The American Business School of Paris
Course Catalog

2015 - 2016
The American Business School is an undergraduate & graduate level business school with affiliations with many American institutions (see the list of partner schools in the latest school brochure). The ABS program is international in scope, 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 has built its reputation on high academic standards as well as on the European and American perspective it offers to program participants.

The American Business School program is comprehensive in nature, enabling students to fulfill requirements in both business and non-business fields.

At the American Business School Paris, the language of instruction is English and all courses are taught by highly qualified and experienced instructors. As a fundamentally American institution, ABS students benefit from the quality of an American business education in an international setting.

The American Business School Paris is member of AACSB starting from September 2012. The BBA program as well as MS program are accredited by the International Association for Business Education (IACBE, www.iacbe.org), which is located in Olathe, Kansas, in 2004.

The BBA program was also certified by the French Ministry of Labor in 2009 “Niveau II Manager International option Marketing/VenteouGestion/Finance” (decree 13 Nov.2009, JO 20 Nov.2009, code NSF310m).

MISSION STATEMENT

The American Business School aims to train its students to become future business leaders who think internationally, take initiatives and can work on multicultural teams. The school will continuously improve its academic standards and at the same time instill in the students respect and tolerance for diversity, as well as a sense of social responsibility. The school will also encourage the students to apply ethical standards in all personal and professional decisions.
## American BBA Road Map – 120 Credits

**Foundation Courses**: 9 courses | 27 credits  
**Major courses**: 8 courses | 24 credits  
**Core Business Courses**: 20 courses | 60 credits  
**Electives**: 3 courses | 9 credits

### Foundation Courses: 27 credits

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<td>ENGL 101</td>
<td>Academic Methodology</td>
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<td>ENGL 120</td>
<td>Critical Reading and Writing</td>
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<td>ENGL 210</td>
<td>Advanced Critical Thinking 1</td>
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<td>ENGL 220</td>
<td>Advanced Critical Thinking 2</td>
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<td>ENGL 130</td>
<td>Communications Techniques / Speech</td>
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<td>MATH 120</td>
<td>Calculus</td>
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<td>MGMT 110</td>
<td>Intercultural Studies</td>
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<tr>
<td>COMP 120</td>
<td>Information Technology</td>
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<td>SOCG 110 PSYC 110</td>
<td>Introduction to Sociology or Introduction to Psychology</td>
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<td>ACCT 130/ACCT 127</td>
<td>Managerial &amp; Computing Accounting</td>
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<tr>
<td>ECON 110</td>
<td>Macroeconomics</td>
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<td>ECON 120</td>
<td>Microeconomics</td>
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<tr>
<td>FINC 215</td>
<td>Business Finance</td>
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<tr>
<td>BLAW 210</td>
<td>American Business Law</td>
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<td>BLAW 225</td>
<td>European &amp; International Business Law</td>
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<tr>
<td>MGMT 215</td>
<td>Functions of Management &amp; Organizational Behavior</td>
<td>3</td>
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<tr>
<td>MGMT 225</td>
<td>Human Resources Management</td>
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<td>MGMT 230</td>
<td>International Business</td>
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<td>BUSI 320</td>
<td>Entrepreneurship</td>
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<td>BUSI 410</td>
<td>Strategic Management</td>
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<td>BUSI 450</td>
<td>Practicum (Internship)</td>
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<td>MKTG 210</td>
<td>Principles of Marketing</td>
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<td>MKTG 240</td>
<td>Consumer Behavior</td>
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<td>PHIL 310</td>
<td>Business Ethics</td>
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<td>POLS 210</td>
<td>International Relations</td>
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<td>DSCI 310</td>
<td>Operations Management</td>
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<td>Quantitative Analysis</td>
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<td>Pre-Calculus</td>
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<td>ARTS 115</td>
<td>Theater &amp; Advanced Public Speaking</td>
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<td>ARTS 120</td>
<td>Post-Impressionism</td>
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<td>ARTS 210</td>
<td>A Social History of American Music</td>
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<td>ARTS 340</td>
<td>Paris: Art, History &amp; Culture</td>
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<td>Impressionism</td>
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<td>International History of Arts, literature and Photography</td>
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<td>Luxury Cross Channel Marketing</td>
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<td>French Civilization</td>
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<td>Advanced French</td>
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<td>ENGL 494</td>
<td>French Cinema</td>
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<td>POLS 333</td>
<td>Global politics &amp; Global cities</td>
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## Major Courses

### Major in Economics & International Finance: 24 credits

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<tr>
<td>ECON 215</td>
<td>Macroeconomic &amp; Microeconomic Analysis</td>
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<td>Intermediate Microeconomics</td>
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<td>ECON 324</td>
<td>Money &amp; Banking</td>
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<td>ECON 450</td>
<td>International Economics</td>
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<tr>
<td>ECON 444</td>
<td>The European Economic Crisis</td>
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<td>FINC 225</td>
<td>Business Finance II</td>
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<td>FINC 320</td>
<td>Investment Analysis</td>
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<td>Investment Management</td>
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<td>FINC 345</td>
<td>Audit, Controlling &amp; Risk Management</td>
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<td>FINC 450</td>
<td>International Finance</td>
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<tr>
<td>MGMT 400</td>
<td>European Business Strategies</td>
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<tr>
<td>MGMT 401</td>
<td>Doing Business in Europe &amp; Russia</td>
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**TOTAL** 24 credits

### Major in International Marketing: 24 credits

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<td>E-Commerce</td>
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<td>MKTG 315</td>
<td>Digital Marketing &amp; Web Analytics</td>
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<tr>
<td>MKTG 320</td>
<td>Advertising</td>
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<tr>
<td>MKTG 340</td>
<td>Marketing Research</td>
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<td>MKTG 350</td>
<td>International Marketing</td>
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<td>MKTG 360</td>
<td>PR applied to Business Communication</td>
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<td>MKTG 370</td>
<td>Business Marketing</td>
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<tr>
<td>MKTG 380</td>
<td>Personal Selling &amp; Negotiation</td>
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<tr>
<td>MKTG 390</td>
<td>Event &amp; Sports Marketing</td>
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<tr>
<td>MKTG 400</td>
<td>Creating &amp; Developing Luxury Brands</td>
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<td>MKTG 401</td>
<td>Strategic Luxury Brand Marketing</td>
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<tr>
<td>MKTG 415</td>
<td>Inside the Fashion Revolution</td>
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<tr>
<td>MKTG 435</td>
<td>Fashion Brands &amp; Consumer Behavior</td>
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**TOTAL** 24 credits

### Major in International Business: 24 credits

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<td>FINC 450</td>
<td>International Finance</td>
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<td>BLAW 310</td>
<td>International Law</td>
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<tr>
<td>MGMT 350</td>
<td>Logistics</td>
<td>3</td>
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<tr>
<td>MGMT 400</td>
<td>European Business Strategies</td>
<td>3</td>
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<tr>
<td>MGMT 401</td>
<td>Doing Business in Europe &amp; Russia</td>
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</tr>
<tr>
<td>MGMT 442</td>
<td>Doing Business in the Middle East &amp; Africa</td>
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<tr>
<td>MGMT 444</td>
<td>Doing Business in Asia</td>
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<tr>
<td>MKTG 350</td>
<td>International Marketing</td>
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<tr>
<td>MKTG 380</td>
<td>Personal Selling &amp; Negotiation</td>
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**TOTAL** 24 credits

### Career Management Program

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<tr>
<td>MGMT 200</td>
<td>Career Management Program I</td>
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<tr>
<td>MGMT 201</td>
<td>Career Management Program II</td>
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<tr>
<td>MGMT 315</td>
<td>Career Management Program III</td>
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<td>MGMT 415</td>
<td>Career Management Program IV</td>
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**Total** 12 credits

### TRANSFER CREDITS

### GRAND TOTAL
# American Business School
## Bachelor in Fashion & Luxury Retail Management
### Road Map

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<th>Semester</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>Fall</td>
<td>ARTS 111 History of Arts, Literature &amp; Music</td>
<td>3</td>
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<td>ENGL 120 Critical Reading &amp; Writing</td>
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<td></td>
<td>FASH 110 Creativity and Innovation in Fashion Luxury</td>
<td>3</td>
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<td>MKTG 210 Principles of Marketing</td>
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<td>MKTG 415 Inside the Fashion Revolution</td>
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<tr>
<td>Spring</td>
<td>MGMT 110 Intercultural Studies</td>
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<td>6</td>
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<td>MKTG 242 Intercultural Luxury Consumer Behavior</td>
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<td>BLAW 105 Introduction to International Business Law</td>
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<td>FASH 111 Luxury Sensory Marketing</td>
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<td>FASH 120 Sales Techniques for Luxury Brands</td>
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<tr>
<td>Fall</td>
<td>ACCT 112 Introduction to Accounting &amp; Internal Audit</td>
<td>3</td>
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<td>ENGL 210: Advanced Critical Thinking</td>
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<td>FASH 210 Promotion and Event Management for Luxury Brands</td>
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<td>FASH 211 Luxury Cross Channel Marketing</td>
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<td>MKTG 401 Strategic Luxury Brand Marketing</td>
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<td>Spring</td>
<td>FASH 220 Luxury Quality Management</td>
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<td>MGMT 370 Supply Chain Management</td>
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<td>MGMT 380 Advanced CRM and Customer Loyalty for Luxury Brands</td>
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<td>MGMT 452 Sourcing and Purchasing</td>
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<td>MKTG 380 Personal Selling &amp; Negotiation</td>
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<tr>
<td>Fall</td>
<td>BLAW 311 CSR, Ethics, Licensing, Regulations, Intellectual Properties</td>
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<td>FASH 310 Luxury Goods and Services Market</td>
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<td>MGRH 205 International Team Performance Management</td>
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<td>BUSI 350 Prof. project: analyzing a market and planning a product/service launch</td>
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### Internship

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<tr>
<td>1st</td>
<td>Selling: Dec. - January</td>
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<td>Selling &amp; Management: June-August</td>
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<td>2nd</td>
<td>Selling: Dec. - January</td>
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<td>2</td>
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<tr>
<td>2nd</td>
<td>Management – Accounting: June-August</td>
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<td>Practicum: February-August</td>
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### Transfer Credits

|          | |

### TOTAL

|          | |
# The American Business School

## ACADEMIC CALENDAR 2015 - 2016

### FALL SEMESTER 2015

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**Sept. 2nd, 3rd & 4th:** Orientation Program

*Sept. 7th: Academic Meeting & Beginning of Fall BBA & Bachelor Fashion*

**Nov. 11th:** Public Holiday: No classes at all

**Dec. 1st:** Business Game: No classes at all

**Dec. 15th at 8:30 pm:** End BBA Fall Semester

**Dec. 16th:** January 1st: Winter break

### WINTER SESSION & SPRING SEMESTER 2016

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**Jan. 4th-22nd:** Winter Session – Intensive Business Classes

**Jan. 20th-22nd:** Orientation Program: Exchange & Study Abroad

**Jan. 25th:** Academic Meeting & Beginning of Spr. BBA & Bachelor Fashion

### SUMMER PROGRAM 2016

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**May 23rd:** Summer session 1

**June 27th:** End of Summer Session 1

**July 27th:** Summer Session 2

**July 14th:** Public Holiday

**July 29th:** End of Summer Session 2
<table>
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**FRENCH LANGUAGE COURSES**

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**CAREER MANAGEMENT PROGRAM**

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<td>Writing a cover letter</td>
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<td>CMPR 214</td>
<td>Discover the published/unpublished job market</td>
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<td>Building up a digital image</td>
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The American Business School of Paris

Faculty Roster
Academic Year 2015-2016

Business Administration Department

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J.D. School of Law, Illinois University, USA
Executive MBA, HEC, France

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Master 2 « Histoire militaire comparée, politique de défense et de sécurité » – Sciences Po Aix-en-Provence.
Master 1 « Politique Comparée » – Sciences Po Aix-en-Provence.

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DEA in Fundamental Public Law & Human Rights, University Lyon 3
Ph.D. in Public Law, René Descartes University, Paris 5, France

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DEA & Doctorat in International Law, Université de Paris 2
C.A.P.A. Ecole de Formation du Barreau

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MSc in Quantitative Methods, State University of New York, USA

Boris Velikson  
Diploma of the University of Saint Petersburg, Russia  
PhD in Physics, Brown University, Rhode Island, USA
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<th>Name</th>
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<tr>
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<tr>
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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:

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The American Business School 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.

The students who will obtain a cumulative GPA less than 2.00 will be under probation.

1 teaching hour is the equivalent of 60 minutes in row. 3 hours are the equivalent of 180 minutes. Thus, 36 hours course (60 mn / hour) are the equivalent of 45 hours course (50 mn / hour).

Percentage grades:
ABS 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 American Business School letter grade below C in a course will have to retake that course, regardless of his/her GPA (and pay for it again).
FINANCIAL ACCOUNTING

COURSE NUMBER : ACCT 111
CREDITS : 3
PREREQUISITE : MATH 120
ECTS CREDITS : 6
OFFERED : FALL & SPRING
SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is an introduction to accounting. There are four principle objectives are to show students:

1. that the double entry system of debits and credits is a language like any other, the verbs, nouns and notations of which can be mastered with due care and practice;
2. that the concept of profit or net income needs to be carefully measured and adjusted (for example for costs incurred but not yet paid for). We compare and contrast the notion of profit with that of cashflow;
3. how to prepare four elements of “financial statements” or accounts: the income statement, balance sheet, statement of owner’s equity and statement of cashflow.
4. that after the high-profile Enron scandal there is increasing public scrutiny on those who manage businesses to demonstrate adequate accounting controls.

The course is designed to help students understand the language and systems of the business world, and to demystify some of the complexities commonly associated with accounting. We introduce the topical idea that accounts cannot be accurate in isolation: they require adequate systems of internal control from business managers. This course will help prepare students for employment in any business field, or keep accounts for their own start-up business!

COURSE OBJECTIVES:

There are four principle objectives are to show students:

1. that the double entry system of debits and credits is a language like any other, the verbs, nouns and notations of which can be mastered with due care and practice;
2. that the concept of profit or net income needs to be carefully measured and adjusted (for example for costs incurred but not yet paid for).
3. how to prepare three “financial statements” or accounts: the income statement, statement of owner’s equity and balance sheet.
4. that after the high-profile Enron scandal there is increasing public scrutiny on those who manage businesses to demonstrate adequate accounting controls.

EXPECTED LEARNING OUTCOMES:

By the end of the class, the students should be able to understand:

- The significance of “debit” and “credit” entries, along with the importance of equilibrium between the two;
- How to prepare and maintain journal and general ledger entries;
- How to prepare and interpret a trial balance;
How to understand accounting differences between service, merchandise and manufacturing businesses;
• Basic calculation of inventory including use of perpetual inventory;
• Basic concepts of internal control;
• The distinction between short- and long-term assets;
• How to define and prepare financial statements.

