

The American Business School of Paris

UNDERGRADUATE PROGRAM

2018 - 2019

Course Catalog





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

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

In September 2012, ABS Paris became a member of The Association to Advance Collegiate Schools of Business (AACSB, www.aacsb.edu). The BBA and MBA programs are fully accredited by the International Association for Business Education (IACBE, www.iacbe.org). Additionally, the BBA program was certified by the French Ministry of Labor in 2012 as “Niveau I Manager à l’International, option Marketing/Vente ou Gestion/Finance” (decree of November 27th, 2012 – JO December 9th, 2012- Code NSF 310m”. The Bachelor’s in Fashion & Luxury Retail Management was certified French Ministry of Labor in 2013 “Niveau II Responsable du Développement Commercial et Marketing” as well (Decree of November 19th, 2013, JO November 29th, 2013, code NSF 310m). As a result, students completing their BBA & Bachelor in Fashion & Luxury Retail Management programs at ABS Paris benefit by receiving dual degrees at the conclusion of their studies.

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

VISION STATEMENT

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

MISSION STATEMENT

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



PROFESSIONAL DEVELOPMENT AT ABS PARIS

Workshops

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

Corporate Talks

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

ABS Paris Company Case Challenge

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

Networking & Job Fairs

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

Work Experience

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

International Professional Development

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



2018-2019 ACADEMIC CALENDAR

PARIS

THE AMERICAN
BUSINESS SCHOOL

ACADEMIC CALENDAR 2018-2019

2018 FALL SEMESTER							
	M	T	W	TH	F	S	
SEP	3	4	5	6	7	8	4 Sep: Faculty Meeting; 5-7 Sep: Intl Student Orientation 10 Sep: Orientation Fall BBA & BLUX 17 Sep: Orientation Fall MBA 27 Sep: IGS Integration Day @ Parc Asterix
	10	11	12	13	14	15	
	17	18	19	20	21	22	
	24	25	26	27	28	29	
OCT	1	2	3	4	5	6	4 Oct: IGS Language Classes Start 19 Oct: IGS Sports Day @ Eaubonne
	8	9	10	11	12	13	
	15	16	17	18	19	20	
	22	23	24	25	26	27	
NOV	29	30	31	1	2	3	1 & 2 Nov: All Saints (Toussaint), closed 13 Nov: HEP Day; 12-16 Nov: #absweekinParis 26 Nov: DBA Launch; 28-30 Nov: Business Games
	5	6	7	8	9	10	
	12	13	14	15	16	17	
	19	20	21	22	23	24	
	26	27	28	29	30	1	
DEC	3	4	5	6	7	8	4 Dec: Journee d'Enterprise (JE) 10-14 Dec: Final Exams; 14 Dec: End of Fall
	10	11	12	13	14	15	
2019 WINTER TERM & SPRING SEMESTER							
	M	T	W	TH	F	S	
JAN	7	8	9	10	11	12	7 Jan: Start of Winter 22 Jan: Faculty Meeting 23-25 Jan: Int'l Student Orientation; 25 Jan: End of Winter 28 Jan: Orientation Spring
	14	15	16	17	18	19	
	21	22	23	24	25	26	
	28	29	30	31	1	2	
FEB	4	5	6	7	8	9	14 Feb: Launch CC; 15 Feb: CC Meetings
	11	12	13	14	15	16	
	18	19	20	21	22	23	
	25	26	27	28	1	2	
MAR	4	5	6	7	8	9	11-15 Mar: #absweekinParis 18-22 Mar: Spring Break, closed 25-26 Mar: CC Rehearsals, 30 Mar: Graduation
	11	12	13	14	15	16	
	18	19	20	21	22	23	
	25	26	27	28	29	30	
APR	1	2	3	4	5	6	4 Apr: Company Case Final Presentations 22 Apr: Easter Monday, closed; 25 Apr: DBA Launch
	8	9	10	11	12	13	
	15	16	17	18	19	20	
	22	23	24	25	26	27	
MAY	29	30	1	2	3	4	1-May: Labor Day, closed 8-May: V Day, closed 13-17 May MBA Silicon Valley Trip, 17 May: End of Spring
	6	7	8	9	10	11	
	13	14	15	16	17	18	
2019 SUMMER TERM & SUMMER ACADEMY							
	M	T	W	TH	F	S	
MAY	20	21	22	23	24	25	20 May: Start of Summer 30 May: Ascension; 31 May: Pont d'Ascension, closed
	27	28	29	30	31	1	
JUN	3	4	5	6	7	8	10 Jun: Pentecost, closed 28 Jun: End of Summer
	10	11	12	13	14	15	
	17	18	19	20	21	22	
	24	25	26	27	28	29	
JUL	1	2	3	4	5	6	1 Jul: Start of Summer Academy; 1-5 Jul: #absweekinParis 12 Jul: End of Summer Academy
	8	9	10	11	12	13	

Red Saturdays = Parodi campus open

Calendar 18-19.doc
Last updated: 7-May-18
3:00 PM

*subject to change



FACULTY ROSTER

Business Administration Department

Fred EINBINDER	BA, Bradley University, USA JD School of Law, Illinois University, USA Executive MBA, HEC, France
Jackie GIBSON	BA Anthropology, Miami University, Ohio, USA
Maryam GOLESTANIAN	Maîtrise in International Business Law, Université of Paris 1, France DEA & Doctorat in International Law, Université of Paris 2, France C.A.P.A. Ecole de Formation du Barreau
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Sara PAX	BA, International Relations, American University, Washington DC, USA MBA, Marketing Statistics, University of Illinois, USA
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Economics Department

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Fashion & Luxury Management Department

Morene ACH	Bachelor of Journalism, Carleton University, Canada TESL Certificate, Vancouver, Canada
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Finance & Accounting Department

