTING

COURSE NUMBER : ACCT211

CREDITS : 3

PREREQUISITE : ACCT111

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course begins with the introduction of the concept of business costs and breakeven analysis. Students will learn how to calculate the breakeven point, define and calculate the margin of safety, and perform cost-volume-profit analysis to calculate the activity level to achieve targeted profit. In the incremental analysis session, students will learn to identify the steps in management's decision-making and how to use relevant financial data to determine and evaluate possible courses of action. Successful completion of the class will provide the students with an invaluable asset to make sound business decisions based on cost analysis.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the different types or cost categories including fixed, variable, and mixed costs
- Analyze the relationship between cost, volume, and profit
- Perform cost/volume/profit (breakeven) analysis
- Summarize the sales mix and its effects on break-even sales
- Determine sales mix when a company has limited resources and how to take an alternative course of action with incremental analysis



ARTS113: HISTORY OF ARTS, LITERATURE AND PHOTOGRAPHY

COURSE NUMBER : ARTS113

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course will introduce students to major currents in the literature, art, and photography of the Western world from the mid-19th century to the early 20th century. This 100 year period was a time of stunning societal changes, mostly notably from the Industrial Revolution. We will explore the impact of these events on the creative communities of writers and artists. Our goal is to help students develop an overview of some of these major cultural developments in the context of important political and historic changes while developing students' skills for understanding and interpreting these various creative endeavors.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Summarize the importance of historical periods and artistic/intellectual movements in the literary, artistic and photographic worlds of the 19th and 20th centuries
- Explain the impact of major world events and their impact on the creative world
- Recall the important innovators in the literary, artistic and photographic worlds
- Demonstrate an ability to analyze the subtleties of creative work in these different artistic worlds
- Move beyond an entertainment culture model related to literary and artistic creation



ARTS240: IMPRESSIONISM

COURSE NUMBER : ARTS240

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand and properly apply the artistic terminology acquired in the course and 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



ARTS250: 20th CENTURY ART

COURSE NUMBER : ARTS250

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is designed for students with little or no background in art who would like to learn more about various forms of modern art in the Western world during the 20th century. This class will help students unlock the codes of modern art and photography to enable them to better understand and take more pleasure from the diverse and innovative creations of the last century. The class will benefit from being in Paris with three museum visits during the semester enabling students to see original artworks from some of the most important art collections in the world.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Summarize the different art movements of the 20th century
- Analyze art works in both verbal and written form
- Recall the notions of composition, rhythm, texture, color, tonality and the role these play in creating meaningful art pieces
- Recall and apply artistic terminology in their spoken and written analysis for class projects



BLAW230: INTERNATIONAL BUSINESS LAW

COURSE NUMBER : BLAW230

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course introduces students to the laws governing international business. Students will learn the essentials of law and how they apply to different areas of business activity. The focus will be on learning practical skills that students can use to strategic advantage. By understanding what the law mandates, prohibits and permits, students can anticipate the benefits and risks of common business transactions. Through group exercises, case studies and problem questions, students will have the opportunity to practice applying these insights in different business scenarios.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Distinguish the different types of law that apply in international business
- Discuss the advantages and disadvantages of using certain legal forms to operate a business
- Explain the meaning and effect of common contract terms
- Compare the legal rights and obligations of parties in various business transactions
- Demonstrate an understanding of what the law mandates, prohibits and permits in international business



BLAW321: LAW & ETHICS IN THE OLYMPIC GAMES

COURSE NUMBER : BLAW321

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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).

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.

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 : 36

COURSE DESCRIPTION:

The 6-month end-of-study internship is 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.

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, MKTG130	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. Students must pull from their academic learnings, company interviews, and on-the-ground research to develop solutions to real world problems. 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 : SOCG100, MKTG130, FINC215

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This is a capstone course focused on the strategic development of the course. Therefore, a high level of student participation is required to develop the necessary negotiation and public speaking skills. Students are expected to work in multicultural groups and overcome a complex strategic problem faced by a company by developing a strategic plan. The course will focus on creating an analysis of the strategic environment, scenario analysis, and strategic implications of plans of action that can help companies achieve better efficiencies and financial results.

EXPECTED LEARNING OUTCOMES:

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

- Analyze the external environmental forces that impact the strategic direction of companies
- Analyze the internal environment of a company and how it impacts the communications strategy and strategic directions of companies
- Critique and debate strategic plans and decisions of companies
- Distinguish the differences between strategic plans in a scenario analysis
- Development of strategic plans



BUSI420: ENTREPRENEURSHIP

COURSE NUMBER: BUSI420

CREDITS : 3

PREREQUISITE: SOCG100, MKTG130, FINC215

ECTS CREDITS : 6

OFFERED: FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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. Entrepreneurs must develop the skills necessary to successfully develop product and service lines, implement marketing and branding plans; 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.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Describe and evaluate a business opportunity
- Demonstrate an understanding of the nature of entrepreneurship and evaluate their entrepreneurial interests
- Develop a business opportunity to the business plan phase
- Recall new business team building
- Present and pitch a fully-thought-through new business idea to potential investors



BUSI455: BUSINESS GAMES (CAPSTONE)

COURSE NUMBER: BUSI455

CREDITS : 2

OFFERED: FALL

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. Students will 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 and 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 : 36

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. Students will get plenty of opportunity to gain confidence and apply the skills and techniques required for effective public speaking via speech & drama, 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, not against you
- Use your voice effectively to communicate your ideas
- Use your nonverbal communication to communicate confidence and to emphasize your ideas in a compelling way
- Conduct genuine and rigorous research on a variety of topics
- Organize your ideas, evidence and examples into clear, coherent and engaging arguments



COMM230: THEATRE & ADVANCED PUBLIC SPEAKING

COURSE NUMBER : COMM230

CREDITS : 3

PREREQUISITE : COMM130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Drawing heavily on the techniques used in acting, students will learn how to craft compelling messages in a variety of improvisations and role plays. 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
- Focus on the big picture as well as the details
- Draw on creativity to solve problems
- Think on their feet
- Work effectively in teams



COMM280: JOURNALISM, NEW MEDIA & COMMUNITY MANAGEMENT

COURSE NUMBER : COMM280	CREDITS : 3
PREREQUISITE : COMM130, ENGL115	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 36

COURSE DESCRIPTION:

In today's world, we are witnesses to the revitalization of journalism, but also to its manipulation by an ever-increasing number of communication platforms and methods. This course travels from traditional journalism to the new media of blogging, vlogging, and podcasting, and examines the power of today's social media platforms as means of mass communication. Students will work together in groups to explore and analyze the use of these different media, and complete individual projects in the form of a piece of reportage (written or filmed) or a study or presentation on a topic within the field.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will understand:

- Discuss the development of journalism and its evolution with new media platforms
- Explain the ethical aspects of journalism
- Assess the power of social media and viral communications
- Describe the role of community management as a communications tool
- Describe the significance of media bias, unreliable sources, and fake news, as well as the necessity for critical thinking across the platforms



COMM285: WRITING FOR SPORTS MEDIA

COURSE NUMBER: COMM285

CREDITS: 3

PREREQUISITE: ENGL115

ECTS CREDITS: 6

OFFERED: SPRING

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed to introduce you to the mechanics of writing for various mass communication genres. Students will develop the ability to analyze complex situations in the sports field and translate them into clear, concise written segments for different types of media channels.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students be able to:

- Write a professional and appropriate sports article, whether it's a profile, a summary of a match/game or about recent changes to a sport
- Write a press release that reads well and distinguish between news and PR, as well as a fair and current news story from current events
- Know how to engage a reader and target any writing with the audience in mind
- Suitably write coherently and expressively with minimal grammar mistakes and appropriate vocabulary
- Effectively use different types of leads to create an accurate and inviting introduction to a story and conduct research on a news topic