TEXTBOOK:


EVALUATION:

The final grade will be made up of class tests, class participation and the final examination.
INTRODUCTION OF ACCOUNTING

<table>
<thead>
<tr>
<th>COURSE NUMBER : ACCT 112</th>
<th>CREDITS : 3</th>
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<tbody>
<tr>
<td>PREREQUISITE : NONE</td>
<td>ECTS CREDITS : 6</td>
</tr>
<tr>
<td>OFFERED : FALL</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:

This course will contrast retail versus cost accounting methods for the financial monitoring of a retail outlet and their impact on margins calculations and inventory valuation. Students will also be introduced to accounting software and receive an understanding of proprietary software and accounting financial reporting software in large organizations.

INSTRUCTIONAL METHODOLOGY:

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

Topics include:
- Fundamental principles and practices of accounting: the theory of debit and credit and the accounting cycle
- Analysis of accounting transactions and their relationships to the basic accounting equation
- Accounts receivable, accounts payable, special journals
- Cash receipts and payments
- Banking procedures
- Accrual basis of accounting
- Preparation of the worksheet and financial statements.

EVALUATION:

The final grade will be made up of class participation, a mid-term test and the final examination.
## ADVANCED FINANCIAL & MANAGERIAL ACCOUNTING

<table>
<thead>
<tr>
<th>COURSE NUMBER : ACCT 127</th>
<th>CREDITS : 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREREQUISITE : ACCT 111</td>
<td>ECTS CREDITS : 6</td>
</tr>
<tr>
<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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### COURSE DESCRIPTION:

This highly practical and calculation-based course replaces ACCT130 and ACC120, building on the tools of financial accounting from ACCT111. It is designed to go beyond the recording of transactions into decision-making, planning and control from the perspective of a manager in a modern business context. We will emphasize the impact of behavioural matters and the international context of global business on the calculations involved.

Students who have studied financial accounting in other institutions should carefully check the syllabus of ACCT111 to ensure they are in compliance with ACCT130 requirements.

### COURSE OBJECTIVES:

This course is structured into three themes (costing, decision-making and planning and control), the respective objectives of which are to show students:

1. how Luca Pacioli’s 15th century double-entry logic provides a contemporary language for judging performance of a business in areas such as profitability, liquidity and solvency in increasingly globalized and benchmarked markets;
2. the increasing emphasis on cashflow rather than just profit and how to prepare the fourth of our four “financial statements” or accounts: the statement of cashflows (for income statement, balance sheet and statement of owner’s equity see ACCT 111);
3. that managers too will be benchmarked on their performance, and can learn to use accounting information to their advantage!

### EXPECTED LEARNING OUTCOMES:

By the end of the class, the students should be able to understand:

- The significance of ratio analysis of financial statements
- Techniques for cashflow analysis using “indirect” and “direct” methods;
- Cost behaviour at different levels of activity as part of “cost-volume-profit analysis”;
- Calculation of sales price based on cost and the notion of minimum acceptable sales price;
- Principles of budget and forecast information;
- Tools for judging actual performance in decentralized operations;
- Tools for measuring actual against target performance.

### TEXTBOOK:

EVALUATION:

The final grade will be made up of class tests, class participation and the final examination.
COURSE NUMBER : ARTS 110       CREDITS : 3
PREREQUISITE : NONE            ECTS CREDITS : 6
OFFERED : FALL                SEMESTER HOURS : 45

COURSE DESCRIPTION :

This art appreciation course is designed for students with no or little background in Art who would like to try a Humanities subject for their general culture and to better appreciate museums and esthetics while in Paris. It can also serve for Art Minors who would like to learn more about specifically 19th century French Art.

A quick survey of early 19th century French art and civilization provides the background for France’s renowned Impressionism movement during the Industrial Revolution.

All class lectures and discussions are illustrated with slides of works of art. Three museum visits give direct access to great works allowing students to develop a critical eye and get the most out of the experience. Emphasis is on learning to see art for art itself by becoming open and sensitive to: The joy in color harmonies, the calm of composition, the mood-setting of lighting, humor of caricature, the tromp d’oeil of perspective, etc. while not neglecting the references to past works and subject matter that make decoding hidden symbolism and meaning possible.

COURSE OBJECTIVES :

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

EXPECTED LEARNING OUTCOMES :

Upon completion of this course students should be able to:
- Understand and properly apply the artistic terminology acquired in the course,
- Learn the basic genres (subject matter) seen in painting.
- Organize thoughts and opinions into well-written critiques.
- Slow down viewing so as to relish a single image instead of having to zap by several per second to satisfy a limited attention span.
- Cultivate “sensibility and appreciation” which includes noticing design and beauty in everyday life
- Understand the notions of harmony, balance, order, pattern, creativity, etc. not only in esthetic objects but also, by extension, in any domain including management and economics


EVALUATION:

- TESTS, MIDTERM EXAMS & FINAL EXAM:
  - 1 midterm 90 minutes and 1 final exam of 120 minutes will test the student's identification and critical analysis of the material and paintings discussed in class.

- GRADING:

The final grade will be determined as follows:
- First homework 10 points
- Mid-Term exam 20 points
- Second homework 20 points
- Final Exam 30 points
- Participation including Pop quiz(s) 20 points
COURSE NUMBER : ARTS 111  
CREDITS : 3  
PREREQUISITE : NONE  
ECTS CREDITS : 6  
OFFERED : FALL  
SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course will provide an overview of the major periods of the history of literature, visual and musical arts from ancient to postmodern times and will examine how art evolves within cultural, sociopolitical, economic, and religious contexts. This course aims at providing students with various approaches to artistic experiences in order to develop a better sensibility towards arts.

COURSE OBJECTIVES:

It is hoped that the students will: have a deeper sense of the role culture plays in Luxury Marketing. They will have an understanding of the art forms that often form the basis of choices made by luxury manufacturers … the interplay of colors as a reflection of art, design that reflect important literary movements and the rhythms of music.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to: recognize why certain literary movements reflect important moments in the relationship between people and the public sphere, why certain artistic motifs are often represented in the world of luxury and why understanding the story of the people is so important in managing the link between their lives and their conception of luxury.

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.
COURSE DESCRIPTION:

This course is designed to introduce students to the literature, art and photography of France with an overview from the 19th through the 20th century creations. The last two hundred years has been a period of stunning changes in societies throughout the world, with the arrival of the industrial revolution and the move from largely agrarian societies to those much more centered in urban areas. As a consequence of a changing society and the spread of wealth to a larger and larger group we see the steady development of a consumer society. Naturally, all of these changes left their mark on the creative class which reacted sometimes in celebration and sometimes with criticism to these transformations. Paris, throughout much of this period, can be said to have been the capital of the art, literature and photography worlds but also of the burgeoning world of luxury products which develop side by side with these various art forms. The inter-relations and influences between these creative worlds has been complex and diverse but it is clear that each springs from similar sources even if the goals are not always identical. We will focus on some of the seminal creations in literature, visual art and photography to help students better understand how to analyze and evaluate works in these creative pursuits to better understand the place of luxury goods in a larger cultural context.

COURSE OBJECTIVES:

It is hoped that the students will:

• develop a foundation for understanding some of the more important periods and artistic/intellectual movements in the literary, artistic and photographic worlds of the last two centuries.
• develop a better idea of some of the important world events and their impact on the creative world.
• begin to recognize some of the most accomplished names in the literary, artistic and photographic worlds.
• develop sensitivity for understanding and analyzing the subtleties of creative work in these different artistic worlds.
• begin to see similarities and differences between the artistic and the luxury goods worlds over these past two centuries; how each has impacted as well as been influenced by the other creative worlds.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to: engage in a richer, more sophisticated way both verbally and in writing with creations in literature, the visual arts and in photography. They will likewise begin to better understand and articulate what makes various creations interesting and/or important. Additionally, students will develop a greater sense of the history of these three creative endeavors over the course of the last two hundred years.
EVALUATION:

Students will be asked to complete regular reading assignments throughout the semester. There will be one long novel—Marcel Proust's Swan in Love, which will be supplemented with other smaller texts by French poets. Students will likewise be expected to read several chapters introducing photo history from Naomi Rosenblum and art history from H.E. Gombrich. Class participation will be an important component of student's grades as will a journal students will keep in which students will be asked to offer written reactions to the various readings during the semester. Likewise, students will frequently be asked to write brief reactions to questions the teacher will raise which relate to subjects we are discussing in class. This journal will be graded as a kind of work book of student reflection about classroom topics. Students will make one or two oral presentations in class and there will be one photographic project where students will use a camera (your telephone camera is perfect) to create images which will illustrate questions discussed in class. There will also be a mid term exam and one or two short quizzes.

The final grade will be determined as follows:
Class participation: 15%, Journal writings: 20% Quizzes: 15%, Midterm: 25%, Oral Presentations: 25%
THEATER & ADVANCED PUBLIC SPEAKING

COURSE NUMBER : ARTS 115  
CREDITS : 3
PREREQUISITE : ENGL 130  
ECTS CREDITS : 6
OFFERED : FALL  
SEMESTER HOURS : 45

COURSE DESCRIPTION:

The information and knowledge economy places an ever-increasing demand on individuals in business to master a wide variety of communication tools in order to function successfully in diverse professional settings. In order to meet this challenge, the concepts and techniques used in acting will be used to help students to extend their confidence, competence and critical awareness as communicators. During the course, students will be guided through a number of tools that actors use to gain knowledge about themselves & their communication styles and, also to learn how to read and understand the communication styles of their interlocutors.

COURSE OBJECTIVES:

Students will learn how to assess their own communication skills: what image they project, what their body, voice, confidence level, and communication style signal unconsciously to others. They will also learn: effective risk taking skills, flexibility in taking on new roles, to work creatively with others, to manage fear and nervousness, to increase their capacity to listen effectively and to think on their feet.

EXPECTED LEARNING OUTCOMES:

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

- Analyse and understand the situation at hand (e.g. negotiation, interview, briefing, discussion and meeting etc.)
- Develop their attention to detail
- Draw on their creativity to solve problems
- Enrich their communication skills
- Work and deal with others effectively (e.g. customer, colleague, boss etc)
- Increase their awareness of the environment/context/situation
- Focus on the big picture as well as the details
- Think on their feet and be spontaneous
- Strengthen their confidence
- Nurture personal relationships (emotional intelligence)
- Work effectively in teams

TEXT:


SUGGESTED READING:

**EVALUATION:**

The final grade will be based on:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Improvisation exercise #1 (Pair work)</td>
<td>10%</td>
</tr>
<tr>
<td>Improvisation #2 (Triggering Personal Memory)</td>
<td>15%</td>
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<tr>
<td>Monologue (audition piece)</td>
<td>20%</td>
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<tr>
<td>Improvisation #3 (Group work / role play)</td>
<td>20%</td>
</tr>
<tr>
<td>Scene Performance (duet/group)</td>
<td>25%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
</tbody>
</table>
## Course Description:

This art appreciation course is designed for students with no or little background in Art who would like to try a Humanities’ subject for their general culture and to better appreciate museums and esthetics while in Paris. It can also serve for Art Minors who would like to learn more about specifically 19th century French Art.

A quick survey of late 19th century French art and civilization provides the background for Europe and America’s renowned movements over the next century.

All class lectures and discussions are illustrated with slides of works of art. Four museum visits give direct access to great works allowing students to develop a critical eye and get the most out of the experience. Emphasis is on learning to see art for art itself by becoming open and sensitive to: The joy in color harmonies, the calm of composition, the mood-setting of lighting, humor of caricature, the trompe l’oeil of perspective, etc. while not neglecting the references to past works and subject matter that make decoding hidden symbolism and meaning possible.

## Course Objectives:

It is hoped that the students will:

- Acquire a certain “connoisseur’s eye” able to notice beauty in all aspects of everyday life.
- Develop an awareness of the civilization reflected in works of art and of the particular ways each individual artist responded and created his/her own approach.
- Recognize and differentiate the style (palette and brushwork) of over 20 styles.
- See that many solutions are possible for the same problem and use one’s esthetic component (gut feeling) instead of always seeking a rational justification.
- Understand how to evaluate and appreciate quality directly especially in a realm where quantitative data has no bearing.
- Learn to enjoy museums and visit them in the future as a pleasant pass-time.

## Expected Learning Outcomes:

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

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

TEXT: *Modern Art – Impressionism to Post-Modernism* by David Britt, Thames & Hudson 2003

EVALUATION:

TESTS, PRESENTATIONS, MIDTERM & FINAL EXAMS:

- 1 midterm and 1 final exam of 120 minutes each will test the student’s identification and critical analysis of the material and paintings discussed in class and in their reading.

GRADING:

The final grade will be determined as follows:
- First homework 10 points
- Mid-Term exam 20 points
- Second homework 20 points
- Final Exam 30 points
- Pop quiz(s) 10 points
- General Participation 10 points
A SOCIAL HISTORY OF AMERICAN MUSIC

COURSE DESCRIPTION:
American music, from its indigenous roots of the American Indian to experimental music of the 21st century has incorporated elements of ethnic, folk and classical music introduced by massive immigrations; the American musical journey is a soundscape of American Indian, European, African, Latin American interactions and transactions often interconnected through social unrest, the exchange of multi-cultural roots, yet preserving identify that creates the ties that bind the American people.

COURSE OBJECTIVES:
American music is difficult to define, but through extensive reading and listening, writing and discussing, students will experience the panorama of what goes into musical melting pot and gain a deeper appreciation and understanding of the many faces of American music, its woven histories and influence on today’s contemporary music scene

EXPECTED LEARNING OUTCOMES:
- Students will learn: music terminology, basic notation, the use of form, and how to discuss music
- Students will understand historically: the European contribution and art music, ethnic roots and evolution of minstrels, blues, folk and jazz, and rock n’ roll up to rap and hip hop that became the American melting pot.
- Students will learn how to research and present basic ethno-musicological research
- Students will be able to identify by ear specific classical American composers, as well as different historical and regional styles.
- Students will learn and play as a group simple rhythmic forms, which will deepen and expand listening sensitivity.
- Students will develop a greater appreciation of American music and music in general, be better equipped as a conscientious consumer, will develop listening skills to appreciate music beyond personal taste.

TEXT:

EVALUATION:
Listening Journal- 15 % (see How to Write a Listening Journal below)
Weekly listening will be assigned in class
Mid-term- 20% - terminology, analysis, listening and written response
Class participation- 20%- this will include informal presentations, reading quizzes and active participation in class discussion,

Each session two students will present a favorite song from a specific era. Please give historical background and context, Provide a brief music analysis, including form, lyrics and any interesting melodic, rhythmical or harmonic characteristics. (2-3 pages; be prepared to discuss in class).