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Caroline KELLEY	BA, Liberal Arts, Oberlin College, OH, USA Master of Studies, Faculty of Medieval and Modern Languages, Women's Studies Program, University of Oxford, UK Doctorate of Philosophy, Faculty of Medieval and Modern Languages, University of Oxford, UK
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Danny RUKAVINA	BA Hons in Political Science, University of Melbourne, Australia Maîtrise in Sociology, University of Paris V, France

Management Department

Cassie HAGUE	BA, American Studies, University of Hull, UK MA, Political Science, University of Victoria, Canada PhD, Political Theory, University of Exeter, UK
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Marketing Department

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Philippe MIHAILOVICH	Executive Masters for Marketing Managers, Wits Business School, Johannesburg, South Africa
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Sara PAX	BA, International Relations, American University, Washington DC, USA MBA, Marketing Statistics, University of Illinois, USA

Mathematics & Statistics Department

Bruno FISCHER- COLONIMOS	BA in Political Science, University of Melbourne, Australia Maîtrise in Sociology, University of Paris 1, France Licence in Mathematics, University of Paris 6, France Master 3e Cycle, Lincoln International Business School, France
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GRADING SCALE

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

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

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

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

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

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

Percentage grades:

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

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

Retake classes:

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

BACHELOR OF BUSINESS ADMINISTRATION ROADMAP

Upgrade Courses*		
Code	Name	Credits
FREN 105	Integration into French Culture and Language	0
MATH 110	Pre-Calculus	0
ENGL 100	English Fluency Development	0

* required on a case-by-case basis, if needed to prepare for Foundation/Core classes

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

Core Business Courses : 60 credits		
Code	Name	Credits
ACCT 111	Financial Accounting	3
ACCT 211	Advanced Financial & Managerial Accounting	3
BLAW 210	American Business Law	3
BLAW 225	European & International Law	3
BUSI 410	Strategic Management	3
BUSI 420	Entrepreneurship	3
DSCI 310	Operations Management	3
ECON 110	Macroeconomics	3
ECON 120	Microeconomics	3
FINC 215	Business Finance	3
MATH 210	Business Statistics	3
MGMT 180	International Business	3
MGMT 215	Functions of Management & Organizational Behavior	3
MGMT 225	Human Resource Management	3
MGMT290	Project Management	3
MKTG 130	Principles of Marketing	3
MKTG 240	Consumer Behavior	3
PHIL 290	Business Ethics	3
POLS 210/211	International Relations	3
CAPSTONE PRACTICUM/COURSE		
BUSI 450	6-month internship, thesis report, oral presentation	3
APCE 510	Business Games	2
BUSI 390	Company Case	1
TOTAL		

Elective courses: 9 credits		
Code	Name	Credits
ARTS 113	History of Art, Literature & Photography	3
ARTS 210	A Social History of American Music	3
ARTS 240	Impressionism	3
ARTS 250	20th Century Art	3
ARTS 260	Photography through the Parisian Lens	3
COMM 230	Theater & Advanced Public Speaking	3
COMM 280	Journalism, New Media and Community Management	3
COMP 250	Introduction to Coding	3
ENGL 115	English Composition	3
FASH 100	Fashion & Textile Trends through the Ages	3
FASH 120	Sales Techniques for Luxury Brands	3
FASH 220	Made in Paris: Luxury Quality Management	3
FASH 225	Creativity & Innovation in Fashion Luxury	3
FASH 240	Luxury Sensory Marketing & Merchandising	3
FREN 110	Elementary French	6
FREN 220	Intermediate French	4
FREN 350	Advanced French	4
HUMA 200	French Civilization	3
MKTG 215	The Fashion Business Revolution	3
TRSF	TRANSFERRED ELECTIVES	
TOTAL		

Major - International Finance: 24 credits		
Code	Name	Credits
COMP 390	Excel for Finance	3
ECON 315	Macroeconomic & Microeconomic Analysis	3
ECON 390	European Economics	3
ECON 450	International Economics	3
FINC 315	International Investments	3
FINC 324	Money & Banking	3
FINC 345	Audit, Control & Risk Management	3
FINC 400	Corporate Finance	3
FINC 425	Innovations in Digital Finance	3
FINC 450	International Finance	3
TOTAL		

Major - International Marketing : 24 credits		
Code	Name	Credits
COMP 311	E-commerce & E-business	3
MKTG 315	Digital Marketing & Web Analytics	3
MKTG 320	Sports Branding and the Olympic Games	3
MKTG 325	Integrated Marketing Communications	3
MKTG 340	Marketing Research	3
MKTG 350	International Marketing	3
MKTG 380	Personal Selling & Negotiation	3
MKTG 385	Advanced Customer Relationship Management	3
MKTG 391	Sponsorship and Event Marketing	3
MKTG 395	Behavioral Economics	3
MKTG 400	Creating & Developing Luxury Brands	3
MKTG 401	Strategic Brand Management	3
TOTAL		

Major - International Business: 24 credits		
Code	Name	Credits
BLAW 321	Law and Ethics in the Olympic Games	3
ECON 450	International Economics	3
FINC 450	International Finance	3
MGMT 320	Management for Luxury Services	3
MGMT 330	Learning to Fail	3
MGMT 351	Logistics & Supply Chain Management	3
MGMT 352	Sourcing and Purchasing	3
MGMT 375	International Corporate Governance	3
MGMT 401	Doing Business in Europe and Russia	3
MGMT 403	Sustainable Business and Global Innovation	3
MGMT 442	Doing Business in the Middle East & Africa	3
MGMT 444	Doing Business in Asia	3
MKTG 350	International Marketing	3
MKTG 380	Personal Selling & Negotiation	3
MKTG 385	Advanced Customer Relationship Management	3
TOTAL		

BACHELOR IN FASHION & LUXURY RETAIL MANAGEMENT ROADMAP

FIRST YEAR (35 CREDITS):