COMP120: COMPUTER SKILLS FOR BUSINESS

COURSE NUMBER : COMP120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Introduction to computer business applications - Microsoft Windows 10, Word, Outlook, PowerPoint and Excel. Students will become comfortable working in a Windows 10 operating system, master beginner and intermediate Word and Excel and apply it to a business setting. Students will also master basic uses of Outlook, PowerPoint in a business environment. This course aims to help prepare future managers to achieve operational level in the use of business-oriented computer applications.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recall how to navigate Microsoft Windows 10
- Create and edit professional Word documents
- Use outlook for businesses emails needs
- Build powerful presentations with PowerPoint
- Be able to easily determine how to adapt Microsoft Excel tools to their needs



COMP250: BUILDING A BUSINESS WEBSITE

COURSE NUMBER : COMP250

CREDITS : 3

PREREQUISITE : COMP120

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is designed as a basic overview of website-building and other website-related aspects of business and marketing that one might encounter in the workplace. Students will be introduced to several website-building softwares and will build a basic business website. They will acquire a basic working knowledge of WordPress, and they will also understand the essence of usability, Search Engine Optimization (SEO), content creation and all areas of website-building regularly encountered in a business context. This is not a coding or programming course; however, students will learn to recognize some basics and understand the roles of coding and programming.

EXPECTED LEARNING OUTCOMES:

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

- Plan and create a basic business website using a simple CMS (content management system)
- Set up a basic site in WordPress
- Explain how code works (HTML, CSS), identify the role of programming
- Apply fundamentals of website usability
- Employ various tools such as Google Analytics, MailChimp and image editing software



COMP311: E-COMMERCE & E-BUSINESS

COURSE NUMBER : COMP311

CREDITS : 3

PREREQUISITE : MKTG130, COMP120

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Nowadays, online sales, whether e-commerce or e-business, are essential. But they are not always successful. That's because often the owners of these websites are entrepreneurs that know little about how the web works. With this course students will understand the strategic and operational keys for online sales, locally and internationally. Through a hands-on approach, students will use WordPress and some among the best tools to develop a local and cross-border e-commerce or e-business. The course combines discussions with team projects, case studies with Ads, workshops on SEO and Analytics to allow students to gain the best e-commerce and e-business skills.

EXPECTED LEARNING OUTCOMES:

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

- Develop an online multichannel sales strategy
- Complete an e-commerce / e-business with SEO and SEA in a local market
- Complete an e-commerce / e-business with SEO and SEA internationally
- Analyze the SEO and SEA performance of an e-commerce / e-business strategy
- Perform the SEO and SEA of e-commerce / e-business sites



COMP390: ADVANCED EXCEL FOR FINANCE

COURSE NUMBER : COMP390

CREDITS : 3

PREREQUISITE : COMP120, ACCT111

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Introduction to Excel for Finance. Using Excel to build a financial model and apply it to a business setting. Students will also master basic and more advanced formulas necessary to build a financial model for use in a business. This course aims to help prepare future managers and small business owners to achieve an operational level in the use of Excel 2019 to build and implement a financial model.

EXPECTED LEARNING OUTCOMES:

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

- Be able to understand and build a finance model
- Use the course materials to support their own business
- Create powerful financial presentations for small businesses
- Create and manipulate Excel spreadsheets and graphs to represent data in an easily understandable form.
- Design and Implement a Financial Model for a Startup or a M&A



COMP395: ADVANCED EXCEL

COURSE NUMBER : COMP395

CREDITS : 3

PREREQUISITE : COMP120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Students will master intermediate and advanced Excel tools to enable them to predict, forecast, and run a business from an Excel Worksheet. Students will be able to use appropriate strategies in Excel to solve real business problems, and master advanced 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 business forecasts and visualizations
- Transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities
- Utilize Macros to automate tasks
- Work with other Microsoft Office applications within Excel



DSCI310: OPERATIONS MANAGEMENT

COURSE NUMBER : DSCI310

CREDITS : 3

PREREQUISITES : MATH110, MATH120, MATH210

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The course is designed to provide students with a critical understanding of the scope and strategic importance of operations management, and the role of the operations manager. They will gain an appreciation of the interaction of operations with the organization, employees and customers. Students will gain a critical understanding of the nature and importance of operations management.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recognize the importance of operations managers and the role of operations management
- Distinguish between the need for effectiveness and the need for efficiency in organizations
- Demonstrate a critical understanding of the functional role of operations in an organization and its strategic importance
- Demonstrate knowledge and critical understanding of issues associated with the design and management of the operations of an organization
- Compare and critique different operations management approaches and demonstrate how these can help organizations meet their goals



DSCI350: MANAGEMENT DECISION ANALYTICS

COURSE NUMBER : DSCI350

CREDITS : 3

PREREQUISITE : MATH210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION :

From yield management practices through multicriteria decision aid to mathematical programming, quantitative decision-aiding techniques are pervasive in today's everyday business life, even if we rarely really notice it. This course introduces these techniques through various human-sized applications. The students will formulate a model for the problem at hand, use Microsoft Excel in order to solve the model and derive recommendations.

EXPECTED LEARNING OUTCOMES:

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

- Structure a decision-making process
- Formulate a model for a problematic situation
- Solve the model, using a computer
- Interpret the results
- Derive insights from the modelling process



DSCI351: SPORTS ANALYTICS

COURSE NUMBER: DSCI351

CREDITS: 3

PREREQUISITE: MGMT190

ECTS CREDITS: 6

OFFERED: FALL

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. Students will 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.

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

SEMESTER HOURS : 36

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.

EXPECTED LEARNING OUTCOMES:

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

- Apply more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in
- Recall the economic press to make those decisions
- Distinguish 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 / SPRING

SEMESTER HOURS : 36

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.

EXPECTED LEARNING OUTCOMES:

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

- Explain the supply-demand model
- Describe the firm's cost structure and its link to profitability
- Distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly)
- Explain the profit maximizing level of output for each market structure, and
- 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 : 36

COURSE DESCRIPTION:

This course builds upon the foundations put into place in Principles of Macroeconomics and Principles of Microeconomics. It provides students with the knowledge and practical methods to apply the general principles of microeconomics and macroeconomics to business problems.

EXPECTED LEARNING OUTCOMES:

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

- Analyze the firm's cost structure and its link to revenues and profitability
- Analyze the profit maximizing level of output for each market structure
- Analyze the economic efficiency of each market structure
- Analyze the factors affecting the economic performance of an open economy
- Analyze the factors attributable to long-term economic growth



ECON321: ECONOMICS OF THE OLYMPIC GAMES

COURSE NUMBER : ECON321

CREDITS : 3

PREREQUISITE : ECON 110, ECON120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

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, 2016 Rio and Tokyo.

EXPECTED LEARNING OUTCOMES:

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

- Find appropriate economic data
- Utilizing 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 : ECON110, POLS210

ECTS CREDITS : 6

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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.

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 and 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 : ECON360

CREDITS : 3

PREREQUISITE : ECON110, ECON120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

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.