Final- 30%- 10 % terminology, 10% listening, 10% essay
More than 2 absences result in a fail
2 short group presentations- 10% - 8 minutes per group with a musical example not longer than 3 minutes. No PowerPoint, but you may use cue cards written in your own words. Points will be taken off for reading copy and paste material.
Your Favorite Tunes- 5% (solo presentation) Please include an analysis as seen above.
COURSE NUMBER : ARTS 340  
PREREQUISITE : ENGL 120  
OFFERED : SUMMER

CREDITS : 3  
ECTS CREDITS : 6  
SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is designed for students with a sufficient background and interest in history, along with the curiosity and sense of wonder that will allow each participant to experience the culture and magic of Paris in a unique way. We will explore, through a number of registers, what gives Paris the exceptional place it alone occupies in the world imagination. We will explore Paris as a prism through which to understand France and French culture. In addition to classroom lectures, we will also walk through the streets of the history we are discussing. We will sit on the stone benches of Les arènes de Lutece, just as the Romans did in the 5th century and see where they took their famous Roman baths at les Thermes de Cluny.

COURSE OBJECTIVES:

It is hoped that the students will: have a more profound appreciation of the place Paris holds in the construction of Western culture. They should understand that contribution from an historical, philosophical, artistic, literary, social, political, and human perspective.

- Acquire a certain familiarity with Paris – it’s streets, quarters, architecture and it’s enigmas.
- Develop an awareness of the particular ways each epoch has contributed to the construction of the narrative that is Paris, through its institutions, monuments, plazas, parks and squares.
- See how infrastructures that make Paris what it is were established and developed
- Understand how to appreciate peoples and cultures whose values and lifestyle differ from ones own.

TEXT:

‘Paris: Biography of a City’ by Colin Jones

EVALUATION:

The final grade will be determined as follows: Class Participation (asking questions, engaging in dialogue 25%*), A journal of your experience in Paris, 25% a final written examination (25%)
INTRODUCTION TO INTERNATIONAL BUSINESS LAW

**COURSE NUMBER : BLAW 105**

**CREDITS : 3**

**PREREQUISITE : NONE**

**ECTS CREDITS : 6**

**OFFERED : SPRING**

**SEMESTER HOURS : 45**

**COURSE DESCRIPTION :**

This course compares various law systems throughout the world, helping the student realize that one's own law system is not the only one. Law also grows out of historical and cultural values as well. The course will introduce the student to the legal environment of international business by looking at the kinds of national and international legal structures that a manager will encounter when doing business internationally in a retail context. Emphasis will be made on case studies connected to the Fashion & Luxury Business according to the EU Lw and International Law.

**INSTRUCTIONAL METHODOLOGY :**

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

**EVALUATION :**

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.
INTRODUCTION TO AMERICAN BUSINESS LAW

COURSE NUMBER : BLAW 210  
CREDITS : 3
PREREQUISITE : NONE  
ECTS CREDITS : 6
OFFERED : FALL  
SEMESTER HOURS : 45

COURSE DESCRIPTION:
Study of important elements of American constitutional law such as freedom of speech and freedom of religion, before concentrating on various types of American business organizations (sole proprietorships, partnerships, limited partnerships, limited liability partnerships, limited liability companies and corporations). Finally study of American advertising law if any time is left.

COURSE OBJECTIVES:
It is hoped that the students will:
Grasp the importance of specific elements relating to American Constitutional Law that will not only protect them as individuals but that also apply to business organizations. They will also be able to understand the various forms of business organizations and select the one that is more adapted to their own business. Finally, they will become aware about advertising rules in the USA that will help provide fruitful domestic business and promote expansion of international businesses.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
Be aware about the protection of their constitutional rights in the United States as regards the aspects examined during the course. They will also understand, distinguish among and select the adapted types of business organizations in the USA. Furthermore, they will also improve their oral skills and be able to present in depth research material in front of others in a consistent manner.

TEXT:

Articles and references given by the Professor

EVALUATION:
Oral mid-term exam 25%, Oral report and research paper 25%, Participation in class and good class habits 25% & Written final exam 25%
ENTREPRENEURSHIP

COURSE NUMBER : BUSI 320
CREDITS : 3

PREREQUISITE : FINC 215
ECTS CREDITS : 6

OFFERED : FALL
SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. In project teams of four (a leader responsible for overall strategy and coordination of the project, one student responsible for each of Marketing, Finance, and Operations) students demonstrate their creativity and develop their entrepreneurial skills in a business plan for a new venture. A part of each class will be devoted to the ongoing development of the business plan.

COURSE OBJECTIVES :

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

– Identify and evaluate a business opportunity
– Understand the nature of entrepreneurship and evaluate your entrepreneurial skills
– Develop a business opportunity to a business plan
– Understand new business team building
– Present a business plan to investors

TEXTBOOK :
The course will include articles from the financial press.

EVALUATION :

Students will work in teams to prepare a business plan of a project which they will select.
Teams will have the following deliverables:
1. Business Idea
2. Industry and Competitor Analysis and Business Model
3. Financial Plan
4. Final Business Plan: Written Report and PPT Presentation
COURSE NUMBER : BUSI 410
PREREQUISITE : DSCI 310
OFFERED : SPRING

CREDITS : 3
ECTS CREDITS : 6
SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is a capstone undergraduate course in Strategic Management. This course introduces you to the concepts of competitive advantage used to make strategic management decisions. You will learn how to evaluate a company’s strategic situation and develop a corporate and business strategy and the managerial keys to successfully executing the chosen strategy.

COURSE OBJECTIVES:

- Introduce you to the world of Strategic Management
- Provide you with the skills to make good strategic management decisions
- Provide you with an opportunity to link what you have learned in functional management courses (marketing, finance, operations, …) to the organization’s business strategy

EXPECTED LEARNING OUTCOMES:

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

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

TEXTBOOK:


EVALUATION :

The final grade will be made up of a class participation and presentation 20%, mid-term 30% and a final examination 50%.
COURSE NUMBER : COMP 110  
PREREQUISITE : NONE  
OFFERED : FALL  
CREDITS : 3  
ECTS CREDITS : 6  
SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

This course will emphasize the use of computers in office work, problem solving and the preparation of documents. This requires an ability to know which applications can be best applied to which problems, as well as the ability to learn and implement new software packages. The course will introduce computer hardware, user’s interface WINDOWS 98/2000 and applications software such as WORDPROCESSING and SPREADSHEETS. The classes will take place in a computer laboratory where each student will have an access to a PC.

COURSE OBJECTIVES:

It is hoped that the students will:
- Be able to create MS Word documents in an easy-to-read professional way, using all available MS Word tools;
- Be able to use MS Excel for all current calculations that do not require sophisticated techniques;
- Be able to work both in teams and independently

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:
- present work in an easily-readable way
- choose Word features depending on the nature of the document being prepared
- implement simple and sophisticated Word techniques to achieve the desired result
- enhance Word documents with tables and graphics
- use Excel to perform basic calculations
- present the Excel results in a professional manner
- learn the functioning of an application through self-tutorial

TEXT:


EVALUATION:

The final grade will be made up of class exercises and quizzes (30%), a mid-term test (30%) and a final examination (40%).
COURSE NUMBER : COMP 120  CREDITS : 3
PREREQUISITE : COMP 110  ECTS CREDITS : 6
OFFERED : FALL & SPRING  SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

This is a continuation of the 1st semester’s course. Students will master the ability to learn and implement new software packages. They will become experienced users of such products as EXCEL, POWERPOINT, and ACCESS. The purpose of this course is to help prepare future managers to provide leadership in managing the use of information system technology. The classes will take place in a computer laboratory where each student will have an access to a PC.

COURSE OBJECTIVES:

It is hoped that the students will:
- Be able to easily determine how to adapt Microsoft Excel tools to their needs and learn new functionalities or versions on their own
- Be able to use appropriate strategies to solve problems
- Be able to work both in teams and independently

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
- transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities
- design a fairly complicated Excel tool for a given task
- combine Excel and Word intelligently
- use Excel to solve a real-life problem

TEXT:

Microsoft Office 2007 Plus, Grauer el al, 7th Ed, Pearson

EVALUATION:

The final grade will be made up of class participation & exercises (60%) and a final project (40%).
E-COMMERCE & E-BUSINESS

COURSE NUMBER : COMP 311
PREREQUISITE : MKTG 210
OFFERED : SPRING

CREDITS : 3
ECTS CREDITS : 6
SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

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

E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speed up processes, reduce costs of business expenses, and also generate an increase in ROI. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks.

E-Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies).

The course will use the book Emarketing Excellence as well as other resources to guide students as to how to develop an e-commerce strategy and finally build and market their own website as a final project. Through this course, students will develop a capacity to understand the potential of Ecommerce and its key drivers. They would be made aware of strategic questions raised to business managers so as to have personal perspective on these issues.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

- To be clearly define E-Marketing in its proper context with regards to long term online customer relationship building and profit making
- To be able to assess the online supply chain management of any given business infrastructure
- To be able to analyze the online consumer behavior and trends
- To be able to build a website and construct a business proposal complete with a feasibility study, projection of expected sales and profits, and web site structure and design
Mandatory book for students: Understanding digital marketing by Damian Ryan 3rd Edition
Books I will be using:
Emarketing Excellence by Dave Chaffey
E-Business and E-Commerce by Dave Chaffey
E-Commerce by Laudon
Conversion Psychology by Gregory Ciotti
Niche Envy Marketing – Discrimination in the digital age by Joseph Turow

EVALUATION:

Class Participation 15%, Class Tests 20%, Case Studies 30%, and Final Project and Report 35%
QUANTITATIVE ANALYSIS

COURSE NUMBER : DSCI 220
PREREQUISITE : COMP 120
OFFERED : SPRING

CREDITS : 3
ECTS CREDITS : 6
SEMIESTER HOURS : 45

COURSE DESCRIPTION :

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

COURSE OBJECTIVES:

It is hoped that the students will be familiar with the basic concepts of Decision Analysis, Project Scheduling, and Linear Programming, and should be able to use a modeling approach to improve decision-making processes.

The emphasis of the course will be placed on the ability to:

- Structure a decision-making process.
- Formulate a model of the situation.
- Solve the model, using a computer.
- Interpret the results.

EXPECTED LEARNING OUTCOMES:

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

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

TEXTBOOK:

Ragsdale, Cliff T., Managerial Decision Modeling, Thomson/South-Western

EVALUATION :

The final grade will be made up of a Class participation 10%, homework 10%, group project 10%; mid-term exam 30%; final exam 40%
COURSE NUMBER : DSCI 310
CREDITS : 3
PREREQUISITE : MGMT 215
ECTS CREDITS : 6
OFFERED : FALL & SPRING
SEMESTER HOURS : 45

COURSE DESCRIPTION :

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

COURSE OBJECTIVES :

To introduce the student to the world of operations management. To provide the student with the knowledge to make sound operations management decisions. To provide the student with the foundation for further education in operations management.

EXPECTED LEARNING OUTCOMES:

Define concepts associated with operations management. Understand performance objectives. Develop organizational operations management strategy. Improve the performance of the organization. Understand social responsibility of the firm in the context of operations management.

TEXTBOOK:

Slack N, Operations Management, Financial Times

EVALUATION :

The final grade will be made up of a class participation and project (20%), a mid-term test (30%) and the final examination (50%).
COURSE NUMBER : ECON 110  
PREREQUISITE : NONE  
OFFERED : FALL & SPRING  
CREDITS : 3  
ECTS CREDITS : 6  
SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course aims to provide first year students with the basic toolkit for understanding the macroeconomy, with a particular focus on the United States economy and frequent references to the European economies. The course uses theory insofar as it explains the real world in which we live, and never as an end in itself. At the end of this course, participants should be able to: (1) make more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in, (2) better understand the economic press to make those decisions, (3) be more aware of the controversies and the arguments surrounding the economic situation and economic policies in the United States and Europe and other economies.

EXPECTED LEARNING OUTCOMES:

At the end of this course, participants should be able to:
- make more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in,
- better understand the economic press to make those decisions,
- be more aware of the controversies and the arguments surrounding the economic situation and economic policies in the United States and Europe and other economies.

TEXTBOOK:

Mankiw, ECONOMICS, South-Western.

EVALUATION:

The final grade will be based on class participation and homework assignments (25%), a mid-term examination (25%) and the final examination (50%).
PRINCIPLES OF MICROECONOMICS

COURSE NUMBER: ECON 120
CREDITS: 3
PREREQUISITE: NONE
ECTS CREDITS: 6
OFFERED: FALL, SPRING & WINTER
SEMESTER HOURS: 45

COURSE OBJECTIVES:

To introduce students to the basic concepts of microeconomics. The student learns about the theory of the firm and its activity under various types of competitive situations. The student also learns about consumer behavior under certain market conditions.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:
- understand the concept of scarcity and its consequences;
- predict the direction of price and quantity changes using the supply-demand model;
- determine the impact of a price change on total revenue using the concept of price elasticity;
- understand the firm’s cost structure and its link to profitability;
- distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly);
- determine the profit maximizing level of output for each market structure; and
- analyze the economic efficiency of each market structure;

TEXTBOOK:

Mankiw, N., ECONOMICS, South-Western

EVALUATION:

The final grade will be made up of class participation and homework assignments (25%), a mid-term test (25%) and the final examination (50%).
MACROECONOMIC ANALYSIS

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<th>COURSE NUMBER : ECON 210</th>
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COURSE OBJECTIVES:

This course builds upon the foundations put into place in ECON 110. Economic problems facing society are studied more closely: long-run growth, structural unemployment, effects of technology, government budget deficits, national debt, inflation, deflation, trade deficits, exchange rate fluctuations.

EXPECTED LEARNING OUTCOMES:

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

- Identify and analyze the factors attributable to long-term economic growth.
- Identify and analyze the factors affecting economic stability.
- Identify and analyze the factors affecting the economic performance of an open economy.
- Evaluate the effectiveness of fiscal and monetary policies.

TEXTBOOK:

Hall/Pappel, *Macroeconomics: Growth, Fluctuations and Policy*, Norton

EVALUATION:

The final grade will be made up of homework assignments and class participation 20%, a mid-term examination 30% and the final examination 50%.
INTERMEDIATE MICROECONOMIC ANALYSIS

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<th>COURSE NUMBER : ECON 220</th>
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COURSE DESCRIPTION:

This course builds upon the foundations put into place in ECO 120. It includes topics of current interest and incorporates the latest research in economic modeling.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:
- predict the direction of price and quantity changes using the supply-demand model;
- determine the impact of a price change on total revenue using the concept of price elasticity;
- understand the firm’s cost structure and its link to profitability;
- distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly);
- determine the profit maximizing level of output for each market structure; and
- analyze the economic efficiency of each market structure;

TEXTBOOK:

Pindyck/Rubinfeld, MICROECONOMICS, Pearson Prentice Hall.

EVALUATION:

The final grade will be made up of a class participation, homework, case studies, a mid-term test and the final examination.
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.