ENGL115	English Composition	3
ARTS113	History of Arts, Literature & Photography	3
MGMT110	Intercultural Studies	3
FASH220	Made In Paris: Luxury Quality Management	3
FASH100	Fashion & Textile Trends through the Ages	3
	FREN110 and FREN290 or other language	2
<i>Students are required to take at least one language course. Non-French speaking students take 6 hours of Elementary French, and 2 hours of Business French, and native French speakers choose another language such as Italian, Arabic, Russian or Chinese</i>		
COMM130	Communications Techniques/Speech	3
MKTG130	Principles of Marketing	3
ACCT105	Bookkeeping and Accounting for Retail Management	3
MGMT225	HR Management	3
MKTG215	The Fashion Business Revolution	3
FASH120	Sales Techniques for Luxury Brands	3

SECOND YEAR (35 CREDITS):

COMM230 or COMM280	Theatre and Improvisation for Business or Journalism, New Media, and Community Management	3
MGMT215	Organizational Behavior	3
MKTG240	Consumer Behavior	3
POLS210	International Relations	3
MGMT320	Management for Luxury Services	3
BUSI299	Intensive 2-week Workshop	2
ENGL212	Analysis & Communications	3
BLAW225	European & International Business Law	3
COMP311	eCommerce & eBusiness	3
FASH211	Luxury Cross Channel Marketing	3
FASH225	Creativity and Innovation in Fashion Luxury	3
FASH240	Merchandising for Luxury Retail	3

THIRD YEAR (20 CREDITS):

PHIL310	Business Ethics	3
BUSI420	Entrepreneurship	3
MGMT351	Logistics & Supply Chain	3
MKTG391	Sponsorship & Event Marketing	3
MKTG400	Creating & Developing Luxury Brands	3
APCE510	Business Games	2

OR

PHIL310	Business Ethics	3
BUSI410	Strategic Management	3
MGMT352	Sourcing & Purchasing	3
MKTG380	Personal Selling & Negotiation	3
MGMT385	Advanced Customer Relationship Management	3
BUSI390	Company Case	2

AND

BUSI350	Internship, internship report & presentation	3
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ACCT111: FINANCIAL ACCOUNTING

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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.



ACCT211: ADVANCED FINANCIAL & MANAGERIAL ACCOUNTING

COURSE NUMBER : ACCT 211	CREDITS : 3
PREREQUISITE : ACCT 111	ECTS CREDITS : 6
OFFERED : FALL, WINTER & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course is structured into two themes: 1) evaluating business performance; and 2) making business decisions.

For the first theme, we will begin with an overview of the three major financial statements. Each financial statement (Balance Sheet, Income Statement, and Cash Flow Statement) will be discussed in detail to help students understand each of the line items. Ample contemporary real-company examples will be presented throughout the course. Students will learn how to read and evaluate business performance through financial statement analysis.

The second theme of the course is dedicated to using accounting information to make informed managerial decisions. We will begin with an introduction to the concept of business costs followed by cost-volume-profits and incremental analysis. Students will learn how to calculate the breakeven point, define and calculate the margin of safety and use profit-volume charts to calculate the activity level to achieve targeted profit. Successful completion of this part will provide the students with an invaluable asset to make sound business decisions based on cost analysis.

COURSE OBJECTIVES:

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

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

EXPECTED LEARNING OUTCOMES:

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

- The significance of ratio analysis of financial statements
- Techniques for cash flow analysis using "indirect" and "direct" methods;
- Cost behavior 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.



ARTS113: HISTORY OF ARTS, LITERATURE AND PHOTOGRAPHY

COURSE NUMBER : ARTS 113

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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



ARTS240: IMPRESSIONISM

COURSE NUMBER : ARTS 240	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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.
- Understand how Impressionist started the radical tendencies of modern art
- Understand the civilizational and intellectual factors that allowed Impressionism to develop



ARTS250: 20th CENTURY ART

COURSE NUMBER : ARTS 250	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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.



ARTS260: PHOTOGRAPHY THROUGH THE PARISIAN LENS

COURSE NUMBER : ARTS 260	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

Students will explore the history and craft of photography using the beautiful and historic backdrop of Paris as inspiration. The course will examine such topics as urban landscape, street photography, portraiture and digital techniques and is structured to take full advantage of the experience of being in Paris. Class time will include visits to museums and galleries, field trips to various neighborhoods in the city, technical demonstrations, individual and group critiques.

This course is open to students with all levels of photo experience. Beginners will master the basics of camera usage (mastery of camera metering, manual adjustments to create a desired look, etc.) as well as introduction to notions of lighting and composition. More advanced students will be encouraged to refine their technical and aesthetic skills while they continue to develop and sharpen their own their personal photographic vision.

COURSE OBJECTIVES:

- Mastery of digital camera functions.
- Development of technical abilities in making good in-camera exposures.
- Exposure to photo and art history.
- Discussion of the language of photography.
- Develop greater sophistication in deciphering and decrypting photographic images for their meaning.
- Further develop each students' unique personal vision or mode of expression.
- Discovery of Paris beyond the tourist sites.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will have :

- Learned to work more confidently with a digital camera in manual mode to control the look and quality of their images.
- Developed a greater sensitivity to light, composition and color in creating strong visual imagery.
- Learned fundamentals of photographic language, enabling students to better understand how to evaluate and decipher the meaning/interest of their own and other photographic images they encounter.
- Established a good foundational knowledge of the history of 20th and 21st century fine art photography.
- Begun to develop their own personal vision working with photographic imagery.
- Developed a greater understanding and sensitivity for creating groups and sequences of photographs which address notions of storytelling.



BLAW210: 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 perhaps corporations).