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



ENGL070: FUNDAMENTALS OF ENGLISH

COURSE NUMBER : ENGL070

CREDITS : 0

PREREQUISITE : NONE

ECTS CREDITS : 0

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Fundamentals of English Grammar is a practical grammar course focusing on the language skills needed for university study in English. Students will be encouraged to develop the skills needed for identifying and integrating different grammatical forms into their everyday language usage. Students will have the opportunity to put their knowledge into practice through presentations, weekly listening activities, role-plays, writing tasks, and grammar tests.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Reproduce the grammatical forms needed for storytelling, essay writing, prediction and description
- Explain how and why we use different grammatical forms
- Demonstrate a high level of listening skills
- Present a variety of topics in a variety of different styles
- Demonstrate note-taking skills and independence in their learning



ENGL080: WRITING AND METHODOLOGY FUNDAMENTALS

COURSE NUMBER : ENGL080

CREDITS : 0

PREREQUISITE : NONE

ECTS CREDITS : 0

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this course, students will develop awareness of current and effective research and writing practices in order to implement such practices into their writing and research. There will be a focus on the reading, writing, comprehension and verbal skills necessary to work in an American academic and business setting. English grammar, sentence structure, descriptive writing, active versus passive writing, and the reinforcement of outlining will be the focus.

EXPECTED LEARNING OUTCOMES:

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

- Punctuate a piece of writing correctly and build vocabulary and written expression
- Plan a piece of academic writing
- Research, evaluate, and reference credible sources
- Compare and analyze multiple sources
- Gain confidence in expressing opinions and asking questions in class discussion



ENGL100: ENGLISH FLUENCY DEVELOPMENT

COURSE NUMBER : ENGL100

CREDITS : 0

PREREQUISITE : NONE

ECTS CREDITS : 0

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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.

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, providing
- 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

SEMESTER HOURS : 36

COURSE DESCRIPTION:

You will develop different learning styles, methodology and learn how to conduct academic research and referencing. You will learn how to approach a subject of your choice, and then organize your thoughts and time. This will require brainstorming and draft writing. We cover MLA formatting and citation. This will help you consider the ethical implications of collecting and handling qualitative and quantitative resources relating to human subjects within educational settings. The aim is academic integrity. Lastly, you will learn how to prepare and submit your papers for all ABS classes. Critical thinking as applied to research, writing, and creating coherent team presentations is also probed in depth.

EXPECTED LEARNING OUTCOMES:

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

- Recall the ethical value of academic honesty and apply this to all work
- Conduct research using library databases
- Reflect on your research
- Develop and present a convincing argument
- Select and use information from key sources related to your research aim



ENGL115: ENGLISH COMPOSITION

COURSE NUMBER : ENGL115

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

English composition helps students build a foundation for university-level writing that is invaluable in the academic environment and applicable to professional life. Students will develop skills and confidence in analytical writing, and foster their rhetorical awareness—their perception of where, how, and why persuasion is occurring. Writing is not only a mode of expression, but also a mode of inquiry and exploration. In this course, students will develop their skills in reading, writing effective arguments, critical thinking, and improving their writing process.

EXPECTED LEARNING OUTCOMES:

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

- Read, analyze, summarize and evaluate a variety of texts
- Demonstrate appropriate tone, voice, and level of formality
- Recall the stages of the writing process (generating, revising, editing, and proofreading) and apply them
- Gather, summarize, synthesize and explain information from different sources
- Use proper citation practices, including MLA citation standards



ENGL120: CRITICAL READING & WRITING

COURSE NUMBER : ENGL120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this course, students will develop awareness of current and effective research and writing practices in order to implement such practices into their writing and research. There will be a focus on the reading, writing, comprehension and verbal skills necessary to work in an American academic and business setting. English grammar, sentence structure, descriptive writing, active versus passive writing, and the reinforcement of outlining will be the focus.

EXPECTED LEARNING OUTCOMES:

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

- Learn how to read for context: scanning and skimming
- Infer meaning of words and contextualize understanding of texts
- Develop opinions based on texts
- Acquire vocabulary and written expressions
- Gain confidence in expressing opinions and asking questions in class discussion



ENGL212: ANALYSIS & COMMUNICATION

COURSE NUMBER : ENGL212

CREDITS : 3

PREREQUISITE : ENGL101

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Understanding what we, and others, think on an issue is increasingly complex. The sheer availability of multiple information sources e.g. user collaboration and-generated content, and social networking as well as more traditional forms of information, pose a serious challenge. Therefore, it is vital that we be able to articulate and frame our own position effectively while identifying the real issues within multiple and conflicting points of view.

EXPECTED LEARNING OUTCOMES:

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

- Reason their way through to a position by considering the available evidence
- Anticipate what objections are likely to be raised to a position or to their point of view
- Be aware of the effects of emotions, feelings, prejudices, and biases 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 COMMUNICATION

COURSE NUMBER : ENGL225

CREDITS : 3

PREREQUISITE : ENGL101

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In the business world a clear, concise and focused presentation of ideas is essential for success. This course will provide students with the essential knowledge and skills necessary for effective communication in a variety of business contexts using various mediums. Students will explore business communication and its various facets, including making effective presentations, examining cultural differences in business, self-presentation and portfolios, the fundamentals of the written document and formal and informal office environments. These topics will be examined through individual and group work, written assignments, role playing, public speaking and presentations.

EXPECTED LEARNING OUTCOMES:

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

- Coherently and confidently communicate in written and oral form in a business and international context
- Summarise and paraphrase documents, manage their time efficiently, communicate professionally via email
- Incorporate aspects of non-verbal communication into presentations and interviews.
- Professionalise your CV and Social Media Profile, succeed in interviews and manage business meetings
- Develop your public speaking skills individually and as part of a group



FASH100: FASHION AND TEXTILE TRENDS THROUGH THE AGES

COURSE NUMBER : FASH100

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course examines fashion and trends as both a reflection of and as an influence on the cultural context of its respective time period. Students learn to connect the development of humankind with the emergence of clothing in order to think about fashion as the "mirror of an age." The course analyzes the development of the global fashion industry through key designers and trends throughout history, with a particular focus on the nineteenth and twentieth centuries. The sessions focus on the establishment of the canonical history of fashion, but also highlight non-European histories to explore the importance of fashion as a global phenomenon.

EXPECTED OUTCOMES:

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

- Explain the evolution of fashion, as well the relationship between the Industrial Revolution and the birth of modern fashion
- Describe the development of historical and modern trends as the embodiment of social and cultural ideas in a specific context
- Express critical perspectives about the history of fashion and reproduce their own ideas
- Recall the major components and key players of historic fashion until the twentieth century



FASH105: THE DNA OF FASHION TRENDS

COURSE NUMBER : FASH105

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Students will examine the evolution of fashion trends and the key skills to understand the spirit of our times and its relation to trend development. They will explore the fundamental theories in the direction and movement of fashion in order to reach a deeper understanding of the dominant traits and themes in society which influence fashion, so as to better anticipate collections, merchandising and marketing at any fashion level.

EXPECTED OUTCOMES:

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

- Recall the spirit of our times: world events, economic conditions, social changes, entertainment, and technological innovations as the continuing catalyst agents acting upon fashion
- Recall the language of fashion and its development and prediction over time
- Describe the media's role (traditional and new media) in triggering and maintaining the trend environment
- Describe the process and methods of fashion trend analysis and forecasting



FASH110: MADE IN PARIS: THE ELEMENTS OF A BRAND

COURSE NUMBER : FASH110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

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. It aims to train 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, including fashion and accessories, fragrance, beauty, food and drink with brand, museum and store visits as a complement to lectures. 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.