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

INSTRUCTIONAL METHODOLOGY:

The course consists of class lectures, individual/group presentations on various assignments. Will be covered in class:

- Introduction: History of money and the origin of banks
- Basic Financial Institutions,
- Basic interest rates, supply and demand bond markets, risk and term structure of interest rates
- Stock markets and efficient market theory
- Economics of financial structure, adverse selection, moral hazard
- Bank management: liability, asset, capital adequacy management
- Banking regulations
- Central banks and the federal reserve system

TEXTBOOK:


EVALUATION:

The final grade will be made up of a class participation (10%), a mid-term test (40%) and the final examination (55%).
INTERNATIONAL ECONOMICS

COURSE NUMBER : ECON 450
CREDITS : 3

PREREQUISITE : ECON 110 & ECON 120
ECTS CREDITS : 6

OFFERED : FALL & SPRING
SEMESTER HOURS : 45

COURSE DESCRIPTION :

The first part of the course examines classical and modern international economic theory. The second half will apply the theoretical framework to current world international trade issues such as fiscal and monetary policy, exchange rate systems and the international monetary system.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, individual/group presentations on various assignments. Will be covered in class:

- Introduction : Theory of Comparative Advantage
- International Trade & Equilibrium
- Factor Endowments, Complementary Trade
- Trade Restrictions
- Economic Integration : Customs Unions
- International Trade & Economic Development
- International Resource Movements / Mutilnationals
- Foreign Exchange
- Balance of Payments
- Price Adjustment Mechanism
- Income Adjustment Mechanism
- International Monetary System

TEXTBOOK:


EVALUATION :

The final grade will be made up of a class participation and group project (25%), mid-term test (25%) and the final examination (50%).
ACADEMIC METHODOLOGY

COURSE NUMBER : ENGL 101
CREDITS : 3
PREREQUISITE : NONE
ECTS CREDITS : 6
OFFERED : FALL & SPRING
SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

This is a mandatory class to help students organize their time, to develop efficient study skills and habits and to learn the techniques required in the production of an academic research paper and reports.

COURSE OBJECTIVES:

It is hoped that the students will: be able to: manage their time effectively, understand and benefit from their learning style, use their critical thinking skills to evaluate sources and present their research according to the MLA format for essay writing, footnotes and bibliography.

EXPECTED LEARNING OUTCOMES:

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

TEXT:


EVALUATION:

The final grade will be determined as follows: class attendance & participation (20%), a group assignment: an annotated bibliography for a short research paper (30%), a trade show (8 page-report) (20%) and a final exam (30%)
COURSE NUMBER : ENGL 120
PREREQUISITE : NONE
OFFERED : FALL & SPRING

CREDITS : 3
ECTS CREDITS : 6
SEMESTER HOURS : 45

COURSE DESCRIPTION :

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

COURSE OBJECTIVES :

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

EXPECTED LEARNING OUTCOMES :

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

TEXT:

EVALUATION:
50% of the final grade will be based on written work, 25% on vocabulary and grammar checks and 25% on class participation.
COURSE DESCRIPTION:

This is a highly participative course helping students to assess and improve their own communication competencies. Students will explore different techniques for public speaking and presentations in a variety of situations.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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

TEXT:

*Principles of Public Speaking*, German et al, 18th Ed, Pearson, 2012
EVALUATION:

The final grade will be based on:

- Speech 1 10%
- Speech 2 15%
- Speech 3 20%
- Speech 4 15%
- Group debate 15%
- Final speech 15%
- Participation 10%
ADVANCED CRITICAL THINKING 1

COURSE NUMBER : ENGL 210
CREDITS : 3
PREREQUISITE : ENGL 120
ECTS CREDITS : 6
OFFERED : FALL
SEMESTER HOURS : 45

COURSE DESCRIPTION :

This class will develop the power of critical awareness and expression through reading, and deconstructing the message from large cross-sections of media. The process of: reflection, learning the three ways to formulate questions, analysis and synthesis through thoughtful written response will develop higher level organization and the articulation of ideas and feelings to create finished products- the personal and expository essays, and journal entries. Identifying problems and finding solutions in this class will be contextualized for daily living and the international work environment.

COURSE OBJECTIVES :

This class will develop the power of critical awareness and expression through reading, and deconstructing the message from large cross-sections of media. The process of: reflection, learning the three ways to formulate questions, analysis and synthesis through thoughtful written response will develop higher level organization and the articulation of ideas and feelings to create finished products- the personal and expository essays, and journal entries. Identifying problems and finding solutions in this class will be contextualized for daily living and the international work environment.

EXPECTED LEARNING OUTCOMES :

Students will be able to:
1. Receive information from books, lectures and multi –media sources, identify the audience, question the validity of the information, indentify the audience, extract and arrange the ideas in order of importance and react with reflective written response.
2. Formulate probing questions targeting explicit tasks, think differently about given subjects and be able to explain what they have synthesized to others
3. Target the audience, and expand their vocabulary accordingly
4. Apply these tools in multiple situations inside and outside the classroom

TEXTS :

EVALUATION:

Journal and written work - 20% (This will include class writing, drafts, and journal entries)
Class Participation - 20% (Attendance, participation and 2 group presentations at 5% each)
Mid-term - 25% which includes: the edited personal essay with the first two drafts (15%), vocabulary (5%),
and The Kite Runner (5%)
Final Examination - 35% - which includes the edited expository essay, written response to 1) a text topic and 2) a critical reading essay
COURSE NUMBER : ENGL 220  CREDITS : 3
PREREQUISITE : ENGL 210  ECTS CREDITS : 6
OFFERED : SPRING  SEMESTER HOURS : 45

COURSE DESCRIPTION :

“The medium is the message.” Marshall McLuhan (1911-1980) the high priest of pop-culture coined this phrase for the advent of technology in the global village. This class will probe this statement by using different medium to learn to ask discerning pertinent questions concerning various input: books, film, music, television, discussion, lecture, presentations, articles, and technology. Answering these questions through the process of writing, sharper critical thinking will explore new forms of organization and synthesis to create clear written response and better understanding.

COURSE OBJECTIVES :

There are two modules for this semester:
1) the media and how medium impacts our lives and place in society, and
2) gender studies; what does it mean to be a man or woman, the problems and stereotypes concerning gender, and the evolution of gender perception in today’s world. Each class contains lecture/presentation, review and discussion, and in-class writing to demonstrate learned concepts. These modules will be the pivotal focus for your figuring out things using your own mind while incorporating writing as the means and end to answering questions and conducting research. A weekly question eliciting written response will go into the journal. Students will get plenty of opportunity work separately and in groups. Special attention will be paid to peer analysis.

EXPECTED LEARNING OUTCOMES:

Students will be able to:
- Receive information from books, lectures and multi-media sources, identify the audience, question the validity of the information, extract and arrange the ideas in order of importance and react with reflective written response.
- Formulate probing questions targeting explicit tasks, think differently about given subjects with the ability to explain what they have synthesized to others
- Target the audience, and expand their vocabulary accordingly
- Exercise and develop cognitive skills; enhance intellectual disposition, and to see the opportunity to use these skills inside and outside the classroom

TEXT :

EVALUATION:

Grammar and Vocabulary Checks-10% (5% each)
Class Participation- 20% (2 group presentations 10% -with group and individual grades)
Mid-term Essay-20%
Journal and written work-20%
Final Examination-30% - 10 % reading question, 20 % Five-paragraph persuasive essay with formal outline
CREATIVITY & INNOVATION IN FASHION LUXURY

COURSE NUMBER: FASH 110  CREDITS: 3
PREREQUISITE: NONE  ECTS CREDITS: 6
OFFERED: FALL  SEMESTER HOURS: 45

Please notice this course is offered on Wednesdays 11:30-14:30 & 15:30-18:30
1st part: Concept with examples
2nd part: Case studies-Work on final project
September: 9th & 23rd; October:7th & 21st; November:4th & 18th

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

At the end of this course, students will be able to apply their knowledge and understanding to building a fashion related brand. They will have a better sense of how fashion, art, and luxury manifest in its commercial and artistic form. Students will realize that not all fashion is art but can be applied as an artistic statement.
How can brands play with creativity and innovation and what do we mean by these notions?
How are fashion, art and innovation related and how they can interact with each other?
The main goal of this course is to help students master the different notions and tools used by the luxury industry today.

EXPECTED LEARNING OUTCOMES:

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

EVALUATION:
The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.
LUXURY SENSORY MARKETING & MERCHANDISING

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COURSE DESCRIPTION:

The objective of this course is to give students an understanding of why companies are moving towards creating sensory ‘worlds’ for their brands, enabling them to offer sensory experiences that appeal to several or all of the five senses: vision, feel, taste, sound and smell in order to increase brand impact. By engaging multiple senses, the emotional connection with consumers will be stronger and last longer.

Emphasis will be made on how communications and positioning have to be strongly connected to experience properly the product and how a brand’s value is linked to the sensory experience customers have with the brand and its sales environment.

INSTRUCTIONAL METHODOLOGY:

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Topics will include:
- The holistic approach to a brand
- Creating sensory brand worlds
- Sensory marketing from beauty, food and drinks to products and services
- Store layout and location
- Inventory
- Sales
- Controls
- Buying and selling
- The socioeconomic characteristics of luxury and fashion retailing.

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.
SALES TECHNIQUES FOR LUXURY BRANDS

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COURSE DESCRIPTION:

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

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

INSTRUCTIONAL METHODOLOGY:

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

- Fashion and Luxury Selling & Marketing Concept
- Brand knowledge and story-telling
- Self-expression and sense of self
- Understanding Buyer Behavior
- Approaching the Customer and Securing Desire
- Exceptional treatment and experience
- Craftsmanship / Quality
- Authenticity
- The Rarity Factor
- Emotional Bonding
- Mystique
- Servicing the Sale; Closing the Sale & Building Customer Relations
- Ethical issues, Career Opportunities

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in, role-plays a midterm test and the final examination.
COURSE DESCRIPTION:

Brands rely heavily on events to promote their image and maximize customer engagement. This course allows students to understand how brands select and build partnerships with existing events: sports tournaments, award ceremonies in the arts and so on. Brands also design their own events and the course will illustrate how they do so: locations, event types, endorsements by A-listers and celebrities...

INSTRUCTIONAL METHODOLOGY:

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

- Fashion and Luxury Selling & Marketing Concept
- Brand knowledge and story-telling
- Self-expression and sense of self
- Understanding Event management
- Approaching the Customer and Securing Desire
- Exceptional treatment and experience
- Craftsmanship / Quality
- Authenticity
- The Rarity Factor
- Emotional Bonding
- Mystique
- Ethical issues, Career Opportunities

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in, role-plays a midterm test and the final examination.
Ensuring your digital marketing stands out is by no means easy. We are now living in a world overflowing with digital content. In the High Luxury field, words such as Marketing have traditionally been shunned for implying a ‘vulgar’ desire to sell more. The Luxury strategy has been to apply entirely opposite approach to Mass Marketing, meaning focus on one-to-one relationships. With the advent of global desire for luxury arising out of developing countries, luxury brand have shifted towards global retail retail expansion and the use of internet to provide seemingly one-to-one relationships. Luxury has moved towards mass and many mass brands have moved towards luxury. Today’s Luxury Brands often apply hybrid strategies. The need for convenience initially drove many merchants to online channels. Before that, they were selling products with television advertisements. Prior to TV, it was all about attracting consumers via radio and newsprint. Retailers have always adapted to the times. The current era is no exception to this rule. Nowadays, essentially every consumer likely has a computer in his or her pocket. This means one thing to retailers: Convenience is king. Therefore, if the newest form of commerce is omnichannel, then every merchant who doesn't follow that trend can expect trouble. Omnichannel commerce is all about delivering the best possible customer experience and, consequently, today that means convenience. It’s – in its simplest definition – a complete combination of in-store and online, but it really encompasses the utilization of every single channel, such as mobile and social (1).

LEARNING OUTCOMES:

The course prepares students to enter the workplace with knowledge and skills that can be immediately applied. Students will learn how to build brand relationships with clients via Branded Content and Omnichannel Marketing and will be required to develop their own Brand Content Strategy and Omnichannel Agency Brief. Individual research is required as well as a foundation in Intercultural Luxury Consumer Behavior.

EVALUATION:

The final grade will be based on attendance, mid-course projects however the Final Reseach Project - to create a Brand Content Strategy and Omnichannel Agency Brief for key markets in the world.
## MADE IN PARIS: LUXURY QUALITY MANAGEMENT

<table>
<thead>
<tr>
<th>COURSE NUMBER : FASH 220</th>
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<td>SEMESTER HOURS : 45</td>
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BUSINESS FINANCE

<table>
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<th>COURSE NUMBER : FINC 215</th>
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<td>PREREQUISITE : ACCT 111</td>
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<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:

This is the first part of a course that provides a solid foundation in fundamental finance theory and practice. The course introduces such basic concepts as securities markets, interest rates and risk/return valuation models. In addition, the course concentrates on how managerial finance can be used to maximize the value of the firm.

COURSE OBJECTIVES:

Introduce you to the world of Business Finance, both in business and entrepreneurial environment.  
Provide you with the skills to understand basic finance and make good financing decisions  
Prepare you for further Finance courses  
Presence in class is mandatory. Bring your book to class. More than 2 absences leads to a failing grade

EXPECTED LEARNING OUTCOMES:

After this course you will be able to:

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

TEXTBOOK:

Brealey/Myers, Fundamentals of Corporate Finance, McGraw Hill Int

EVALUATION:

The final grade will be made up of class participation (20%), a mid-term test (40%) and the final examination (40%).
<table>
<thead>
<tr>
<th>COURSE NUMBER : FINC 315</th>
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<tbody>
<tr>
<td>PREREQUISITE : FINC 220</td>
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<tr>
<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 45</td>
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</table>
INVESTMENT MANAGEMENT

COURSE NUMBER : FINC 340  CREDITS : 3
PREREQUISITE : FINC 220  ECTS CREDITS : 6
OFFERED : SPRING  SEMESTER HOURS : 45

COURSE DESCRIPTION:

FINC 320 and FINC 340 compose a yearlong nonsequential introductory course that focuses on the theory and practical application of investment analysis. In the first half, students review the basic elements of investment: asset classes, financial markets, market participants, portfolio theory, and passive investment management. The course then turns to security analysis, derivatives, and active investment management, and to their role in the context of the current economic crisis.