COURSE OBJECTIVES:

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 also be able to present their ideas in meetings and conferences due to the debate class that will deal with a comparative study of legal issues (exact scope to be determined in class, students will vote to select topic among my suggestions) in the United States and other selected countries.

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 (regarding some important aspects of the US Constitution)
- Understand, distinguish and select the adapted type of business organization for their business in the United States
- Defend their rights in a hostile atmosphere and present their research material by interacting with other students
- Improve their oral skills due to the oral presentations in front of class
- Improve their research skills due to the in depth research they need to undergo for their research papers
- Improve their analytical skills by analyzing the laws about their research topic



BLAW225: EUROPEAN & INTERNATIONAL BUSINESS LAW

COURSE NUMBER : BLAW 225	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

Study of International Licensing Agreements, as well the European & international protection of intellectual property rights (treaties dealing with the international protection of patents, trademarks and copyrights will be examined). After the most important elements of business that deal with intellectual property, we will concentrate on traditional business i.e. buying and selling goods on an international scale. Finally, if we have any time, expansion of international business by moving to another country will be examined.

COURSE OBJECTIVES:

It is hoped that the students will:

This course intends to accustom the students with the legal requirements that will help them draft their International & European Licensing Contracts. In addition they will be able to protect their intellectual property rights worldwide. The research paper will help to develop their analytical skills. Study of the fundamental European Conventions & Vienna Convention on international sale contracts will assist them in the legal issues involved in their future commercial transactions.

EXPECTED LEARNING OUTCOMES:

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

- Draft the particular provisions of their international licensing agreements
- Be able to protect their intellectual property on an European & international scale
- Be aware about the legal issues involved in their international sale transactions
- Develop their oral skills due to the oral presentation of their research material in class, and their spontaneous answers to the lectures in class
- Develop their research skills due to their investigations for their research papers and due to the new concept being introduced this year that will be explained in class (additional readings about topics to be announced in class)
- Develop each student's analytical skills and writing talents due to the research paper



BLAW321: LAW & ETHICS IN THE OLYMPIC GAMES

COURSE NUMBER : BLAW 321	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course will explain the origination, development and emergence of international sports law that governs the Olympic Games, through the following topics:

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

COURSE OBJECTIVES:

The course aims to:

- Help students grasp the essence of the Olympic Movement,
- Enable students to identify and understand the principles of international sports law and their implementation at an international level,
- Raise student awareness of legal and ethical concerns associated with the organization of the Olympic Games and resulting from unlawful activities.

EXPECTED LEARNING OUTCOMES:

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

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



BUSI410: STRATEGIC MANAGEMENT

COURSE NUMBER : BUSI 410	CREDITS : 3
PREREQUISITE : MGMT110, MKTG130, FINC215	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is a capstone undergraduate course in Strategic Management. This course introduces 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, etc) to the organization's business strategy

EXPECTED LEARNING OUTCOMES:

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

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



BUSI420: ENTREPRENEURSHIP

COURSE NUMBER: BUSI 420	CREDITS : 3
PREREQUISITE: MGMT110, MKTG130, FINC215	ECTS CREDITS : 6
OFFERED: FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify and evaluate a business opportunity
- 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



COMM130: COMMUNICATION TECHNIQUES / SPEECH

COURSE NUMBER : COMM 130	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



COMM230: THEATRE - ACTING FOR BUSINESS

COURSE NUMBER : COMM 230	CREDITS : 3
PREREQUISITE : COMM 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 and techniques in order to function successfully in diverse professional settings. Drawing heavily on the techniques used in acting, students will learn how to craft compelling messages in a variety of more specific and complex situations in public speaking.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



COMM280: JOURNALISM, NEW MEDIA & COMMUNITY MANAGEMENT

COURSE NUMBER : COMM 280	CREDITS : 3
PREREQUISITE : ENGL120	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will understand:

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



COMP120: COMPUTER SKILLS FOR BUSINESS

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

COURSE DESCRIPTION:

Students will master Excel going as far as designing Excel tools corresponding to a given task. Students will also master basic uses of Word and be comfortable combining the use of Excel and Word. This course aims to help prepare future managers to achieve an operational level in the use of Excel and Word.

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
- Create and format a basic Word document
- Create and edit charts using both Word and Excel
- Transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities
- Design a fairly complicated Excel tool for a given task



COMP250: CODING APPLICATIONS FOR BUSINESS

COURSE NUMBER : COMP 250	CREDITS : 3
PREREQUISITE : COMP120	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



COMP311: E-COMMERCE & E-BUSINESS

COURSE NUMBER : COMP 311	CREDITS : 3
PREREQUISITE : MKTG130, COMP120,	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

- 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



COMP390: EXCEL FOR FINANCE

COURSE NUMBER : COMP 390	CREDITS : 3
PREREQUISITE : COMP120, ACCT111	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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



DSCI310: OPERATIONS MANAGEMENT

COURSE NUMBER : DSCI 310	CREDITS : 3
PREREQUISITES : MATH110, MATH120, MATH210	ECTS CREDITS : 6
OFFERED : FALL, SPRING & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

It is hoped that the students will understand Operations management concepts that support decision-making in four major areas:

1. Operations Strategy
2. Supply Network Design
3. Planning and Control
4. Improvement

EXPECTED LEARNING OUTCOMES:

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

1. Time Series and Linear Regression Analysis
2. Earnings Before Interest & Tax (EBIT) and net present value (NPV)
3. Productivity and Value-added Throughput Efficiency
4. Work Measurement and Mean Time Between Failure (MTBF)
5. Measuring Capacity and Overall Equipment Effectiveness (OEE)
6. Break-even Analysis and Weighted Score Method
7. Linear Programming and Transportation Method
8. Optimizing Location and Inventory



DSCI350: MANAGEMENT DECISION ANALYTICS

COURSE NUMBER : DSCI 350	CREDITS : 3
PREREQUISITE : MATH 210	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION :

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

COURSE OBJECTIVES:

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

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

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

EXPECTED LEARNING OUTCOMES:

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

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



ECON110: PRINCIPLES OF MACROECONOMICS

COURSE NUMBER : ECON 110	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL, SPRING & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ECON120: PRINCIPLES OF MICROECONOMICS

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

COURSE DESCRIPTION & OBJECTIVES:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ECON315: INTERMEDIATE ECONOMIC ANALYSIS

COURSE NUMBER : ECON 315	CREDITS : 3
PREREQUISITE : ECON 110, ECON 120	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ECON390: EUROPEAN ECONOMICS

COURSE NUMBER : ECON 390	CREDITS : 3
PREREQUISITE : ECON 110, POLS210	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

The course objective is to cover the following topics and apply them to our understanding of the European economic and business environment.