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
- Develop a new brand presentation and present it in a convincing manner to investors



FASH113: THE FASHION DESIGN PROCESS

COURSE NUMBER : FASH113

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this course we explore the creative process behind fashion design. In it we see why it is not just about what is made or how it is made but why? We will see that even if trends, and the designer's creative freedom are key to the design of a collection, a clothing collection responds to socio-cultural phenomena given by the place, and time in which it is created. This course provides students with practical knowledge of the fashion design process, while shedding light on how critical thinking is an essential component in the creative process of fashion.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand fashion design as a cultural phenomenon that affects the body, identity, social relations, and cultural narratives of people
- Develop a critical approach to the creative process of fashion design
- Engage with primary and secondary sources as main sources of research, and inspiration.
- Translate research findings into creative outcomes
- Conceptualize and articulate design ideas through inspiration-, mood- and story-boards



FASH120: SALES TECHNIQUES FOR LUXURY BRANDS

COURSE NUMBER : FASH120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The market for luxury brands is expanding. It is crucial to analyse the nature of luxury brands and identify the rules for selling them. Being a sales technique course, there is a high level of participation required which helps students to develop their skills for being excellent Luxury Brands Ambassadors (culture, codes, words, attitudes) to sell not only a product or a service but also a brand image and provide a memorable experience. This course is retail oriented with a practical approach: students will understand in detail and practice the selling ceremony.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Identify a Luxury brand, distinguish the segmentation in Luxury brands (High Luxury /Luxury/ Premium/Fashion) and describe the main Luxury groups and key brands in each category
- Behave with Elegance in the 4 steps of Selling Ceremony in Luxury boutiques (Wording & Attitude)
- Adapt easily to a unique Client Path (playing with multi channels distribution, from digital to the boutiques via WhatsApp and We Chat)
- Describe this high demanding clientele (expectations, cultural specificities, worldwide citizens, versatile and using new codes (X, Y, Z generation)
- Stay up to date with developments on this specific market (new brands, new products launchings, special events) via dedicated webpages, blogs, forum and conferences



FASH211: LUXURY CROSS-CHANNEL MARKETING

COURSE NUMBER : FASH211

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course will delve into the world of luxury, its complexities and evolution. Whilst focusing on the key leading multinationals in luxury fashion & accessories we will uncover the categories of luxury collectibles. This course will reveal the typology of luxury consumer and the hedonic and social motivations of luxury purchase. Light will be shed on special strategies taking place within the luxury marketing context. In addition, it will build on the use of a series of market examples, specific cases, retail experiences and industry visits in order to further exemplify the significance of all concepts described.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Categorise the marketing strategies of the leading businesses in luxury based on consumer behaviour
- Discover the business model in luxury taking into consideration the different indicators that affect the evolution of this sector
- Explain the evolution of consumer behaviour and describe the differences of the various luxury consumer typologies
- Develop a communication strategy which applies the most efficient communication tools targeting Millennials
- Summarise how the digital revolution has started to affect the marketing and communication strategies and the importance of influencers and social media it is gaining in the luxury segment through the use of recent case studies



FASH225: VISUAL MERCHANDISING

COURSE NUMBER : FASH225

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Students will understand the core principles of one of the main components of the Brand DNA's marketing mix: Visual Merchandising. Students will analyze the history of retail, understand why we buy, get in touch with visual merchandising techniques and tools, while gaining foresight into consumer trends and the future of the retail experience.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Trace the history and evolution of the retail experience
- Identify the main visual merchandising tools and mechanics
- Discuss the new retail experience and its components
- Forecast the future of VM and its trends
- Integrate Current and Upcoming Consumer Trends



FASH240: MERCHANDISING PLANNING & CONTROL

COURSE NUMBER : FASH240

CREDITS : 3

PREREQUISITE : ACCT107

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course introduces the student to tools used in the financial management of retail businesses with a focus on the luxury and fashion industry. the goal of the course is to help students understand how to create and analyze data relevant to the management of a retail business and to use data to create management decisions that maximize productivity and profit.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Calculate different Key performance indicators in the job order cost system for retail luxury products
- Calculate different Key performance indicators in the process order cost system for retail luxury products
- Analyze and critique KPI in the process and job order cost system
- Calculate different KPI of the luxury retail industry
- Interpret and create managerial recommednations using KPI calculated



FASH325: CREATIVITY & INNOVATION IN FASHION LUXURY

COURSE NUMBER : FASH325

CREDITS : 3

PREREQUISITE : ACCT107

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The luxury industry faces new challenges and new trends, such as ultra-luxury, and 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. Creativity and innovation are the main ways to develop a brand's business. This subject will be taught through academic lessons, cases studies, workshops and excursions. It will give a global overview from a professional side and offer the opportunity to apply it on a personal project.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Apply their knowledge and understanding to building a fashion related brand
- Have a better sense of how fashion, art, and luxury manifest in its commercial and artistic form, and realize that not all fashion is art but can be applied as an artistic statement
- Master the different notions and tools used by the luxury industry today



FINC215: BUSINESS FINANCE

COURSE NUMBER : FINC215

CREDITS : 3

PREREQUISITE : ACCT111

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is an undergraduate course in Business Finance, introduces you to concept of cash, time value of money, risk and return and net present value. The course covers also cash flow and the resulting financing decision. Students will learn about debt and working capital and how to build a simple financial planning model. The course introduces the students to the world of Finance, both in business and entrepreneurial environment. It provides the student with the basic skills to understand simple finance and make good financing decisions. It prepares you for further Finance courses.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain key factors associated with investing decision
- Evaluate project by Calculating Net present value. Understand basic Financial Theory
- Recall the key concepts associated with financing decisions
- Construct a simple financial business plan
- Explain securities as sources of finance and how firms issue securities and construct a 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 customers



FINC315: INTERNATIONAL INVESTMENTS

COURSE NUMBER : FINC315

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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.

EXPECTED LEARNING OUTCOMES:

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

- Recall asset classes and their related risk
- Determine asset allocation between risky and riskless assets
- Calculate return and associated risk of investments
- Determine valuations of stocks and companies
- Perform macro-economic and industry analysis



FINC324: MONEY & BANKING

COURSE NUMBER : FINC324

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

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 material is provided via lectures, videos and articles from the financial press.

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
- Demonstrate interest rate movements and their impact on bond and stock markets
- Analyze bank operations and risk
- Discuss the changing role of commercial and central banks in the world economy and the trends in banking industry including the regulatory environment



FINC345: AUDIT, CONTROL, & RISK MANAGEMENT

COURSE NUMBER : FINC345

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Audit, control & risk management focuses on the major activities performed during an audit. Therefore, a good working knowledge of accounting is useful. Most sessions will be based on specific issues and will involve existing companies. Several cases will describe poor accounting practices, frauds, underperforming risk control that weakens global performance, and sometimes may lead to bankruptcy. This very practical approach should help students to ask questions and get a better understanding of the challenges that regulations, risk control and compliance raise. Dialogue will be encouraged. Students should be in a position to think critically and interact. They should be developing interpersonal skills, here and now, and beyond.

EXPECTED LEARNING OUTCOMES:

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

- Compare the financial crisis of 1929 and 2008 and demonstrate why rising prices of assets may lead to speculation and "irrational exuberance"
- Discuss the main consequences for the banking industry and the actions of regulators as well as the common points of accounting, risk control, compliance, internal control, underlining the differences
- Explain the principals of risk analysis, the implementation of risk mapping and the various alternatives for a firm to reduce risks
- Explain the pros and cons for a large domestic firm to aim at becoming a MNF
- Describe the motivations of actors in several cases of accounting frauds and to what it usually leads



FINC400: CORPORATE FINANCE

COURSE NUMBER : FINC400

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

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.