COURSE OBJECTIVES:

- understand macroeconomic and industry analysis;
- calculate basic equity, bond, and option valuations;
- demonstrate a broad knowledge of financial-statement analysis;
- discuss derivative markets;
- analyze futures markets and risk management;
- perform active investment management.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:
- predict the effect of monetary and fiscal policies on key macroeconomic variables, such as GDP, interest rates, and the inflation rate;
- use leading, coincident, and lagging economic indicators to describe and predict the economy’s path through the business cycle;
- calculate the intrinsic value of a firm, using either a constant-growth or multistage dividend discount model;
- calculate the intrinsic value of a stock using a dividend discount model in conjunction with a P/E ratio;
- value a firm using free-cash-flow models;
- use a firm’s income statement, balance sheet, and statement of cash flows to calculate standard financial ratios;
- calculate the profit to various option positions as a function of ultimate security prices;
- formulate option strategies to modify portfolio risk-return attributes;
- identify the features of an option that affect its market value;
- compute various option values;
- calculate the profit on futures positions as a function of current and eventual futures prices;
TEXTBOOK:
Bodie/Kane/Marcus, *Essential of Investments*, McGraw Hill

EVALUATION:
The final grade will be made up of class participation (20%), project (20%), 2 quizzes (20%), midterm exam (15%), final exam (25%)
COURSE NUMBER : FINC 345  
PREREQUISITE : ACCT 111 & ACCT 127  
OFFERED : FALL  
CREDITS : 3  
ECTS CREDITS : 6  
SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course will focus on the market need for reliable financial information in an increasingly control-conscious and international environment. Its aims are

1. to define audit and distinguish its different types (internal and external auditing) and relationship to users
2. to consider methods of auditing, how evidence is gathered and documented, how conclusions are reached. to understand reasons for the increasing awareness of the need for internal control and the work of the Committee of Sponsoring Organizations (“COSO”)
3. to explain what risk management is, understand the COSO Enterprise Risk Management (ERM) Model and how to manage risks properly.
4. To understand what fraud is and how to deal with fraud risk in the audit approach. How to respond to fraud when suspected or detected.
5. The analysis of audit reporting.

EXPECTED LEARNING OUTCOMES:

On completion of this module, the student should be able to:

1. Understand the principles of auditing
2. Have an appreciation of the organization and evolution of the profession
3. Be familiar with Professional Ethics (regarding the accounting profession)
4. Discuss the audit process, with a focus towards the audit of a multinational enterprise
5. Understand audit evidence & documentation
6. Understand fraud auditing and risk management
7. Be able to interpret and draft audit reports

TEXTBOOK:


EVALUATION :

The final grade will be made up of class participation (20%), a mid-term test (40%) and the final examination (40%).
COURSE NUMBER : FINC 450

CREDITS : 3

PREREQUISITE : FINC 215

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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

TEXTBOOK:

Eiteman/Stonehill/Moffett, *Multinational Business Finance*

EVALUATION:

The final grade will be made up of a class participation (20%), 2 mid-terms (25% each), a final examination (40%).
FRENCH CIVILIZATION

<table>
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<tr>
<th>COURSE NUMBER : FREN 320</th>
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<td>OFFERED : FALL &amp; SPRING</td>
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**COURSE DESCRIPTION:**

- This course in Civilization is designed for students with little background in History to better appreciate or at least understand the local culture while in Paris. The purpose of this course is to introduce students to France as the French know and experience it. Civilization is much more than history. It covers all aspects of culture as well as contemporary social issues. This course can also serve for majors of various disciplines as a case study for different social, economic or cultural issues. Emphasis is on learning to trace a whole range of technological and cultural interactions in order to link their causes and effects and to better evaluate their impact.

- The course will give you a window onto the many layers that make up the surface you see and experience everyday in Paris. We will often be outside covering the actual terrain. France is an old-world country, and Paris is an old city. Every street has been trodden with layers of stories. The new is sometimes heavily weighted sometimes magnificently enriched, with the old. Your own story will be enriched with cross-references and “souvenirs”. At the same time the media and Paris are buzzing with social events and political issues. We will both trace France’s rich history through the reading and films and delve straight into contemporary Parisian lifestyles with presentations and class activities.

- A general survey the history of Paris from Roman Gaul to present provides a backdrop against which an array of social issues is played out. Special attention will be made to what France has contributed to world civilization and to the particularities of the French value systems and attitudes giving insight into how the French function and what their preoccupations are.

- Four walking tours give direct access to the places and institutions referred to in class allowing students learn in the field how a city functions and recognize the multi-layered confrontations of its long history. In-class cheese and pastry tasting, films, presentations and other activities will make French Civilization a hands-on experience.

- This course will help make your stay in the city more meaningful to you. (You’ll even know what all those unpronounceable names of streets and bureaucratic initials of terms stand for). It will help students better adjust to being abroad and get the most out of their time here. It will also help them later while dealing with the French in business.

**COURSE OBJECTIVES:**

It is hoped that the students will:
- Sort out what is unique in French civilization and what it has contributed to world civilization.
- Acquire a certain familiarity with Paris – its streets, quarters, architecture, infrastructure, and institutions - to notice how city planning and management impacts on everyday life.
- Develop an awareness of the particular ways each epoch created its own approach to urban life as reflected in monuments, institutions and cultural activities.
- Decode many French expressions, terms and abbreviations. (Grand Ecole, poubelle, HLM, A.O.C.,...) 
- See how infrastructures that make Paris what it is today were established and developed.
- Understand how to evaluate and appreciate a people whose values and lifestyle may be quite different from your own.
- Learn how to be a respectable tourist: Etiquette at museums, learning to enjoy cheese and pastries, strolling and sightseeing and, in general, taking in a foreign culture as a pleasant pass-time.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:
- Retain a basic timeline of events, mentalities and changes with which to situate other developments.
- Understand the notion of civilization in general and of that in France in particular.
- Take into consideration social-political issues and their impact on a culture.
- Learn some everyday terms in French that shed light on hidden connections and meanings behind
- Act knowledgeable in dealing with French food customs.
- Cultivate “sensibility and appreciation” for “the other”; open to new experiences in everyday life
- Acquire knowledge into the history of French commercial activities and modes of retailing.
- Organize thoughts and opinions into well-written essays dealing with rather subjective material.
- Working with others to complete group projects and win team competitions

TEXT:

*Paris The Secret History*, by Andrew Hussey, Penguin Books

EVALUATION:

2 midterms and 1 final exam of 60 minutes each will test the student's ability to select supporting facts from the reading material to justify an opinion to develop a critical analysis of the question on a major theme.

The final grade will be determined as follows:
- Group oral presentation 24 points
- Two Mid-Term exams 24 points each
- Oral comprehension questions on student presentations 4 points.
- Final Exam 24 points
- **Bonus points (Max. 20) for class activities showing exceptional participation and effort & for visits to museums.**

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AMERICA & FRANCE: CROSSROADS IN CIVILIZATION

<table>
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<th>COURSE NUMBER : HIST 211</th>
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<td>OFFERED : SPRING</td>
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COURSE DESCRIPTION:

This course is designed for students with little academic background in History to acquire a global view by juxtaposing parallel but often contrasting events that have marked U.S. and French History. (This course can also serve for majors of various disciplines as a case study for different social, economic or cultural issues.)

Avoiding a tedious general survey of history, the course will focus on key moments along a timeline (from Roman Gaul / Native American civilization to the present) when a ‘crossroads’ determined the complexity of US/French relations whether in partnership or opposition. We will see how Monarchies, Colonization, Revolution, Democracy, Imperialism, Capitalism and Globalization developed in both hemispheres as well as at what point the “Capital of Arts” shifted. Special attention will be made as to what each country has contributed to world civilization and to the particularities of their value systems and attitudes giving insight into how the each of the countries function and what their preoccupations are. We will discuss a series of historical milestones set against various aspects of culture as well as social issues. Briefing lectures and discussions will prepare the groundwork. Then, small teams of students will prepare arguments for their elected country’s policies in order to enter into a lively debate the following week.

The course’s purpose is to introduce students to an innovating, relativist approach situating everything in a context avoiding the normal patriotic dogma of an individual country’s History course. This, in turn, prepares students to better understand their own countries’ place in today’s globalization. Emphasis is on learning to juggle a whole range of political, technological and cultural interactions in order to link their causes and effects and to better evaluate their impact.

In-class debates, films, and other activities will make US France Crossroads a hands-on experience. A walking tour will trace ‘Americans in Paris’ giving direct access to the places and institutions referred to in class allowing students learn in the field the hot-spots à l’américaine of the city’s long history. Attendance at a couple of evenings at the France-Amériques Association’s events (amongst others in Paris) will be recommended for bonus points and networking.

The course will give you the much-needed background to the daily news you see and follow in both countries. Your own story at ABS will be enriched with cross-references and a truly “French connection’. This course will help make American student’s stay in the city and French students’ experience in a US institution (A.B.S.) much more meaningful. It will add a plus to their C.V. and help them in dealing with the French or the Americans in business throughout their careers.

COURSE OBJECTIVES:

By the end of the course, the students should:
- Sort out what is unique in U.S. and French civilizations and what they have contributed to world civilization.
- Acquire a certain familiarity with the two countries (their history and contemporary life) across a wide spectrum
- Develop an awareness of the particular ways each epoch created its own approach to life
- See how infrastructures, foundations and mentalities that make these countries what it is today were established and developed.
- Understand how to evaluate and appreciate a people whose values and lifestyle may be quite different from your own.
- Learn to seek out the whole story and not just treat the news as entertaining gossip.

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

**TEXTBOOK:**  
*A Brief History of France – People, History and Culture* by Cecil Jenkins, Running Press 2011 and  
*Don’t Know Much About History – Everything you need to know about American History But never learned* by Kenneth Davis, Harper paperback 2012 are required to purchase.

**EVALUATION:**  
The final grade will be made up of class tests, class participation and the final examination.
PRE-CALCULUS MATHEMATICS

COURSE NUMBER: MATH 110

CREDITS: 3

PREREQUISITE: NONE

ECTS CREDITS: 6

OFFERED: FALL

SEMESTER HOURS: 45

COURSE DESCRIPTION:

Algebra designed for students with no or little background in algebra and for students who need a review before proceeding further in mathematics. Topics are illustrated by examples and applications in business and other sciences and include: linear and quadratic equations, inequalities, break-even analysis, graphs, polynomials, factoring, radical expressions, integer exponents and scientific notation.

COURSE OBJECTIVES:

It is hoped that the students will:
- Acquire a sufficient level of “quantitative literacy” to be able to take other math-related courses,
- Develop an awareness of the value of algebra as a real-life tool,
- Be able to develop strategies for solving problems.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:
- Understand and make proper use of the mathematical words, terminology and symbols (including basic geometry) they have acquired in the course,
- Attain “number literacy” which includes manipulating and performing operations with fractions, decimal numbers, percentages, radicals, exponents, rounding numbers and using the scientific notation,
- Use tables, graphs and charts to display and interpret numerical and categorical data,
- Translate verbal expressions into equations,
- Recognize and solve linear equations and inequalities,
- Do basic algebraic factoring and expanding, and solve quadratic equations,
- Understand the notion of a function, sketch and interpret graphs,
- Understand the linear model vs. the exponential model through the concept of rate of change (slope),
- Handle linear equations, draw straight lines, calculate and interpret the slope, the X intercept and the Y intercept,
- Solve systems of linear equations, interpret the results graphically (break-even analysis).

TEXTBOOK:

No text book is required to purchase. However, the following 2 texts are used as a basis for the course. Copies of these text books are available in the school library. Course material (Handouts, class exercises, special projects, tests and exams) will be handed out by the professor at every session.
- Aufmann, Houghton, Mifflin, *Beginning Algebra with applications*
- Kime and Clark, *Explorations in college algebra*, Wiley
EVALUATION:

The final grade will be made up of a class tests and homework correction (20%), a mid-term test (40%) and a final examination (40%).
CALCULUS

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<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION & OBJECTIVES:

This course is the continuation of MATH 110 (Pre Calculus). It is designed to illustrate the many applications of calculus to the management sciences. It will provide the students with the knowledge of tools that will be needed in Economics, Accounting, Marketing and Statistics.

COURSE OBJECTIVES:

It is hoped that the students will:
- Become familiar with the basic “calculus” techniques,
- Master the 2 basic models : Linear and Exponential
- Develop an awareness of the value of calculus for model building,
- Be able to develop strategies for solving problems.

EXPECTED LEARNING OUTCOMES:

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

TEXTBOOK:

No text book is required to purchase. However, the following 2 texts are used as a basis for the course. Copies of these text books are available in the school library. Course material (Handouts, class exercises, special projects, tests and exams) will be handed out by the professor at every session.
- Ron Larson, Hougton Mifflin, Brief Calculus
- Bennett and Briggs, Using and understanding mathematics, a quantitative reasoning approach, Addison Wesley

EVALUATION:

The final grade will be made up of a class participation (15%), a mid-term test (20%), project (25%), and a final examination (40%).
BUSINESS STATISTICS

<table>
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<th>COURSE NUMBER : MATH 210</th>
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<td>OFFERED : FALL</td>
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COURSE DESCRIPTION:

This course is offered to the second year students with an overall picture of the scope and structure of business statistics. The objective of this course is to provide the students a practical understanding of some widely used statistical tools and methods and the ability to use this knowledge to prepare a quantitative study, process the gathered data and interpret its results.

COURSE OBJECTIVES:

The purpose of this course is to provide the students with
- a practical understanding of standard statistical tools and methods,
- and the ability to use this knowledge to prepare a quantitative study, process the gathered data and interpret the results.

Applications will be considered very often (but not exclusively) in the field of Marketing Research.

EXPECTED LEARNING OUTCOMES:

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

TEXT:


EVALUATION:

The final grade will be made up of a class participation and homework (20%), a mid-term test (40%) and the final examination (40%).
COURSE NUMBER: MGMT 110
CREDITS: 3
PREREQUISITE: NONE
ECTS CREDITS: 6
OFFERED: FALL, SPRING & SUMMER
SEMESTER HOURS: 45

COURSE DESCRIPTION & OBJECTIVES:

The objective of this course is to explore the complexity of the world we find ourselves in, the very world in which we will carry out our professional activities. From that standpoint, it is imperative that each student learns to identify, assess, and respond constructively to cultural disparities and to understand the construction of culture from an ideological point of view.

At the end of this course students will understand the profound consequences of the “construction of the other,” the political ramifications of notions of “culture,” and “nation.” The consequences of such ideas as nation exceptionalism, thus understanding appropriate attitudes and steps that can circumvent cross-cultural failures. And to develop a critical approach to existing models with a view to reduce/eliminate stereotypical behaviors.

COURSE OBJECTIVES:

At the end of this course, students will understand the profound consequences of the “construction of the other,” the political ramifications of notions of “culture” and “nation.” The consequences of such ideas as nation exceptionalism, thus understanding appropriate attitudes and steps that can circumvent cross-cultural failures. We will also try to develop a critical approach to existing models with a view to reduce/eliminate stereotypical behaviors.

EXPECTED LEARNING OUTCOMES:

At the center of this course is the expectation that each student will develop profound critical thinking skills, and that they will construct a richer analytical tool box to deploy in any number of expected and unexpected challenges that will arise from our increasing connected and complex global community.