EXPECTED LEARNING OUTCOMES:

- A comparison of macroeconomic indicators and microeconomic competitiveness
- Processes of industrialization in the 18th & 19th centuries; emergence of welfare states in the post-WWII era
- External borrowing and budget equilibrium; the reform of tax systems
- Problems of monetary management in an interdependent world; the status of central banks
- State-supported R&D and industrial policies; state aids competition policy and the defense of national champions
- Unemployment and the regulation of labor markets; the role of trade unions
- Reforming health care systems; income support systems
- The necessary coordination of macroeconomic policies; relations with countries outside the European Union
- Costs & benefits of EU membership in economic terms; development of Euro-wide industrial & social policies
- The remaining divisions (Atlantic versus Rhine capitalism, North versus South) and the dominance of the German model



ECON450: INTERNATIONAL ECONOMICS

COURSE NUMBER : ECON 450	CREDITS : 3
PREREQUISITE : ECON 110, ECON 120	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ENGL100: ENGLISH FLUENCY DEVELOPMENT

COURSE NUMBER : ENGL 100	CREDITS : 0
PREREQUISITE : NONE	ECTS CREDITS : 0
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ENGL101: ACADEMIC METHODOLOGY

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ENGL115: ENGLISH COMPOSITION

COURSE NUMBER : ENGL 115	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL, BLUX	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



ENGL120: CRITICAL READING & WRITING

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

- Examine word art: spinning magic with words.
- Archaeology (divining sense and meaning), learning to dig-research methodology.
- Sew it together (the couture in coherence) creating unity and structure.
- Develop students' ability to organize, analyse and express ideas in a clear, methodical and poetic fashion.
- Hunt, seek, gather, investigate, and research information on any given subject.
- Perfect the architecture of the basic essay structure – a skill which will serve throughout an academic career regardless of subject matter or domain.
- 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.



ENGL212: ANALYSIS & COMMUNICATIONS

COURSE NUMBER : ENGL 212	CREDITS : 3
PREREQUISITE : ENGL 101	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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



ENGL225: EFFECTIVE BUSINESS COMMUNICATIONS

COURSE NUMBER : ENGL 225	CREDITS : 3
PREREQUISITE : ENGL 101	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

The objective of this class is to develop students' ability to communicate professionally in today's business world.

EXPECTED LEARNING OUTCOMES:

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

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



FASH100: FASHION AND TEXTILE TRENDS THROUGH THE AGES

COURSE NUMBER : FASH 100

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

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



FASH120: SALES TECHNIQUES FOR LUXURY BRANDS

COURSE NUMBER : FASH 120	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

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

Topics covered will include:

- 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



FASH211: LUXURY CROSS-CHANNEL MARKETING

COURSE NUMBER : FASH 211	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Brand Content analysis and Omni-channel Marketing Strategies will be examined. Students will require internet access for their research. Groups will be expected to work on class projects for workshop purposes as well as for their Final Project. Professor's own video interviews as well as DVDs and websites will be provided to reinforce lessons learned.



FASH220: MADE IN PARIS: LUXURY QUALITY MANAGEMENT

COURSE NUMBER : FASH 220	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course is an introduction to the basics of prestige branding 'à la Française' covering 'art de vivre' categories from fashion to fragrance, jewellery and gourmandises. It will provide students with a foundation in product and brand management primarily for the fashion & luxury courses while providing historical and practical insights into real issues faced by today's niche entrepreneurs.

COURSE OBJECTIVES:

The goal of this course is to help students understand the different notions and perceptual tools used by French and Parisian brands. It also provides the students to opportunity to discover French and Parisian culture and more abstractly, 'The French Touch'.

EXPECTED LEARNING OUTCOMES:

Analysis of the fundamentals of prestige brand conceptualisation- with a French Touch. Conceptualise and create a competitive, sustainable, affordable and ethical flavour and fragrance product brand concept that can succeed in the trendiest concept stores and department stores in Paris as well as other leading cities in the world.



FASH225: CREATIVITY & INNOVATION IN FASHION LUXURY

COURSE NUMBER : FASH 225	CREDITS : 3
PREREQUISITE : MKTG130	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

The luxury industry has to face new challenges and new trends, such as ultra-luxury, for example. On the other hand, there are so many contenders for so few places.

If they want to succeed, brands have to reinforce their distinctiveness and to differentiate themselves from the other competitors. In that context, creativity and innovation are the main ways to develop brands business.

We will consider this subject through academic lessons, cases studies, workshops and some excursions. It will give a global overview from a professional side and offer the opportunity to apply it on a personal project.

COURSE OBJECTIVES:

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

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

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

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

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.