EXPECTED LEARNING OUTCOMES:

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

- Use the tools of a financial manager
- Explain key factors with investing and sources of finance and how firms issue securities
- Risk management, perform hedging from corporate perspective
- Acquisitions process, evaluation and constructing a model to evaluate the acquisition
- Perform financial analysis in area important to CFO



FINC450: INTERNATIONAL FINANCE

COURSE NUMBER : FINC450

CREDITS : 3

PREREQUISITE : FINC215

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

With the rapid globalization of the world economy, the managers of a firm must understand that their decisions will be greatly influenced by variables such as exchange rate policies, trade policies, international accounting standards, etc. The course will provide students with the theory and practice of how 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:

- Explain the economics of foreign trade and currency markets
- Calculate spot and forward foreign exchange transactions
- Analyze exposure risk of international transactions
- Mitigate risk using hedging techniques



FREN105: ELEMENTARY FRENCH

COURSE NUMBER : FREN105

CREDITS : 0

PREREQUISITE : NONE

ECTS CREDITS : 0

OFFERED : FALL / SPRING

SEMESTER HOURS : 72

COURSE DESCRIPTION:

This course is designed for complete beginners in French. We focus on the essential aspects of the French language - phonetics, grammar and vocabulary. In addition, monthly outings allow students to integrate content of the course by discovering life in Paris. The course content is based on the A1 level of the Common European Framework of Reference for Languages. This course requires active participation during on site sessions and outside the class through simple assignments always focused on communication.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Greet people in a correct way (formal/informal)
- Live out daily activities
- Introduce themselves
- Discuss tastes, habits, and intentions
- Gain in autonomy and self-confidence while communicating in French



FREN110: ELEMENTARY FRENCH

COURSE NUMBER : FREN110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this class, the student will be engaged in both individual and group work designed to give him intercultural and conversational abilities. The course is also to learn the ins and outs of life in Paris. Outside of the class, students will have independent work and exercises on a regular basis in order to strengthen skills acquired in class. During the semester, there will be grammar and vocabulary quizzes, based on grammar points and language situations.

EXPECTED LEARNING OUTCOMES:

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

- Understand the structure of sentences
- Explain how to use the expression of time in the present
- Express quantity and quality
- Have simple notions of the past and future tenses
- Manage everyday situations in Parisian life



FREN220: INTERMEDIATE FRENCH

COURSE NUMBER : FREN220

CREDITS : 3

PREREQUISITE : FREN110

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 48

COURSE DESCRIPTION:

In this class, students will be engaged in both individual and group work designed to improve their intercultural and conversational abilities. The course is to learn the ins and outs of life in Paris. Outside of the class, students will have independent work and exercises on a regular basis in order to strengthen skills acquired in class. During the semester, there will be grammar and vocabulary quizzes, based on grammar points and language situations taught in previous classes. Four outings will give the students the possibility to discover some typical places of Paris.

EXPECTED LEARNING OUTCOMES:

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

- The correct use of regular and irregular verbs
- The expression of time in the present, the past and the future
- Understand basic notions of business French
- Use of prepositions and adverbs
- Appropriate use of modal verbs



FREN290: BUSINESS FRENCH

COURSE NUMBER : FREN290

CREDITS : 1

PREREQUISITE : FREN110

ECTS CREDITS : 3

OFFERED : SPRING

SEMESTER HOURS : 12

COURSE DESCRIPTION:

This course is designed as a series of short workshops specifically for students 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.

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 : 3

PREREQUISITE : FREN220

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this class, you will be engaged in both individual and group work designed to give you grammatical and conversational basic abilities. Outside of class, you will have independent work and exercises on a regular basis, in order to strengthen skills acquired in class.

EXPECTED LEARNING OUTCOMES:

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

- Introduce themselves and ask questions
- Converse about family and friends
- Live out daily activities
- Discuss tastes, habits and intentions



HUMA200: FRENCH CIVILIZATION

COURSE NUMBER : HUMA200

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is a survey of the French cultural productions from a historical perspective. The class presents films, paintings, short literary texts, essays, and poems, in order to create an atmosphere of permanent debate. The historical study of France as the cradle of political, artistic, and scientific revolutions, gives the students the opportunity to have a better understanding of the present. The class also offers a visit to two museums.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Discuss the cultural and political transition from the middle ages to modernity
- Explain the French Revolution as a turning point for humanity
- Explain the main political movements in the history of France
- Summarize the main political issues at stake in the contemporary France
- Summarize the main artistic movements that took place in France and in Europe



LEIT110: BEGINNER / LOWER INTERMEDIATE ITALIAN

COURSE NUMBER : LEIT110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This Italian course is designed for students who have a knowledge of the general basis of the Italian language (present tense, articles, prepositions) . We will focus on the essential aspects of the Italian language, such as grammar and vocabulary, giving priority to communicative outcomes. Students will find throughout the course different occasions to engage in oral discussions and to approach authentic written material. At the end of this course students should be able to have real life exchange in the Italian language, using day to day vocabulary and common expressions.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Live out daily activities
- Conversing about friends, family
- Presenting themselves and talking about themselves
- Discussing and debating authentically in group situations
- Expressing opinions and inquiring an interlocutor



MATH110: PRE CALCULUS

COURSE NUMBER : MATH110

CREDITS : 0

PREREQUISITE : NONE

ECTS CREDITS : 0

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course introduces students to the concepts of basic calculus needed in the management, finance and accounting fields of study. The students will learn how to perform basic calculations needed for the management roles with special focus on problem solving skills and critical thinking.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the basic concepts of calculus
- Express points and formulas in the cartesian coordinate system
- Calculate and graph straight lines
- Explain the results of functions and their graphs
- Calculate mathematical models



MATH120: CALCULUS

COURSE NUMBER : MATH120

CREDITS : 3

PREREQUISITE : MATH110

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course builds on the basic concepts of calculus needed in the management, finance and accounting fields of study. The students will perform basic calculations needed for the management roles with special focus on problem solving skills and critical thinking, involving practical examples.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the basic rules of differentiation
- Calculate and use the product and quotient rules
- Calculate the chain rule
- Apply and explain differentiation on economics
- Calculate high order derivative



MATH210: BUSINESS STATISTICS

COURSE NUMBER : MATH210

CREDITS : 3

PREREQUISITE : MATH120

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this course, students will learn that managers need to make business decisions based on facts. Data is a name for measured facts. In today's business environment, data is everywhere, but data is not the same as information. Information has meaning, while 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.

EXPECTED LEARNING OUTCOMES:

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

- Use graphs and numerical measures to summarize and compare data sets
- Explain basic probability concepts
- Recognize sample statistics variability
- Assess estimates of population proportions and means



MGMT101: PRINCIPLES OF MANAGEMENT

COURSE NUMBER : MGMT101

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course will cover the world of management concepts, organizational theory, and organizational behavior. In addition to coverage of the traditional management functions of planning, organizing, directing, and controlling, coverage will be given to ethics, international management, human resources, and interpersonal communication. Lessons will be studied from the success and failures from different well-known companies through case studies, which will showcase qualities to become better leaders for the future.