TEXTS:


EVALUATION:

The final grade will be determined as follows: midterm 40%, final 40%, class participation 20%.
The corporation was once completely focused on economics, finance and accounting. In today’s ultra-competitive and demanding economy, the business climate can no longer rely on the sale of a simply efficient service or trustworthy product to guarantee profit and turnover. Technology, transport, free-trade, outsourcing and offshoring are some of the revolutionary business forces which have transformed the corporate community into an interconnected local village. Borders, countries, languages, philosophies unite to expand the culture of a company across oceans of market share and centuries of geo-political lifestyle. Today organizational behavior and modern management theory have opened us to an entirely new vision of the workplace offering valuable guidelines into the heart of a business, and its most valuable asset: HUMAN BEINGS.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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

TEXT:

*Organizational Behavior*, Robbins & Judge, Pearson, 15th Edition (previous editions not permitted)

EVALUATION:

Midterm exam- 35%, Final exam – 30%, Cases/assignments/group projects (written and oral)/ participation – 35%
HUMAN RESOURCES MANAGEMENT (ONLINE COURSE)

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<tr>
<th>COURSE NUMBER: MGMT 225</th>
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COURSE DESCRIPTION:

Since we are using the Cross Knowledge platform and its resources, we are offering students a primer on Human Resource Management. The course will give students a valuable insight as to the role an HR executive will play or even an entrepreneur can assume with respect to hiring, evaluating, motivating, and managing their employees and staff. Although traditionally, the course would follow the route of managerial and also sometimes orthodox teaching subjects such as legal, salary, and other HR related issues, this course is designed to allow students to gain some knowledge as to the workings of HR and also how to manage issues which are more current and relative to our times such as Diversity, Conflicts, and Change.

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

COURSE OBJECTIVES:

- To understand and learn key concepts for Human resource management such as hiring, skill assessment, and managing conflicts, and appraisals.
- To be able to analyze candidates strengths and weaknesses with regards to job suitability and personnel allocation
- To be aware of the important challenges facing business managers regarding hiring new recruits, promotion, firing, or managing differences and conflicts.

EXPECTED LEARNING OUTCOMES:

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

- To be clearly define Human resource management and understand the managerial nature of allocating resource to suitable work processes
- To be able to analyze the strengths and weakness of any candidate through various aspects such as reviewing their CV, interviewing, and appraisals.
- To be able to understand the importance of hiring team players and managing conflicts.

TEXT:

CrossKnowledge access provided to all class students.
EVALUATION:

Assignments 30%, Case Studies 30 %, Final Group Project 40%
INTERNATIONAL BUSINESS

**COURSE NUMBER:** MGMT 230  
**CREDITS:** 3

**PREREQUISITE:** ECON 110 or ECON 120  
**ECTS CREDITS:** 6

**OFFERED:** SPRING  
**SEMESTER HOURS:** 45

**COURSE DESCRIPTION:**

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

**COURSE OBJECTIVES:**

It is hoped that the students will: understand how and why they have to take into account the international environment (economic, political, cultural and legal) while doing business in foreign countries. The students will then better determine the reasons of success and failure of global companies.

**EXPECTED LEARNING OUTCOMES:**

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

1/ Explain the concepts of international business and global business  
2/ Explain how institutions (formal and informal) reduce uncertainty  
3/ Discuss how cultures systematically differ from each other  
4/ Explain how value is created from a firm’s resources and capabilities  
5/ Explain the importance of political realities governing international trade  
6/ Identify strategic responses firms can take to deal with foreign exchange movements  
7/ List the steps in the comprehensive model of foreign market entries.

**TEXTBOOK:**


**EVALUATION:**

The final grade will be made up of a class participation (20%), class tests (20%), team project (20%), a midterm test (20%) and a final examination (20%).
LOGISTICS & SUPPLY CHAIN MANAGEMENT

**COURSE NUMBER**: MGMT 351  
**CREDITS**: 3  
**PREREQUISITE**: MGMT 230  
**ECTS CREDITS**: 6  
**OFFERED**: SPRING  
**SEMESTER HOURS**: 45

**COURSE DESCRIPTION:**

This course gives the student an overview of the many dimensions of the complex and dynamic subject of logistics. The course focuses on a systems integration of physical distribution, manufacturing support, choice of transport modes, and presents a comprehensive description of materials management, inventory, information technology and location analysis.

**COURSE OBJECTIVES:**

To show the students how logistics is a key driver of globalization and facilitator of international trade and development.

This course covers practical and strategic aspects, in using cases related to different activities of the global business.

Managing international supply chain activities (from purchasing, production and marketing to distribution) means the effective integration of different components of the value chain.

**EXPECTED LEARNING OUTCOMES:**

After studying these chapters, the students should be able to:

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

**TEXTBOOK:**

Langley, *Managing Supply Chains: A Logistics Approach*, South-Western

**EVALUATION:**

The final grade will be made up of a class participation 20%, individual/group presentations of cases 20%, a mid-term test 30%, and a final examination 30%.
ADVANCED CRM AND CUSTOMER LOYALTY FOR LUXURY BRANDS

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EUROPEAN COMMUNITY LAW & BUSINESS

COURSE NUMBER : MGMT 420  
PREREQUISITE : BLAW 210  
OFFERED : SPRING

CREDITS : 3  
ECTS CREDITS : 6  
SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course is essentially a « capstone » on business law education, incorporating all principles of prior business courses and applying these elements to practical, real-life models through assigned case analyses.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To make the student keenly aware of the importance of the European Court of Justice in the business environment. The Court’s decisions affect significantly all areas of company activity. Knowledge of the Court’s role, scope, and judgments is indispensable for the European executive. The course is developed through lectures and case studies. Will be covered in class :

- Competition - United Brands
- Monopoly - Continental Can
- Free Trade - Parma Ham
- Environment - Danish Throw-Away Bottles
- Gender discrimination - Lisa Grant
- Pensions - Barber
- Trademark - Silhouette
- Intercountry TV Advertising - De Agostini
- Education - Humbel
- Mergers - Air France
- Cross Border Employment - Luxembourg Doctors
- Taxation - Schumacker

TEXT:

This course is composed exclusively of cases decided by the European Union court of Justice covering the broad spectrum of the daily business activity in the European Union. As new landmark decisions are taken, cases are added or deleted. Additional reading : Common Market, Maastricht and Amsterdam Treaties.

EVALUATION :

The final grade will be made up of class participation (20%), a mid-term examination (20%), and a final examination (60%).
INTERNATIONAL BUSINESS AS LEGAL & SOCIO-CULTURAL TRANSACTIONS

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<td>OFFERED : SUMMER</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:

This course concentrates on the study of international business as legal and socio-cultural transactions. You will obtain an overview of the complex socio-cultural issues encountered in international business transactions. One of the objectives is to enable those who will engage in international business in future to take essential “risk management” approaches to their handling of these complex issues in business transactions. We will focus on developing an understanding the various facets of international business transactions, identifying the issues that may pose problems or repercussions that could harm the expectations of your entity or clients, and we will consider models for taking these risks out of those transactions. This requires an understanding not only of the paperwork 'nuts and bolts' of these transactions, but a strong appreciation of international trade regimes that must be navigated by future professionals. You will also learn a “language” of new terms and descriptions that are essential to charting these international business aspects. The overall course approach should give you an appreciation of the diligence required of the professionals in using a “preventive” approach to international business transactions. The ultimate objective is to develop the skills and confidence for each student to be able to identify issues, determine the problem areas and provide advice and recommendations to further the business transactions.

The major areas for the focus of our study will include: (1) the sale of goods throughout the world community, (2) the domestic and international regulations of international trade, which includes both imports and exports, and (3) it will be discussed that how social and cultural aspects play their role to shape international business transactions within the focus areas of 1 and 2 where applicable. The course will make references to the subjects of Contracts, Antitrust, Comparative Law, Conflicts of Laws, Intellectual Property, international trade and International Law.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

After studying these chapters, the students should be able to:

- Understand the economic and political environment of Asian markets
- Compare different Asian markets to enter
- Understand the role of governments in the economic development of Asian markets
- Appreciate how global companies enter Asian markets
- Master the business logic of Asian managers
- Understand the characteristics of the Asian consumer
- How to Start a business in Asia

TEXTBOOK:

I have not decided any text book yet. However, I am thinking of developing a volume of reading materials for students. I can send those materials to you at least a month before the class starting date. Those can be compiled together for students and administrative and logistic costs can be charged to students who will take this class. We cannot charge for the material itself, because I will be using those materials for educational purpose.

EVALUATION:

The final grade will be made up of quality participation in the class (reading the materials before the class as assigned, giving thought to the assigned materials and bringing your understanding in the participation with analytical and critical components as much as you can, class works and home works (I will provide hypothetical problems for you to do your class works and home works), and final exams in the form of short question answer.
DOING BUSINESS IN THE MIDDLE EAST & AFRICA

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<td>PREREQUISITE : MGMT 230</td>
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<td>OFFERED : FALL</td>
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COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

The course intends to cover: (A) geopolitics of MENASSA, (B) the geostrategic aspects prevailing in it, (C) Sociology, Language and Cultural Aspects specific to MENASSA and impacting doing business, (D) Politics & Institutions, (E) Businesses & Markets, (F) Laws & Regulations, (G) Business Development, (H) Market trends, (I) Industry Focus (Energy, Oil & Gas, Real Estate, Hospitality & Tourism, Sports & leisure, Infrastructure etc.).

MATERIALS:

Course package contains case studies, articles and current events in MENASSA

EVALUATION:

Midterm exam- 35%, Final exam – 30%, Cases/assignments/group projects (written and oral)/participation – 35%
COURSE NUMBER : MGMT 444  
PREREQUISITE : MGMT 230  
OFFERED : SUMMER

CREDITS : 3  
ECTS CREDITS : 6  
SEMESTER HOURS : 45

COURSE DESCRIPTION :

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

COURSE OBJECTIVES:

After studying these chapters, the students should be able to:

* Understand the political, economic, legal and cultural environment of Asian markets
* Selecting entry modes according to country situation
* Understand the role of governments in the economic development of Asian countries
* Start a business in Asia

TEXT:

* Strategies for Asia Pacific: Meeting New Challenges
  Philippe Lasserreand Helmut Schutte, 3rd Ed.
* Newspapers / The Economist articles / China Daily (European Weekly) and Asian FT

EVALUATION :

The final grade will be made up of Class presentation: 20%, Team project:20%, mid-Term:30% & Final exam:30%:
# SOURCING AND PURCHASING

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<td>OFFERED : SPRING</td>
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COURSE NUMBER : MKTG 210
PREREQUISITE : NONE
OFFERED : FALL & SPRING

CREDITS : 3
ECTS CREDITS : 6
SEMESTER HOURS : 45

COURSE DESCRIPTION:
An examination of the social and economic implications of marketing for profit and nonprofit institutions, market structure and behavior, marketing institutions, channels of distribution for consumer and industrial goods, pricing and promotion.

COURSE OBJECTIVES:
- To familiarize you with the elements of the marketing mix.
- To increase your awareness of the strategic decisions behind today’s top brands.
- To engage the students with the concept of The Five Major Value Themes:
  1. Creating value for customers in order to capture value from customers in return.
  2. Building and managing strong, value creating brands.
  3. Measuring and managing return on marketing.
  4. Harnessing new marketing technologies.
  5. Sustainable marketing around the globe.

Learning Objectives:
- Marketing is all about creating customer value and building profitable customer relationships
- Develop a compelling value proposition.
- Understand that marketing is a philosophy that guides the entire organization.

In addition to the above, students will develop and understanding of:
- Consumer behavior and psychology: consumer motivation and decision process
- Power of Branding: traditional bases of market segmentation and how it aids marketing strategy.
- Marketing strategy: corporate objectives, competitor analysis and competitive strategy.

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- To be clearly define Marketing in its proper context with regards to customer relationship building and profit making
- To be able to assess the external marketing environment of any given company
- To be able to analyze the behavior of the consumer mind set with respect to their choices, attitudes and interests
- To be able to build a capable strategy for marketing of any product or service and create a professional action plan from it
TEXT:

Principles of Marketing, Kotler, 15th Intl Ed

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in (40%), a mid-term test (30%) and the final examination (30%).
CONSUMER BEHAVIOR

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<th>COURSE NUMBER : MKTG 240</th>
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COURSE DESCRIPTION & OBJECTIVES:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of the course, students should be able to recreate the evolution from early studies of Consumer Behavior to a Globalized Consumer Culture elaborate the differences between Post WWII and Contemporary promotional tools and methods. Appreciate the susceptibility of self-expression to individual and mass manipulation.

TEXT:

*Consumer Behavior*, Blythe, 1st Ed, 2008, Cengage Learning

EVALUATION:

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.
INTERNATIONAL LUXURY CONSUMER BEHAVIOR

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COURSE DESCRIPTION:

This course will explain how it is necessary to take into account the variation of consumer perceptions of luxury, explain the cultural hierarchies of luxury perceptions, and how to create a sale approach that can be adapted to sell to customers of different nationalities and cultures by identifying the key selling points relevant to customers of different cultures.

INSTRUCTIONAL METHODOLOGY:

The course is developed through lectures, discussion and group/individual presentations of case studies and role plays. Students are expected to thoroughly read text materials and participate in class discussion. This course gives student’s understanding of the different consumer behavior in fashion and luxury business in Brazil, Russia, China and India but also in the USA, the first luxury market in the world, and the MINT’s: Mexico, Indonesia, Nigeria and Turkey. Each of these markets has its own and unique characteristic that is linked to the consumer cultural differences and perception of luxury and fashion brands.

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.
DIGITAL MARKETING & WEB ANALYTICS

COURSE NUMBER : MKTG 315  
CREDITS : 3
PREREQUISITE : MKTG 210  
ECTS CREDITS : 6
OFFERED : FALL  
SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

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

E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speeding up processes, reduce costs of business expenses, and also generate an increase in ROI. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks.

E-Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies)

The course will use the book Emarketing Excellence as well as other resources to guide students as to how to develop an e-commerce strategy and finally build and market their own website as a final project.

Through this course, students will develop a capacity to understand the potential of Ecommerce and its key drivers. They would be made aware of strategic questions raised to business managers so as to have personal perspective on these issues.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

- To be clearly define E-Marketing in its proper context with regards to long term online customer relationship building and profit making
- To be able to assess the online supply chain management of any given business infrastructure
- To be able to analyze the online consumer behavior and trends
- To be able to build a website and construct a business proposal complete with a feasibility study, projection of expected sales and profits, and web site structure and design
Mandatory book for students: Understanding digital marketing by Damian Ryan 3rd Edition

Books I will be using:
Emarketing Excellence by Dave Chaffey
E-Business and E-Commerce by Dave Chaffey
E-Commerce by Laudon
Conversion Psychology by Gregory Ciotti
Niche Envy Marketing – Discrimination in the digital age by Joseph Turow

EVALUATION:

Class Participation 15%, Class Tests 20%, Case Studies 30%, and Final Project and Presentation 35%
## INTEGRATED MARKETING COMMUNICATION

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MARKETING RESEARCH

COURSE NUMBER : MKTG 340  CREDITS : 3
PREREQUISITE : MKTG 210  ECTS CREDITS : 6
OFFERED : FALL  SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the acquisition of information for marketing management decision making, including the formulation of research problems, research design, data sources and collection methods, sampling design, data analysis and presentation of results.