FASH240: MERCHANDISING FOR LUXURY RETAIL

COURSE NUMBER : FASH 240

CREDITS : 3

PREREQUISITE : ACCT 105

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

At the end of this course, students will be able to:

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



FINC215: BUSINESS FINANCE

COURSE NUMBER : FINC 215	CREDITS : 3
PREREQUISITE : ACCT 111	ECTS CREDITS : 6
OFFERED : FALL, WINTER & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

After this course you will be able to:

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



FINC315: INTERNATIONAL INVESTMENTS

COURSE NUMBER : FINC 315	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



FINC324: MONEY & BANKING

COURSE NUMBER : FINC 324	CREDITS : 3
PREREQUISITE : FINC 215	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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



FINC345: RISK MANAGEMENT & AUDIT

COURSE NUMBER : FINC 345	CREDITS : 3
PREREQUISITE : FINC 215	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

Engage students with an active learning approach:

- Challenge students to understand the critical elements of an effective audit judgment process, raise student awareness of potential judgment tendencies and traps that may lead to biased judgments, and also help students understand the steps that can be taken to mitigate potential biases.
- Exposes students to the challenges of auditing accounting estimates, specifically the allowance for bad debts, at a hypothetical brewery. Students are also asked to develop their own estimate and to propose any necessary audit adjustments

EXPECTED LEARNING OUTCOMES:

Introduce students to recent topical issues and their impact to the audit process, such as:

- COSO's 2013 Updated Internal Control
- The Impact of Cloud Computing on IT Controls
- Recently Issued Accounting Standards



FINC400: CORPORATE FINANCE

COURSE NUMBER : FINC 400	CREDITS : 3
PREREQUISITE : FINC 215	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

- Corporate Finance, from a perspective of a company including the acquisition strategy.
- Make you familiar with the different financial tools used (ERP etc..) used to put in place a financial strategy.
- Prepare you to work in a finance function and analyse transverse projects.

EXPECTED LEARNING OUTCOMES:

After this course you will be able to:

- Understand the function and tools of a financial manager
- Explain key factors with investing and sources of finance and how firms issue securities
- Risk management, understand hedging from corporate perspective
- Acquisitions process, evaluation and constructing a model to evaluate the acquisition.



FINC425: INNOVATIONS IN DIGITAL FINANCE

COURSE NUMBER : FINC 425	CREDITS : 3
PREREQUISITE : FINC 215	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

Google Wallet, Apple Pay, PayPal, Square, Facebook and Twitter, Starbucks - they're all doing it. Prepaid cards, distributed ledgers, Bitcoin – say what? This is the world of financial services innovation. Fintech is the new “in thing”. But what does this mean to the incumbents? Are the days of traditional banking over? And what about the fact that 2 billion people globally have no bank account, but more than 1 billion of them have a mobile phone? And why does that matter. Welcome to Digital Financial Services! In this course we explore the emergence of a new world in financial services, both in developed markets and in developing markets; we examine the rise of Fintech and take a look at the business models that drive these technological innovations.

COURSE OBJECTIVES:

The course covers aspects of digital financial services (DFS), with a focus on digital payments. We look beyond the traditional ideas on money and banking to examine the digital financial services ecosystem; to analyse the value chain for DFS and to understand the impact of disruptive technology on retail banking.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will have an understanding of:

- The role of money and banking
- What does Digital Financial Services mean and why it matters in the context of Financial Inclusion
- How digital payment systems work
- The regulators dilemma to safeguard the safety and integrity of financial services but enable new entrants
- The perspectives that make up a digital financial service offering: IT and security, risk and regulatory compliance, as well as customer needs and behaviours
- The major forces influencing the retail financial services industry, as well as a view on key trends



FINC450: INTERNATIONAL FINANCE

COURSE NUMBER : FINC 450	CREDITS : 3
PREREQUISITE : FINC 215	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



FREN105: INTEGRATION INTO FRENCH CULTURE & LANGUAGE

COURSE NUMBER : FREN 105	CREDITS : 0
PREREQUISITE : NONE	ECTS CREDITS : 8
OFFERED : FALL & SPRING	SEMESTER HOURS : 48

COURSE DESCRIPTION:

In this class, students will be engaged in both individual and group work designed to give them phonetical, grammatical intercultural and conversational basic abilities. The course is designed for students from different cultures to learn the ins and outs of life in Paris. Outside of the class, students will have independent work and exercises on a regular basis in order to strengthen skills acquired in class.

COURSE OBJECTIVES:

Students will learn all the basic structure of language and how to manage your everyday life in Paris. A specific time each class will be dedicated to outings in order to learn how to be comfortable with different situations in Paris. To achieve the goals of this class, you 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, you should be able to master the material listed in the main course objectives below:

Grammatical objectives:

- ✓ The expression time in the present
- ✓ Affirmative, negative and interrogative forms
- ✓ The expression of quantity, quality and localisation

Lexical objectives:

- ✓ To ask for / give information about yourself and your family
- ✓ To describe yourself and your environment
- ✓ To talk about time and dates
- ✓ To purchase clothes and food
- ✓ To order a meal in a restaurant
- ✓ To ask for / give directions and take public transportation



FREN110: ELEMENTARY FRENCH

COURSE NUMBER : FREN 110	CREDITS : 6
PREREQUISITE : NONE	ECTS CREDITS : 12
OFFERED : FALL & SPRING	SEMESTER HOURS : 72

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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
- Imperatives
- The expression of quantity
- Masculine and Feminine objects

Lexical objectives:

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



FREN220: INTERMEDIATE FRENCH

COURSE NUMBER : FREN 220	CREDITS : 4
PREREQUISITE : FREN 110	ECTS CREDITS : 8
OFFERED : FALL & SPRING	SEMESTER HOURS : 48

COURSE DESCRIPTION:

Students will learn all the basic structures 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.