EXPECTED LEARNING OUTCOMES:

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

- Develop and describe with examples, appropriate management terminology
- Explain basic understanding and knowledge of management principles
- Explain and discuss managerial issues with respect to the four pillars of the principles of management
- Describe managerial concepts with respect to the case studies being evaluated



MGMT180: INTERNATIONAL BUSINESS

COURSE NUMBER : MGMT180

CREDITS : 3

PREREQUISITE : SOCG100

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This module is based on the assumption that today modern businesses are subject to various competitive forces as well as increased regional integration and globalisation processes. In turn, awareness of these challenges makes it possible to better plan and implement international business activities. The objective of this course is to provide students with high-level overview of the key factors affecting international business. Using a mix of theory, cases, and current world events, this course will provide students with a realistic view and what it takes for MNEs to succeed in an international environment.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Develop a sound and critical understanding of the International business operations
- Demonstrate analytical thinking and the capacity to perform in a multicultural culturally environment
- Exhibit Leadership, interpersonal and communications skills
- Understand and integrate basic management elements affecting IB such as economic, politics, culture, and global institutions
- Developing a strategic perspective



MGMT190: INTRODUCTION TO SPORTS MANAGEMENT

COURSE NUMBER : MGMT190

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The global sports industry is estimated at 1.3 billion dollars ranging from team sports, merchandising, media and betting. This field is being transformed by fans and their ability to have more access to information through mobile technology up to the point where fans can own sports information and media in the form of Non-fungible tokens (NFTs). Due to these recent changes, this course will explore the evolution of sports management with a focus on marketing and the management of information by working on case studies related to sports as an entertainment industry, as a service industry and as a driver of the goods industry.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Evaluate the evolution of various sports leagues and their commercialisation
- Analyse the concept and strategic positioning of a sports project
- Apply the core elements of market analysis product concept and positioning to a sports brand
- Analyse the different types of sports consumers, fan motivation and behaviour
- Monitor general market trends and measure impact on sports



MGMT215: ORGANIZATIONAL BEHAVIOR

COURSE NUMBER : MGMT215

CREDITS : 3

PREREQUISITE : SOCG100

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The students 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:

- Recall the key concepts of organizational behavior and apply them to developing solutions to improve organizational performance.
- Ascertain the importance of motivation in optimizing employee engagement
- Investigate Organizational Culture and Structure
- Investigate Work-Life Balance
- Describe Human Resource Management Issues



MGMT225: HUMAN RESOURCES MANAGEMENT

COURSE NUMBER : MGMT225

CREDITS : 3

PREREQUISITE : MGMT215

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The course will give students 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.

EXPECTED LEARNING OUTCOMES:

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

- Clearly describe human resource management and understand the managerial nature of allocating resource to suitable work processes
- Explain and analyze the strengths and weakness of any candidate through various aspects such as reviewing their CV, interviewing, and appraisals.
- Reproduce the importance of hiring team players and managing conflicts.
- Demonstrate the importance of integrating international candidates into the local workforce



MGMT290: ADVANCED SPORTS MANAGEMENT

COURSE NUMBER: MGMT290

CREDITS: 3

PREREQUISITE: MGMT190

ECTS CREDITS: 6

OFFERED: FALL

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.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Analyze and shape the governance of sports organizations, and also 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 : 36

COURSE DESCRIPTION:

Project Management examines the organization, planning, and control of projects and provides practical knowledge on managing project scope, schedule and resources. The goal of the course is to help students understand how to manage the four aspects of a project: scope, schedule, resources and people.

EXPECTED LEARNING OUTCOMES:

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

- Apply a project initiation procedure
- Calculate a project budget and a project schedule
- Apply a scope planning procedure
- Create and apply a communication plan
- Apply a project closure procedure



MGMT320: MANAGEMENT FOR LUXURY SERVICES

COURSE NUMBER : MGMT320

CREDITS : 3

PREREQUISITE : FASH220, MKTG240

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Luxury clients no longer wish to be simply satisfied, but “delighted.” Therefore, luxury brands have made excellence of service a priority. This course is management oriented with a very practical approach. Students will learn about the best practice of leading companies such as LV, DIOR, ETIHAD, VIRGIN ATLANTIC, RITZ CARLTON, HARRODS, MANDARIN ORIENTAL. They will know when to integrate a luxury brand, or when to recruit staff in service/front office roles. The approach is pragmatic based on real examples from experience in Luxury Hospitality and Retail.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Define what “Service quality” and “Client Satisfaction” mean in luxury
- Identify customers’ expectations in Luxury (Hospitality & Retail & Transport) in terms of Service Quality and make an audit with a multicultural approach
- Manage front office teams in terms of client relationship to deliver service excellence, recruit qualified staff and measure the level of service (qualitatively and quantitatively)



MGMT321: LOGISTICS AND MANAGEMENT OF THE OLYMPIC GAMES

COURSE NUMBER : MGMT321

CREDITS : 3

PREREQUISITE : DSCI310, MGMT310

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

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.

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 : MGMT180

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Managing all aspects of logistics and supply chain includes the selection and management of suppliers; strategic sourcing, negotiation, costs reductions, environmental and ethical issues, and taking the right decisions to ensure positive contribution to the bottom line. Students will be exploring the various aspects of both disciplines through role plays, videos, and exercises. Case studies related to different industries will also be featured, enabling students to grasp the intricacies and challenges of supply chain management, and at the same time develop their presentation skills.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify the key components of the supply chain, and its main stakeholders
- Develop and implement sustainable partnerships within the supply chain
- Evaluate the performance of logistics and supply chain using industry's KPIs
- Use the digital tools available to develop an efficient supply chain system
- Define the impact of logistics on business operations



MGMT352: SOURCING & PURCHASING

COURSE NUMBER : MGMT352

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Purchasing has become a profession requiring many skills and knowledge in many areas, and has become a key function in every organization for improving competitiveness in a globalized world. This course provides students with a comprehensive view of purchasing and sourcing in an international environment. It shows the evolution of purchasing and how it can participate in the growth of business. Students will be covering practical and strategic aspects of purchasing and sourcing, through practical cases, related to different commercial activities.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recall the role and strategic importance of purchasing in a globalized environment
- Recall the various organizations, and types of purchasing
- Develop policies, procedures and use the relevant tools for managing suppliers
- Recall the principles of sourcing, and how to assess suppliers
- Apprehend negotiation in an international context



MGMT353: LOGISTICS & SUPPLY CHAIN OF LUXURY GOODS

COURSE NUMBER : MGMT353

CREDITS : 3

PREREQUISITE : MGMT180

ECTS CREDITS : 6

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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.

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 and identify a conceptual framework of types of sourcing and outsourcing strategies
- 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
- 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 FOR FASHION LUXURY

COURSE NUMBER : MGMT354

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

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.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the role and importance of purchasing in the retail and luxury industry
- Describe the various retail organizations, and types of purchasing, in a global environment
- Implement policies, procedures and use the relevant tools for managing suppliers
- Explain the principles of sourcing, and outsourcing and how to assess luxury suppliers, and 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: SPRING

SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course will examine how to build an agency in sports and manage or represent clients. It will provide an overview of the history of sports agencies in the European and North American market, analyse representation agreements, and look at professional and amateur sports. Students will also be exposed to the evolution of sports agencies in the context of web3 as athletes are starting to gain more control over their brand assets.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Be aware of the history and potential future of sports agents
- 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
- Take into consideration and manage an athlete's brand image
- Facilitate the use of web3 technology to guide athletes through a decentralized brand experience



MGMT400: EUROPEAN MANAGEMENT

COURSE NUMBER : MGMT400

CREDITS : 3

PREREQUISITE : MGMT101, MGMT180

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is designed to study and discuss European companies' present and historical managerial practices. It introduces the students to the specificity of the European business environment, including the EU's policies and cultural influences on management in different European countries. Among the topics covered are the history of management in Europe, innovation management, HR, project management, entrepreneurship & intrapreneurship practices, and corporate cultures of European enterprises and institutions. The concepts will be illustrated with numerous case studies of European enterprises and successful European business leaders. A field visit to a startup incubator (Station F) is part of the course.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Explain the influence of the different elements of the European business environment on managerial practices in Europe
- Describe the characteristics of managerial and leadership styles practiced in European companies
- Compare and assess the impact of cultural diversity in Europe on managerial practices
- Debate about different approaches to management, their efficiency, and suitability depending on the societal, cultural and business contexts



MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION

COURSE NUMBER : MGMT403

CREDITS : 3

PREREQUISITE : MGMT180

ECTS CREDITS : 6

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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.