COURSE OBJECTIVES :

To provide students with the fundamentals necessary to evaluate when marketing research is necessary, to determine the type of research required and to interpret and apply the results. To give students experience in designing and implementing a survey, and analyzing, interpreting and reporting results.

INSTRUCTIONAL METHODOLOGY :

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

- Introduction; Marketing Research Process
- Data Sources; Measurement Process
- Data Collection Methods
- Sampling Plan; Further sampling procedures & Field Operations
- Data Processing & Analysis
- Reporting Research Findings
- Demand Measurement & Test Marketing
- Testing Hypotheses & Database Marketing

TEXT:


EVALUATION :

The final grade will be made up of class exercises and mini-projects (30%) a mid-term test (30%) and the final examination (40%).
INTERNATIONAL MARKETING

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COURSE DESCRIPTION & OBJECTIVES:

The main emphasis of the course will be on practical experience through the development of a well-conceived international marketing plan. You will develop an understanding of the tools and techniques used in the marketing of goods and services on a global basis and gain experience in formulating international marketing policies. The student will gain a working knowledge of international marketing terms and concepts. He/she will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment. The course will attempt to sharpen your analytical and critical skills through case studies and the regular reading and analyzing of current events.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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

TEXT:


EVALUATION:

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.
COURSE DESCRIPTION:

This course will focus on the growing importance of Public Relations in the 21st century. Starting with a definition of and a short background on the evolution of PR throughout history, we will examine the following topics: PR’s distinct function in contrast to Advertising and Marketing, the impact of the Internet, the importance of ethics, how to handle the media, PR and crisis management, how to write a “gripping” press release and the down side of modern PR: the “spin” industry and PR as propaganda. We will discuss and compare various image films of international companies and talk about PR/communication within the context of Michael Moore’s *Bowling for Columbine* and the documentary on Rupert Murdoch’s media empire *Outfoxed*.

COURSE OBJECTIVES:

To expose the students to the wide variety of different ‘tools’ employed to carry out Public Relations strategies such as: ‘receiver’s bias’, persuasion techniques, attracting publicity, crisis management, product launches, press (news) releases and press kits, press conferences, speech writing, lobbying, and social media. The negative aspects of PR will also be considered: “spin” and propaganda.

EXPECTED LEARNING OUTCOMES:

At the end of the course the student will have a grasp of how to:

- Determine Corporate Communications objectives
- Apply technical knowledge of the theory, processes, practices, and personal relationships that underlie public relations.
- Influence attitude change
- Deal with traditional and social media
- Compose written press releases, speeches, etc.
- Be prepared to face the ethical challenges of PR

TEXT:


EVALUATION:

Class presentations 30%; group presentation 30%; class quizzes 40%
BUSINESS MARKETING

COURSE NUMBER : MKTG 370
PREREQUISITE : MKTG 210
OFFERED : SPRING

CREDITS : 3
ECTS CREDITS : 6
SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

Business Marketing customers are organizations (businesses, governments and institutions) who spend billions of dollars annually on products and services purchased from other businesses for things like raw materials, manufactured component parts, supplies, logistics support, buildings, infrastructure, equipment, information technology, etc., to support and grow their operations. Among business customers are companies you often think of as those who make and sell products and services to you: companies such as Sony, General Motors, Procter & Gamble, McDonalds, Apple, Accor, EDF, etc. Building and maintaining relationships with clients such as these requires special skills, insights and great attention to detail - all of which can make or break your company's fortune.

As more than 50% of business school graduates end up working for companies that compete in this substantial business market, a course that examines B-to-B marketing may well open your eyes to alternative career path options. In this course, we will explore ways in which players in the B-to-B marketplace make buying decisions and isolate the requirements for success.

COURSE OBJECTIVES:

- To facilitate the student’s understanding of the nature, structure, and distinguishing characteristics of the industrial or B-to-B market.
- To provide a framework for understanding and analyzing organizational buying behavior in all sectors of the business market - commercial enterprises, government, and institutions.
- To enhance the student’s ability in applying demand analysis and segmentation techniques in the business market.
- To develop the student’s ability for managing the firm’s marketing efforts directed to the business market; specifically, the course will provide a framework for understanding business marketing strategy development and thereby, provide students with decision-making capabilities in the field.

EXPECTED LEARNING OUTCOMES:

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

- To be clearly define Business Marketing in its proper context with regards to long term client relationship building and profit making
- To be able to assess the supply chain management of any given company
- To be able to analyze the operations and needs of the business
- To be able to build a capable strategy for marketing with regards to negotiations, procurement, sales, and logistics

TEXT:
EVALUATION:

Participation 20%, Test 20%, Case Studies 30% and final group project 30%
COURSE NUMBER : MKTG 380
CREDITS : 3
PREREQUISITE : MKTG 210
ECTS CREDITS : 6
OFFERED : FALL
SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

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

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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


EVALUATION:

The final grade will be made up of a class participation, articles and case studies handed in, role plays a mid-term test and the final examination.
EVENT & SPORTS MARKETING

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<td>PREREQUISITE : MKTG 210</td>
<td>ECTS CREDITS : 6</td>
</tr>
<tr>
<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 45</td>
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</tbody>
</table>

COURSE DESCRIPTION & OBJECTIVES:

The aim of this course is to provide students with an introduction to the concepts and theories unique to event and sports marketing and review the basic principles of marketing in the context of sports. This course seeks to cover all of the relevant issues in designing an integrated marketing strategy.

COURSE OBJECTIVES:

To provide the students with a practical framework of the strategic marketing process that can be applied to event marketing whether in the sports, tourism, entertainment, business, or political sectors.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should have a grasp grasp of how to:
1. Design, plan, and stage an event for promotional, fundraising, sports, etc. purposes
2. Construct a strategic marketing & P.R. plan for the event
3. Create sponsorship deals
4. Event management: dealing with catering, logistics, risks, environmental impact
5. Integrate current trends with core event marketing concepts
6. Effectively communicate and present their event project

TEXTS:


EVALUATION:

The final grade will be made up of a class participation and presentations, a mid-term test and the final examination.
CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER: MKTG 400
CREDITS: 3
PREREQUISITE: MKTG 240
ECTS CREDITS: 6
OFFERED: SPRING & SUMMER
SEMESTER HOURS: 45

COURSE DESCRIPTION:

The course is very research-driven and prepares students to enter the workplace with knowledge and skills that can be immediately applied. The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today’s leading as well as niche luxury brands.

COURSE OBJECTIVES:

The course is very research-driven and prepares students to enter the workplace with knowledge and skills that can be immediately applied. The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today's leading as well as niche high luxury brands.

EXPECTED LEARNING OUTCOMES:

1. How to add value to a struggling brand.
2. Create a competitive, sustainable and ethical B2C high luxury brand concept that can succeed in leading markets.
3. Create a Brand Plan (not the same as a Marketing Plan).
4. Prepare a newsworthy Press Release and brand content strategy.

SUGGESTED TEXTS:

- Kapferer & Bastien, "The Luxury Strategy" (Dec 2012) Kogan Page 2nd Ed

EVALUATION:

The final mark will be based on Attendance, Class Participation, Group work and individual strategy proposals. Please note that the Final Project provides the leading grade and is based on the process of in-depth market and consumer research, trend and competitor analysis using brand tools provided, as well as the proposed unique brand concept derived as a result of this analysis. The press release serves as a simple guide to assessing the newsworthiness and originality of the concept. No grade is given for ‘good ideas’ that are not grounded in research. No exam is given. This is a research project for mature students and is based on the real world as is required in real life.
STRATEGIC LUXURY BRAND MANAGEMENT

COURSE NUMBER : MKTG 401  
CREDITS : 3  
PREREQUISITE : MKTG 240  
ECTS CREDITS : 6  
OFFERED : FALL  
SEMESTER HOURS : 45

COURSE DESCRIPTION:

Give student’s sufficient understanding of the function of Marketing, Sales & Communications Director in the luxury industry. Future international manager will need to have these three skills, as these functions are more and interlinked.
This course is for students interested in working in marketing communications, brands management, ad sales, and sales managers in both retail and B2B in an international environment.

EXPECTED LEARNING OUTCOMES:

- Understanding the potential of luxury brands to create value
- The course is interactive: students are requested to participate and play the role of brand managers
- Teacher presents and clarifies how to present and sale luxury brands
- Presentation of practical business cases (success or failure).
- Student groups are requested to work in teams and to present a luxury brands and premium in a competitive environment.
- Student are invited to analyse, suggest managing ideas to implement brands

SUGGESTED TEXTS:

The Luxury Strategy, JN Kapferer. Strategic Brand Management, JN Kapferer

EVALUATION:

The final grade will be made up of: attendance, class participation, group work 30%; individual research projects 70%.
COURSE NUMBER : MKTG 415       CREDITS : 3
PREREQUISITE : NONE             ECTS CREDITS : 6
OFFERED : FALL                  SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES

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

EVALUATION/GRADING SYSTEM:
Mid-Term Exam: 30%; Class Presentations 30%; Final Exam: 40%
FASHION BRANDS & CONSUMERS BEHAVIOR

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<th>COURSE NUMBER : MKTG 435</th>
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<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:

Give student’s sufficient understanding of the different consumer behavior in fashion and luxury business with a strong multicultural approach. We will first focus in Europe key players mainly: France and Italy. On a second stage, we will focus on the new consumers from the Brics (Brazil, Russia, China and India) but also in the USA, the first luxury market in the world.

Understanding cultural differences is key for future managers as the fashion business is one of most international industry and each of these markets has its own and unique characteristics. Luxury and fashion brand are an expression on a national culture. They act as ambassadors of national virtues. We will also focus on some of these new fashion designers from China, Brazil that could play an important role in a near future and influence thus the fashion industry. To succeed, future sales & marketing & communications managers need to have a multicultural approach of these markets and its consumer’s habits.

This course is for students interested in working in marketing, brands management, ad sales, and sales managers in both retail and B2B in the luxury and fashion industry more and more confronted with customers from diverse cultures.

COURSE OBJECTIVES:

It is hoped that the students will:

- Introduction to countries who conceptualized the fashion and luxury industry
- To understand and learn about these key markets
- An introduction to local designers: Chinese, Brazilian, Americans
- To be able to manage and understand the difference between premium brand, fashion and luxury brands
- To understand the importance of distribution of these markets
- Learn how to communicate in these markets
- To be aware of some important challenges they will face the fashion luxury industry in the future.

REQUIRED READINGS

(Teacher will provide reading requirements for the following week at the end of each course)

- Luxury in China, Michel Chevalier
- The luxury market in India: Glyn Atwal et Soumya Jain
- Elite China: Consumer behaviour in China, Pierre Xiao Lu
- The luxury strategy JN Kapferer HEC professor MBA program
- Strategic brand management JN Kapferer
- Luxury Retail Management Michel Chevalier & Michel Gutsatz ESSEC & University Paris Dauphine
BUSINESS ETHICS

COURSE NUMBER : PHIL 310  CREDITS : 3
PREREQUISITE : NONE  ECTS CREDITS : 6
OFFERED : FALL & SPRING  SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

It is hoped that the students will:
- acquire a good grasp of the major issues, philosophers and concepts in business ethics
- develop the tools for shaping and defining appropriate moral values and conduct
- be able to progress analytically in a (self)critical, interactive cross-cultural team environment.
- Be organized in a virtual collaborative setting

EXPECTED LEARNING OUTCOMES:

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

TEXT:


EVALUATION:

50% of the final grade will be made up of a class participation (20%), a group project (20%), a mid-term exam (30%) and a final examination (30%).
COURSE NUMBER : POLS 210  
CREDITS : 3

PREREQUISITE : NONE  
ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER  
SEMESTER HOURS : 45

COURSE DESCRIPTION :

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

The class will be developed through lectures, readings and oral presentations/class discussions. Will be dealt with in class:

- Historic international systems; the contemporary global system
- The purpose of states: foreign policy goals & strategies
- Foreign policy actions: power, capabilities & influence
- Instruments of policy: diplomatic bargaining, propaganda, economic rewards & coercion
- Clandestine actions & military intervention
- Law and world opinion in explanations of foreign policy
- Ethics in explanations of foreign policy
- Interaction of states: conflict & conflict resolution
- International cooperation

EXPECTED LEARNING OUTCOMES:

Students should acquire a basic understanding of the nation state system, power relationships, the balance of power, and of political and economic relations among nations so that they will be more aware and informed as world citizens.

As to transferable skills, the student should be able:

- to write effectively, that is, comprehensively, coherently and critically;
- to generate ideas;
- to synthesize results;
- to distinguish among fact, opinion, and judgment;
- to analyze and interpret the ideas and intellectual works of others;
- to evaluate and use sources of information;
- to prepare and deliver meaningful and effective oral presentations;
- to defend a position, a point of view, or an interpretation; and
- to interact cooperatively and effectively with others.

TEXT:


EVALUATION:

The final grade will be based on class participation (25%), class presentations (25%), and the final examination (50%).

108
INTRODUCTION TO PSYCHOLOGY

COURSE NUMBER : PSYC 110
CREDITS : 3
PREREQUISITE : NONE
ECTS CREDITS : 6
OFFERED : FALL & SPRING
SEMESTER HOURS : 35

COURSE OBJECTIVE :

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

We will learn how to use some of these principles to enhance our personal and professional life by fine tuning our communication skills, learning to read body language and critically assessing ourselves in relation to family, friends, and the world we live in.

To understand Freud’s theories and contribution, as well as the other schools of psychology, to conduct and realize a survey using correlations, to write and do research for a hypothesis, and to use psychology as a tool in our daily lives.

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

EXPECTED LEARNING OUTCOMES :

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

TEXT:

*Psychology*, Wade and Travis, Prentiss Hall, 11th edition

EVALUATION :

Survey results and detailed summary - 20 % - all surveys must be brought to class the day of the presentation, PPT, a Word doc of the questionnaire, and project abstract must be sent with all names of group members

Mid-term - 25% - terminology and essay question

Class participation - 20% - this will include informal presentations, reading quizzes and participation in class discussion, simulations and role plays

Final - 35% - The final grade will be 15 % terminology, concepts and theories, and 20 % analysis of case studies.
INTRODUCTION TO SOCIOLOGY

<table>
<thead>
<tr>
<th>COURSE NUMBER : SOCG 110</th>
<th>CREDITS : 3</th>
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<tbody>
<tr>
<td>PREREQUISITE : NONE</td>
<td>ECTS CREDITS : 6</td>
</tr>
<tr>
<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION :

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

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

EXPECTED LEARNING OUTCOMES :

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

TEXT :


EVALUATION :

The final grade will be based on a mid-term test (30%), a class presentation (30%), and a final examination (40%).
COURSE NUMBER: FREN 110  
CREDITS: 6  
PREREQUISITE: NONE  
ECTS CREDITS: 12  
OFFERED: FALL & SPRING  
SEMESTER HOURS: 72

COURSE DESCRIPTION:

In this class, students will be engaged in both individual and group work designed to give you grammatical and conversational basic abilities. Outside of class, students will have independent work and exercises on a regular basis from the Grammaire Progressive du Français (GP), in order to strengthen skills acquired in class.