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, students 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:

- Give and ask for current information
- Express satisfaction or grievance
- Sequencing events in chronological order
- Transmit someone else's message
- Describe a place, a monument or an activity
- Develop an argument



FREN290: BUSINESS FRENCH

COURSE NUMBER : FREN 290

CREDITS : 1

PREREQUISITE : FREN 110

ECTS CREDITS : 2

OFFERED : SPRING

SEMESTER HOURS : 12

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

It is hoped that students will:

- develop necessary language skills to introduce themselves in a professional setting
- to pitch ideas and their skills to colleagues or management
- to have a minimum comfort level in the language to profit from networking events

EXPECTED LEARNING OUTCOMES:

- to describe themselves in an professional way
- to describe their professional goals
- to be prepared for a professional interview
- to speak on the phone and to write a business email
- to be able to participate in a sales process



FREN350: ADVANCED FRENCH

COURSE NUMBER : FREN 350	CREDITS : 4
PREREQUISITE : FREN 220	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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

Ils auront:

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



HUMA200: FRENCH CIVILIZATION

COURSE NUMBER : HUMA 200	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

At the end of the course, the students will be able to:

- Understand the uniqueness of French civilization in a global context reducing the impact of the regular stereotypes associated with it.
- Understand main and specialized media articles on French culture

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Retain a basic timeline of events, mentalities and changes in French history and civilization
- Take into consideration socio –political current and past issues and their impact on French culture and its development
- Grasp and analyze how cultural misunderstandings work through the French as “other” example



MATH110: PRE-CALCULUS

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

After this course, you should be able to:

- Understand the basic concepts necessary for calculus
- Be able to understand functions, limits and the derivative
- Be able to perform differentiation calculations
- Understand the applications of the Derivative

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)



MATH120: CALCULUS

COURSE NUMBER : MATH 120	CREDITS : 3
PREREQUISITE : MATH 110	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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



MATH210: BUSINESS STATISTICS

COURSE NUMBER : MATH 210	CREDITS : 3
PREREQUISITE : MATH 120	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

Statistics is essentially the art of extracting information out of data. This course is an introduction to this art and science.

COURSE OBJECTIVES:

The purpose of this course is to provide the students with

- a practical understanding of standard statistical tools and methods,
- and the ability to use this knowledge to prepare a quantitative study, process the gathered data and interpret the results.

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT110: INTERCULTURAL STUDIES

COURSE NUMBER : MGMT 110	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

In today's global world, successful leadership means engaging across cultures. Business and workplace environments today are microcosms of our globalized world: audiences, customers, colleagues, staff-members, suppliers, partners, and competitors come from every corner of the world and every part of society. From national culture to sub-cultures, from organizational culture to popular and generational cultures, the leaders of today and tomorrow need to lead with cultural intelligence.

This course is designed to build student's cultural intelligence and help students think deeply about the issues that impact success in global intercultural environments.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

- Upon completion of this course students should be able to demonstrate:
- An understanding of the role of interculturality in our changing world
- An understanding of what culture is, how wide-ranging it is, and what impact it has
- Critical perspectives on and understanding of cultural difference, diversity, and inclusive practice
- An ability to reflect on your own cultural biases and develop self-awareness and critical thinking skills
- Developed strategies and skills for inter-cultural communication
- The ability to apply cultural intelligence to a range of intercultural interactions
- An awareness of how cultural issues can impact communication, leadership, Human Resource policy, branding, design, and other areas of relevance to global business
- A strengthened ability to tune in to the emerging cultural shifts, trends and forces that are likely to shape society, brands, and business in the future
- A strengthened ability to work effectively with people from diverse backgrounds



MGMT180: INTERNATIONAL BUSINESS

COURSE NUMBER : MGMT 180	CREDITS : 3
PREREQUISITE : MGMT110	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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



MGMT215: ORGANIZATIONAL BEHAVIOR & MANAGEMENT

COURSE NUMBER : MGMT 215	CREDITS : 3
PREREQUISITE : MGMT110	ECTS CREDITS : 6
OFFERED : FALL, SPRING & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT225: HUMAN RESOURCES MANAGEMENT (ONLINE)

COURSE NUMBER : MGMT 225	CREDITS : 3
PREREQUISITE : MGMT215	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

The course is divided into general categories of

- 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:

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



MGMT310: PROJECT MANAGEMENT

COURSE NUMBER : MGMT 310	CREDITS : 3
PREREQUISITE : COMP 120	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT320: MANAGEMENT FOR LUXURY SERVICES

COURSE NUMBER : MGMT 320	CREDITS : 3
PREREQUISITE : FASH220, MKTG240	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

- Develop the expertise of the students in Service Management by overviewing the best practice of leading companies such as LV, DIOR, ETIHAD, AIR FRANCE, VIRGIN ATLANTIC, RITZ CARLTON, HARRODS, MANDARIN ORIENTAL, SHANGRI LA, DISNEY, and APPLE... with case studies and real examples
- Make them explore ways to set service standards to offer the customer a memorable experience.
- Open their mind by research studies to the impact of digital revolution on Service Management.

This course is very clientele and management oriented (not at all software) with a very practical approach: the objective is that students can see real service management tools used on everyday basis in Luxury business and are familiar with them when they integrate a brand.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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



MGMT330: LEARNING TO FAIL

COURSE NUMBER : MGMT330	CREDITS : 3
PREREQUISITE : MGMT110	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

“Success is going from failure to failure without loss of enthusiasm”, Winston Churchill. Most people spend their lives afraid of failing. Yet, many of the world’s most successful people failed numerous times on their paths toward success. There is an emerging trend in business today to talk openly about failure and how to learn from it. However, there are immense cultural barriers that prevent people from benefitting from the failures they experience. In this class, students will experiment with failure and will learn how to challenge their cultural assumptions to open their minds and develop their skills as innovators and entrepreneurs.