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
- 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 : 36

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.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- 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: Not offered 2023-2024

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.

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 : MGMT180

ECTS CREDITS : 6

OFFERED : Not offered 2023-2024

SEMESTER HOURS : 36

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.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Explain the 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, and apply Laws & Regulations
- Discuss Business Development and identify Market trends
- Explain Industry Focus (Energy, Oil & Gas, Real Estate, Hospitality & Tourism, Sports & leisure, Infrastructure, etc.)



MKTG130: PRINCIPLES OF MARKETING

COURSE NUMBER : MKTG130

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is an introduction into marketing and a subject infused with stories of success and failures of various organizations relative to marketing their product and services. Marketing is a subject that has transcended from practice to theory unlike other subjects which go from theoretical analysis to market practices. Marketing is about bringing value and an experience to the customer base and getting return on that value through feedback and profitable customer relationships.

EXPECTED LEARNING OUTCOMES:

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

- Explain basic marketing fundamentals such as STP and 4Ps
- Describe how value is created by any brand
- Analyze brands according to their 4Ps strategies
- Synthesize a brand's marketing mix with respect to case studies
- Critically evaluate any brand's STP marketing mix strategies



MKTG215: THE FASHION BUSINESS REVOLUTION

COURSE NUMBER : MKTG215

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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

EXPECTED LEARNING OUTCOMES:

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

- Trace the history of the democratization of fashion
- Create the Muse/target customer- designing to a brief
- Recognize how marketing and branding have transformed fashion products (POD, Product Augmentations)
- Understand pricing, fashion marketing channels in luxury
- Understand Fashion Branding: Building the Storyline



MKTG240: CONSUMER BEHAVIOR

COURSE NUMBER : MKTG240

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

A concise and comprehensive overview of consumer behavior drawing on many disciplines including marketing, sociology, psychology, and economics which are essential to understanding how and why we consume. Via these frameworks we come to understand who is the consumer, how consumers vary and how we can best use this understanding to market our products and services.

EXPECTED LEARNING OUTCOMES:

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

- Understand the consumer decision making processes
- Identify various types of consumers
- Appraise contemporary promotional tools, methods and ethics used by marketers to encourage consumption
- Analyse the consumer exchange process and its outcomes



MKTG315: DIGITAL MARKETING & WEB ANALYTICS

COURSE NUMBER : MKTG315

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION:

To manage a business towards durable profitability and success, it is important to understand the stakes of 360 digital marketing. Through this hands-on course, students will learn how to use synergetically the different digital marketing channels, from social media to emailing, mobile apps, blogs, influencers, affiliation, marketplaces, etc. They will also learn how to use web analytics tools to measure the performance of their multichannel digital marketing strategy. The course combines theoretical explanations with team projects, case studies, and workshops to help students acquire the best digital marketing and web analytics skills.

EXPECTED LEARNING OUTCOMES:

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

- Formulate digital marketing strategies
- Deploy the best practices for digital marketing
- Use some of the key tools for digital marketing
- Measure the performance of digital marketing with web analytics
- Use some of the key tools for web analytics



MKTG321: SPORTS BRANDING AND THE OLYMPIC GAMES

COURSE NUMBER : MKTG321

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The official sponsorship budget for the 2024 Paris Olympics is estimated to be \$1.27 billion dollars. This figure is possible because the Olympic marketing programme ensured clear objectives for the Organising Committee, enabled maximum broadcast coverage for the games and focused on long-term marketing partnerships with established brands while limiting over-commercialisation of the games. Many brands do not have a consistent brand strategy, but popular brands such as Samsung, Coca-Cola and NBC have been capitalising on this opportunity through strategies, such as corporate hospitality, in order to optimise the prestige of their brands. During this course students will focus on fundamental marketing, public relations and branding strategies used to increase brand prestige, and also how to find opportunities to work in future Olympic Games.

EXPECTED LEARNING OUTCOMES:

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

- Have an overall understanding of sports branding and promotion
- Understand how to manage the reputation of a brand at a multinational event
- Have an awareness of the use of corporate hospitality in brand negotiations
- Differentiate between brand messaging strategies targeting general audiences vs sports audiences
- Recognise the complexity of promotion with respect to the marketing mix and measure the effectiveness of sponsorship



MKTG325: INTEGRATED MARKETING COMMUNICATIONS

COURSE NUMBER : MKTG325

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The objective of the course is to acquaint the students with essential concepts and techniques for the development and design of an effective Integrated Marketing Communication program. It provides the insights about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme designed to give students both theoretical background and practical knowledge of how the elements in a marketing communications plan can help marketers achieve their objectives.

EXPECTED LEARNING OUTCOMES:

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

- Clearly demonstrate the key concepts of IMC
- Explain the different types of IMC tools and their usefulness and limitations
- Catalogue and discuss the importance of IMC strategies for brand building
- Use their knowledge and skills to plan and implement an IMC program



MKTG340: MARKETING RESEARCH

COURSE NUMBER : MKTG340

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course emphasizes the use of scientific research methods to develop marketing strategies and assist marketing personnel in making prudent marketing decisions. The course covers an examination of product, consumer, competitive and market research; types of research by technique or function, stages in the empirical research process, survey research methods, questionnaire construction, an analysis of the various types of secondary data, types of sampling designs and procedures.

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 : 36

COURSE DESCRIPTION:

The course is structured around key themes, each illustrated by case studies, current real-world examples, and exercises. Each theme will underline key terminology, and be used to understand principles and theories. The history, issues and context of each theme will provide students with a full understanding and encourage creative thinking based on learnings, with an emphasis on context and issues. Learning by doing is key; both individual and group exercises in the form of case studies and marketing plans are designed to promote actionable awareness of the subject and aim to develop students' presentation skills.

EXPECTED LEARNING OUTCOMES:

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

- Apply the key principles of marketing to a global/international environment
- Recall the complex interplay of economic, political, societal, cultural, environmental and technological issues and how they affect global marketing
- Draw inferences about when to adopt an adaptation or standardization strategy in global marketing
- Use research methods and tools to analyze a market using the PESTLE framework
- Describe the successful strategies for the implementation of the 4Ps entering a foreign market



MKTG380: PERSONAL SELLING & NEGOTIATION

COURSE NUMBER : MKTG380

CREDITS : 3

PREREQUISITE : MKTG240

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Whether it is a business or a personal brand, personal selling and negotiations are an integral part of the world of business. Students will learn and develop their personal selling and negotiations skills, therefore a high level of participation is expected. Students will have through close readings, exercises and presentations the opportunity to create their own brand, develop selling strategies and negotiation skills and create their own personal style of doing business.

EXPECTED LEARNING OUTCOMES:

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

- Compare different types of brands, from personal to corporate, function
- Demonstrate how to create a strong and consistent and cohesive personal or corporate brand, completing a full cycle of brand creation and apply to a business setting
- Communicate and leverage a strong personal or corporate brand into better negotiations which leads to higher conversions
- Build and apply a sales strategy for a brand which exudes credibility and trust
- Discuss and perform best practices for selling and demonstrate good negotiation skills



MKTG385: ADVANCED CUSTOMER RELATIONSHIP MANAGEMENT

COURSE NUMBER : MGMT385

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION :

The better a business can manage the relationships it has with its customers the more successful it will become. This course is management oriented with a very practical approach. Students will gain an understanding of what CRM is (origin, concepts and benefits), why is this relationship with client so crucial, and how is it now integrated in all marketing strategies. Students will be able to manage a relationship and apply the tools used by sales and marketing teams.