Once a week, students will have a 15 minutes grammar and vocabulary po quiz, based on grammar points and rules taught in previous class and in the exercise book (Grammaire Progressive).

COURSE OBJECTIVES:

Students will learn all the basic structure of language and how to manage in everyday situation in their Parisian life. To achieve the goals of this class, students will need to actively participate in all of the scheduled activities and to prepare carefully the given assignments.

EXPECTED LEARNING OUTCOMES:

After successfully completing this course, students should be able to master the material listed in the main course objectives below:

Grammatical objectives:
- The expression of time in the present and in the future
- imperative
- the expression of time in the present, past and future
- the expression of quantity

Lexical objectives:
- to ask for / give information about yourself and your family
- to describe yourself and your environment
- to talk about leisure and everyday-life activities and holiday
- to talk about time and dates
- to purchase clothes and food
- to ask for / give directions and take public transportation
TEXT:

- Method : LE NOUVEAU Taxi 1, méthode de français de Guy Capelle et Robert Menand, Hachette Français langue étrangère, 2009
  Livre de l’élève
- La grammaire progressive du français, niveau débutant de Maïa Grégoire, CLE International, Nouvelle édition
  You wan’t be admitted in the class without your books

EVALUATION:

The final grade will be determined as follows:
work preparation and Class Participation 25%
weekly Tests 25%
Final Exam (written part) 25%
Final exam (oral, and listening comprehension) 25 %
INTERMEDIATE FRENCH 1

<table>
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<th>COURSE NUMBER : FREN 210</th>
<th>CREDITS : 4</th>
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<tr>
<td>PREREQUISITE : FREN 110</td>
<td>ECTS CREDITS : 8</td>
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<tr>
<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 48</td>
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COURSE DESCRIPTION:

Students will learn all the basic structure of language and how to manage in everyday situation in your Parisian life. To achieve the goals of this class, students will need to actively participate in all of the scheduled activities and to prepare carefully the given assignments.

As a follow-up to the first level of French language studies, students will continue to develop the four competencies of language acquisition: speaking, comprehension, reading, and writing. Although the course is structured around grammatical and lexical objectives, they will be engaged in both individual and group work designed to give them grammatical and conversational basic abilities. Outside of class, they will have independent work and exercises on a regular basis from the Grammaire Progressive du Français in order to strengthen skills acquired in class.

COURSE OBJECTIVES:

It is hoped that the students will be able to master the expression of space and of time, negative, comparative and superlative structures. basic tenses: such as présent, passé composé, imparfait and future of the and usages, as well as conditional Relative, possessive, demonstrative and personal pronouns.

EXPECTED LEARNING OUTCOMES:

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

Grammatical objectives:
- interrogation
- imperative
- the expression of time in the present, and past
- the past tenses: passé composé vs imparfait
- the future tense
- the expression of quantity
- direct and indirect objects pronouns

Lexical objectives:
- to describe the weather
- to talk about leisure and everyday-life activities and holiday
- to express an opinion
- to give advice
- to apply for a job
- to tell a story
- to express projects
TEXT:

- Method: LE NOUVEAU Taxi 1, méthode de français de Guy Capelle et Robert Menand, Hachette Français langue étrangère, 2009
- Livre de l’élève

La grammaire progressive du français, niveau intermédiaire. De Maïa Grégoire et Odile Thiévenaz CLE International, Nouvelle édition

EVALUATION:

The final grade will be determined as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation in class</td>
<td>25%</td>
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<tr>
<td>Homework</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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<tr>
<td>Tests during the semester</td>
<td>25%</td>
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</table>
INTERMEDIATE FRENCH 2

COURSE NUMBER : FREN 220  CREDITS : 4
PREREQUISITE : FREN 210  ECTS CREDITS : 8
OFFERED : SPRING  SEMESTER HOURS : 48

COURSE DESCRIPTION :

Designed for the students having had three semesters of university-level, French language instruction, Intermediate French II builds on the basic structures, learned at the Intermediate I level. More concretely, at the intermediate level of French, students will continue refining your proficiency in the four areas of language competency in order to communicate effectively in the target language. The varied class activities and exercises focus, therefore, upon the following four skills: listening, speaking, reading and writing.

Once a week, students will have a 15 minutes grammar and vocabulary pop quiz based on grammar points and rules taught in previous class and in the exercise book (Grammaire Progressive).

EXPECTED LEARNING OUTCOMES:

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

Grammatical objectives:
- Adjectives and adverbial structures.
- Expression of time
- Negative, comparative and superlative structures.
- Tenses: présent, passé composé, imparfait present & past subjunctive forms and usages, futur and conditional Relative, possessive, demonstrative and personal pronouns.

Lexical Objectives:
- Giving, and asking for current information
- Expressing satisfaction or grievance
- Sequencing events in chronological order
- Transmit someone else’s message
- Describing a place, a monument or an activity
- Developing an argument

Cultural Objectives:
- Basic geography of France
- Current cultural aspects of French Society

TEXT:

- Method : Le Nouveau Taxi 2, méthode de français Robert Menand, Hachette Français langue étrangère, 2009 Livre de l’élève
EVALUATION:

Your work will be evaluated according to the following criteria:

Homework (short writings)  25%
work preparation (grammar book)  25 %
Final Exam  25%
weekly Tests  25%
COURSE NUMBER : FREN 350  
CREDITS : 3

PREREQUISITE : FREN 210  
ECTS CREDITS : 6

OFFERED : FALL & SPRING  
SEMESTER HOURS : 45

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

COURSE OBJECTIVES:
It is hoped that the students will:
- Pour chaque séance, le chapitre de grammaire avec les exercices correspondants est à préparer. La correction se fera pendant le cours.
- Une production écrite d’une page par semaine portant sur le thème traité en cours (en fonction de chaque module).

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

A la fin de ce cours, les étudiants seront capable de:
- lire un journal et comprendre globalement les articles traitant de sujets d'actualité
- s'exprimer correctement dans toutes les situations de la vie quotidienne
- faire une petite présentation sur un sujet précis
- comprendre un pièce de theater
- exprimer leur point de vue sur une œuvre littéraire écrite

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

TEXT:
- Grammaire progressive du français: Niveau avancé, éd.Clé International
- Eugène Ionesco: «La leçon», éd.folio
- Eric-Emmanuel Schmitt: "Monsieur Ibrahim et le fleurs du Coran", éd. Le livre de poche
EVALUATION:

La note finale se compose de la manière suivante:
- Participation en cours: 25%
- Devoirs: 25%
- Examen final: 25%
- Tests pendant le semestre: 25%
DEFINING ONE’S PROFESSIONAL AND/OR ORIENTATION PROJECTS

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<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 4</td>
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PREREQUISITES

- To know your strengths, axes of improvement, fields of interest, values: assessment.
- Intended for 3rd, 4th, and 5th years.

COURSE OBJECTIVES

Elaborate a professional project that is realistic and achievable, and to be able to speak about it.
Know the different phases of building a professional project.
Become aware of the need to reflect before acting.
Make a choice stemming from the confrontation between desires, the reality of the craft, and the job market situation.

METHODOLOGY

Apply the CARL typology in order to help with the choice of project through professional interests.
Receive feedback from the group, in order for new leads to come to light.
Realize the importance of identifying a professional project during one’s professional progress, in order to become an actor of one’s future.

WORKSHOP AGENDA

The 5 standard criteria to evaluate the quality of a professional project:
Exploration of possible crafts: the ones that attract you.
Hierarchical organization of the crafts, taking into account skills and experience in relation with professional interests.
Work conditions being looked for.
Craft investigation.
Work on projection.
The « Module CV e-learning AVE » is a pre-requisite for this course
Each applicant needs to bring his/her Cv back
Each applicant needs to have a clear Professional Project
Applicants have to be seated around a table

COURSE OBJECTIVES
Learn how to write a consistent and hard hitting cv connected to their professional project, well adapted to the market needs.
Get a job interview.

METHOD
Reminder of the basics of cv writing.
Different types of cv and styles (chronological, according to achievements).

WORKSHOP DEVELOPMENT
Introductions of each applicant: First name, Last name, School, Detail of their professional project.
After understanding the main basics on cv, each student from the group will give his/her cv to another applicant (at random) for written corrections and feedbacks.
10 minutes will be given to the applicants to correct the cv with specific explanations/comments.
Oral presentation of the various types of comments about cv to the applicants by each member of the group.
Final validation and advices from the instructor.
WRITING A COVER LETTER

COURSE NUMBER: CMPR 212
CREDITS: 1

PREREQUISITE: 2nd year student
ECTS CREDITS: 
OFFERED: SPRING
SEMESTER HOURS: 2

PREREQUISITES

• The « Module Cover letter in e-learning AVE » is a prerequisite for this course
• Each applicant needs to bring his/her cv back + a JOB ADVERT
• Each applicant needs to have a clear professional project
• Applicants have to be seated around a table

COURSE OBJECTIVES

Learn how to write a cover letter connected to a job advert or a specific need detailing your skills, experience and professional project.
Goal of the cover letter: convince and reassure the interviewer.

METHOD

Reminder of the basics about cover letters: substance, format
Different types of cover letters
The published job market /unpublished job market
Analysis of a job advert according to a targeted need
Writing a cover letter: YOU – I – WE

WORKSHOP DEVELOPMENT

Introductions of each applicant: First name, Last name, School, Detail of their professional project.

Having understood the basics of cover letters, each student from the group will write his/her own cover letter (15 mn) and then will give it to another applicant at random for written corrections and feedbacks.

Oral presentations and comments will be done by each member of the group about the cover letters to the attention of the applicants.
Final validation and advice will be mentioned by the instructor.
DISCOVER THE PUBLISHED/UNPUBLISHED JOB MARKET

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<td>ECTS CREDITS :</td>
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<tr>
<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 2</td>
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**PREREQUISITE**

- The « Module Networking in e-learning AVE » is a pre-requisite for this course
- Each applicant needs to bring his/her CV back
- Each applicant needs to have a clear Professional Project

**COURSE OBJECTIVES**

Discover the unpublished job market.
Understand the goal of networking.
Set up a real strategy and an individual programme to be able to send an unsolicited application.
Know how to manage the process of unsolicited applications.

**METHOD**

Individual work to be done through charts/ graphs.
Job interviews role-playing in order to get an appointment or a piece of advice from an executive/manager.
Practicing presentations in using visuals/ slides.

**WORKSHOP DEVELOPMENT**

During that module the students will be able to:

Develop a marketing project within their internship/job research.
Confirm their knowledge about how to sell their professional project.
Gather and share information/advice about the research strategy of each student.
COURSE NUMBER: CMPR 215  
CREDITS: 1  
PREREQUISITE:  
ECTS CREDITS:  
OFFERED: FALL & SPRING  
SEMESTER HOURS: 3  

COURSE OBJECTIVES  
Building an online reputation and understanding how the digital revolution is affecting jobs and companies.  
Understanding the professional outcomes and consequences of the online reputation  
Being able to map main social medias and their potential of reach  
Understanding how the digitalization is impacting the business field  
Discovering the new jobs created by digitalization  

SPIRIT  
All the students will interact, participate and share thoughts. And that’s with this groupworking we will able to reach the conclusion. So, personal experiences of each students will add an insight on the debate.  

COURSE DESCRIPTION  
Example of online reputation among the students, with a « Googling » live demonstration.  
Talking about the jobs digitalization and the recruiters common practices.  
Auditing the online reputation of the students. Distinguishing the wanted content from the unwanted content. « Cleansing » techniques.  
Presentation of the main social media and the main social networking sites. Learning the difference between both.  
Mapping of digitalization and the emergence of new jobs.
FILLING IN A PERSONALITY TEST MBTI (Myers-Briggs Type Indicator)

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PREREQUISITE

- Professional project underway
- Intended for students of classes 3, 4, and 5
- Tools: Questionnaire, PowerPoint presentation, individual profile and temperament reports handed out at the end of the seminar to each participant.

COURSE OBJECTIVES

To know oneself better in order to better adapt one’s behavior to various professional situations.
To verify and confirm one’s professional orientation.
To improve one’s leadership and communication skills.

METHODOLOGY

The Myers-Briggs Type Indicator is a personality indicator based on the theories of Carl G. Jung, which has been validated and is being used in over 50 countries. It relies on 4 bipolar dimensions (Introversion-Extraversion, Sensation-Intuition, Thought-Feeling, Judgment-Perception) that offer a “dynamics for development”.

WORKSHOP AGENDA

Introduction of each student: Surname, first name, school, and definition of the professional project.

Definition of the questionnaire’s rules
Origin and foundation of the MBTI
MBTI personality questionnaire
Presentation of the MBTI’s four dimensions
Evaluation of the individual questionnaire
Identification of the apparent type and the candidate’s positioning between this apparent profile and the one he has selected.
Delivery of an individual file (MBTI profile)
Debriefing with the candidate, advice, conclusion
LIFE STORY

**COURSE NUMBER : CMPR 313**

<table>
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**PREREQUISITE**

To have understood the benefit of reflecting on oneself and one's own learning and life experience.

**COURSE DESCRIPTION & OBJECTIVES**

To enter the life story in a non-intrusive way, in order to allow each learner to approach facets of his or her life through the emergence of memories.

At the end of the exercise, the learner will be capable of identifying the points of support that have helped him or her in his past actions, and to transfer them into his or her future learning.

**METHODOLOGY**

Individual exercises followed by the presentation of one or two individual life paths to the group.

**WORKSHOP AGENDA**

Hand out the simplified version of the text, read it collectively.

Ask the participants to list on one page 5 memories of a successful learning achievement, outside the academic context.

Following this, the participants tell the memories that they wish to share and exploit with the group.

The group voices its impressions and points out the learning achievements, makes hypotheses about the conditions that have facilitated this learning. It is necessary to evoke at least 5 memories to be able to exploit this exercise.

Write on the paperboard one or two sentences from the text.

Ask the person to specify the context and the consequences this experience has had on her.

Ask the group to describe the experience in terms of accomplished actions, and to identify the acquired skills.

**INSTRUCTIONS:** Write or tell about at least 5 memories.
COACHING

COURSE NUMBER: CMPR 411
PREREQUISITE: 4th year student
OFFERED: FALL & SPRING

CREDITS: 1
ECTS CREDITS: 
SEMESTER HOURS: 3

PREREQUISITES

• To have drafted one’s resume
• To have defined one’s professional project
• To be on the search for an internship or position
• To be in the process of initiating an internship or position

COURSE OBJECTIVES

Stimulate and sustain the project, the search for employment and first steps on the job.
To validate the relevance of the project and receive support in one’s search for employment and acceptance of a new position.

METHODOLOGY

Based on his current experience, lend the student support in his relational and organizational process.
Analysis of the player’s system.

WORKSHOP AGENDA

Analysis of situations and blockages, and a search for solutions and resources adapted to the student’s context, environment, and experience.