COURSE OBJECTIVES:

This course challenges students to go on a personal journey of discovery and to examine how to learn from failure, in a positive way. Students will examine different cultures to see how failure is addressed in society and in business, and will analyze business cases where failure was the outcome.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Have an open mind about the experience and benefits of failure
- Work on changes to their personal reactions to failure
- Understand different cultural barriers that affect reactions to failure
- Analyze strategies of failed companies to identify key learnings
- Develop skills as innovators and entrepreneurs



MGMT351: LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE NUMBER : MGMT 351

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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.



MGMT352: SOURCING & PURCHASING

COURSE NUMBER : MGMT 352	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT385: ADVANCED CUSTOMER LOYALTY MANAGEMENT

COURSE NUMBER : MGMT 380	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION :

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

COURSE OBJECTIVES :

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

EXPECTED LEARNING OUTCOMES:

It is hoped that the students will:

- to understand and learn the key concepts of international media & CRM
- learn how to communicate with luxury brands
- to be able to manage and understand the different social networks
- to understand the link between distribution and media for building brands
- to be aware of some important challenges they will face luxury industry in the future with Internet



MGMT401: DOING BUSINESS IN EUROPE & RUSSIA

COURSE NUMBER : MGMT 401	CREDITS : 3
PREREQUISITE : MGMT 230	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

The course intends to cover: (A) geopolitics of Europe & Russia, (B) the geostrategic aspects prevailing in it, (C) Sociology, Language and Cultural Aspects specific to the region and their impacts on 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.).



MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION

COURSE NUMBER : MGMT 403

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

After completing the course, students will be able to:

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



MGMT442: DOING BUSINESS IN THE MIDDLE EAST & AFRICA

COURSE NUMBER : MGMT 442	CREDITS : 3
PREREQUISITE : MGMT 230	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

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.).



MGMT444: DOING BUSINESS IN ASIA

COURSE NUMBER : MGMT 444	CREDITS : 3
PREREQUISITE : MGMT 230	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

After completing this course, 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

EXPECTED OUTCOMES:

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

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



MKTG130: PRINCIPLES OF MARKETING

COURSE NUMBER : MKTG 210	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

- 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.

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.

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



MKTG215: THE FASHION BUSINESS REVOLUTION

COURSE NUMBER : MKTG 215	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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



MKTG240: CONSUMER BEHAVIOR

COURSE NUMBER : MKTG 240

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of 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.



MKTG315: DIGITAL MARKETING & WEB ANALYTICS

COURSE NUMBER : MKTG 315	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

- 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



MKTG321: SPORTS BRANDING AND THE OLYMPIC GAMES

COURSE NUMBER : MKTG 321	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MKTG325: INTEGRATED MARKETING COMMUNICATIONS

COURSE NUMBER : MKTG 325	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 36

COURSE DESCRIPTION:

- The course is structured on "thematic" sessions, in that each session is based around a particular subject or group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises.
- The course approach will emphasize resolving issues by:
- 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.
- Learning by practical application, case studies and other practical exercises that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

As defined by the American Association of Advertising Agencies, integrated marketing communications " ... recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines; such as advertising, public relations, personal selling, sales promotion, and social media."

This course also includes sponsorship, exhibitions, and point of sale activation.

This course will show students how to combine IMC tactics to provide clarity, consistency, and to maximize communication impact.

EXPECTED LEARNING OUTCOMES:

By the end of the class, the students will be better able to:

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



MKTG340: MARKETING RESEARCH

COURSE NUMBER : MKTG 340	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

The course is designed for students to:

- Understand how hypothesis are created
- Build a marketing research proposal
- To collect primary and secondary data
- Use any software like Excel/SPSS/SAS/R to do statistical analysis
- Present their findings on their proposed research project or the one assigned to them by the school.

EXPECTED LEARNING OUTCOMES:

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

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



MKTG350: INTERNATIONAL MARKETING

COURSE NUMBER : MKTG 350	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MKTG380: PERSONAL SELLING & NEGOTIATION

COURSE NUMBER : MKTG 380	CREDITS : 3
PREREQUISITE : MKTG 240	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MKTG391: SPONSORSHIP & EVENT MARKETING

COURSE NUMBER : MKTG 391	CREDITS : 3
PREREQUISITE : MKTG 130	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

The course approach is based on resolving issues :

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students **should have a solid grasp of how to:**

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



MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER : MKTG 400

CREDITS : 3

PREREQUISITE : MKTG 130

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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



MKTG425: BRAND INNOVATION AND MANAGEMENT

COURSE NUMBER : MKTG 425	CREDITS : 3
PREREQUISITE :	ECTS CREDITS : 6
OFFERED : SPRING & SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

This is an experiential course in which students will be learning by doing. Students will complete the kind of project they would be faced with in a brand consultancy or branding department in the real-world. The course is ambitious, fast-moving, and requires dedication, initiative, and hard work. Just like working in branding. Students will develop a better understanding of what it means to build and manage innovative brands and develop the kinds of skills and experiences employers in this sector are looking for.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



PHIL290: BUSINESS ETHICS

COURSE NUMBER : PHIL 290	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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



POLS210: INTERNATIONAL RELATIONS

COURSE NUMBER : POLS 210	CREDITS : 3
PREREQUISITE : ECON110	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

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.



POLS211: INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES

COURSE NUMBER : POLS 211	CREDITS : 3
PREREQUISITE : ECON110	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

Students will have the opportunity to learn and engage over current affairs in Europe as they relate to the global financial and political environment.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Understand the historical economic and political reasoning behind Europe's integration
- Engage and interpret current affairs with the knowledge of the background behind current strategies
- Grasp the important of Europe on the world's stage, especially as it relates to international business
- Appreciate the complexities of the relationships within the European Union and with its peers



PSYC110: INTRODUCTION TO PSYCHOLOGY

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

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

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

EXPECTED LEARNING OUTCOMES:

- 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



SOCG110: INTRODUCTION TO SOCIOLOGY

COURSE NUMBER : SOCG 110	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SPRING	SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES:

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.).