EXPECTED LEARNING OUTCOMES:

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

- Explain the key concepts and components of a CRM service process
- Implement a CRM policy to recruit clients (marketing tools including loyalty programs)
- Manage the customer life cycle
- Anticipate the new challenges (new tools, new techniques, new environment) in a CRM 4.0



MKTG391: SPONSORSHIP & EVENT MARKETING

COURSE NUMBER : MKTG391

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The course introduces students to the fundamentals of event management and marketing. Event management is the application of project management, communications, and marketing skills to the creation and execution of large-scale events. The course will use exercises and real-world examples to give students a solid grasp on all aspects of the planning, executing and evaluation of an event.

EXPECTED LEARNING OUTCOMES:

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

- Design, plan and stage an event for promotional, branding, fundraising, or sports purposes.
- Construct a strategic marketing and public relations plan for the event
- Understand the role, added value and how-to creation of sponsorship deals (partnerships)
- Deal with logistics, risk, and environmental / economic impacts
- Effectively communicate and present and event project



MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER : MKTG400

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this course, students learn to connect the concepts that they have already learned in previous marketing classes and to apply these concepts to creating or expanding a luxury (or non-luxury) brand. The course will be organized around themes and real-life case studies that students will discuss and apply to their group project. After completing this course, students will have the practical knowledge necessary to develop and launch a brand.

EXPECTED LEARNING OUTCOMES:

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

- Recognize the purpose of brands and the key elements that create strong brands
- Identify the role that brands play in helping luxury companies establish competitive position
- Recall how luxury companies measure and improve brand value
- Recall how brand architecture helps build brands over time



MKTG401: CREATING & DEVELOPING SPORTS BRANDS

COURSE NUMBER: MKTG401

CREDITS: 3

PREREQUISITE: MKTG130

ECTS CREDITS: 6

OFFERED: FALL

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.

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



MKTG411: EUROPEAN MARKETING

COURSE NUMBER: MKTG411

CREDITS: 3

PREREQUISITE: MKTG130

ECTS CREDITS: 6

OFFERED: Not offered 2023-2024

SEMESTER HOURS: 36

COURSE DESCRIPTION:

Europe boasts some of the world's most powerful economies within relatively short distances of one another, yet the diverse languages and laws in each country can make such a geographic advantage a challenge. This distinguishes Europe from the rest of the world when it comes to business dealings and operations. Touching base with fundamentals of marketing principles, and brand management, the course will connect the students to theoretical ideologies of marketing management frameworks to applications with support from case studies, examples, and success stories. Our goal of this course is to address those questions and gain a deeper knowledge of what it means to research the market, establish our brand, and conduct business in the European region.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Create relevant marketing action programs for the European market
- Build customer profiles from the European sub-regions which would align to our value propositions
- Analyze different European regions for business opportunities
- Address business challenges in the European region
- Provide key insights on European business environmental shifts



MKTG425: BRAND INNOVATION AND MANAGEMENT

COURSE NUMBER : MKTG425

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This is an experiential course in which you will be learning by doing. You will complete the kind of project you would be faced with in a brand consultancy or in a company's brand management team in the real world. The focus is on FMCG brands (fast-moving consumer goods). The course is ambitious, highly interactive, and requires dedication, initiative, and hard work from you. Just like working in brand management. You will develop a better understanding of what it means to build and manage brands and develop the kinds of skills and experiences employers in this sector are looking for.

EXPECTED LEARNING OUTCOMES:

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

- Develop the brand platform tool for your chosen brand to ensure your new brand strategy builds on and does not destroy existing brand equity
- Undertake a brand audit to identify the brand's strengths and weaknesses, as well as the external opportunities and threats, in order to identify the key challenges the brand faces
- Create an innovative brand extension by developing a new product or a range of new products for the brand, bearing in mind that this proposition should be firmly grounded in the consumer's world and have established category codes at its heart
- Develop a strong launch plan for the brand extension with a focus on developing an innovative communications plan to introduce the brand extension on to the French market



PHIL290: BUSINESS ETHICS

COURSE NUMBER : PHIL290

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course focuses on ethical perceptions, values-based conduct, and social responsibility applied to individuals and companies. Out of the 12 sessions, 4 will be online/LIVESTREAMED in which students will work on creative projects. One of the major objectives is to encourage students to progress in an interactive and cross-cultural team environment. Students will acquire a good grasp of the major issues, philosophers and concepts in business ethics in addition to developing responsible mindsets for defining appropriate moral values and conduct.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Discuss philosophical concepts pertaining to individual and corporate ethics
- Compare different moral values and ethical standards and their impact on key stakeholders
- Summarize theories studied in class and apply them to real-life corporate examples
- Explain the pitfalls of general assumptions, such as “business is business”
- Demonstrate an understanding of common ethical problems in businesses and other organizations, and determine practical steps that can be taken to address those problems



POLS210: INTERNATIONAL RELATIONS

COURSE NUMBER : POLS210

CREDITS : 3

PREREQUISITE : ECON110

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

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.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- 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
- Write effectively, comprehensively, coherently and critically



PSYC110: INTRODUCTION TO PSYCHOLOGY

COURSE NUMBER : PSYC110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Psychology is a relatively new science explaining who we are and how humans construct the social world that we live in. This course will cover the biological, social, cognitive, and cultural influences and applications of this rapidly expanding discipline. Students will learn how to use some of these principles to build and enhance skills and interpersonal relationships in our personal and professional life. Students will gain a better understanding of human behavior as well as the skills to access the human psyche in relation to family, friends, and the world we live in.

EXPECTED LEARNING OUTCOMES:

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

- Describe the basic schools and perspectives of psychology and key concepts
- Communicate empirical knowledge without confirmation bias
- Research, develop and present statistical research in psychology
- Apply psychology learned to life, work, and family life
- Explain the key concepts of emotional intelligence



SOCG100: INTERCULTURAL STUDIES

COURSE NUMBER : SOCG100

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In today's global world, successful leadership means engaging across cultures. 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 your cultural intelligence and help you think deeply about the issues that impact success in global intercultural environments. Each session will be comprised of 'deep dive' sections (lectures and class discussions) and 'culture lab' sections (group-work and presentations).

EXPECTED LEARNING OUTCOMES:

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

- An understanding of the role of interculturality in our changing world
- An understanding of what culture is, how wide-ranging it is, and what impact it has
- Critical perspectives on improving cultural difference, diversity, and inclusive practice
- An ability to reflect on your own cultural background, biases and developed self-awareness and critical thinking skills
- Developed strategies and skills for inter-cultural communication



SOCG110: INTRODUCTION TO SOCIOLOGY

COURSE NUMBER : SOCG110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL / SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION:

The course introduces students to the basic concepts, theories and methods in sociology. It surveys the main theoretical approaches and explores a number of key problems in the study of society and social life. The course is organized around five key domains: 1) the sociological perspective/imagination, 2) social structure, 3) the socialization process, 4) systems of stratification, 5) and methods of enquiry in social science. The course includes a focus on developing students' ability to be critical and creative with their developing sociological knowledge.

EXPECTED LEARNING OUTCOMES:

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

- Explain the utility of the sociological perspective in uncovering how social forces act both as constraints and opportunities for an individual as a member of society
- Identify and explain the mechanisms and social institutions in society that foster stability and change
- Distinguish the elements that influence the social construction of the self as a member of society
- Explain the processes and systems that create opportunities and advantages for some members of society and inequalities and disadvantages for others
- Identify the main characteristics in the major methods of sociological research and evaluate their strengths and weakness in the study of society