

THE AMERICAN  
BUSINESS SCHOOL

PARIS

# The American Business School of Paris Course Catalog

**2017 - 2018**

AMERICAN BUSINESS SCHOOL PARIS

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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 as a member of The Association to Advance Collegiate Schools of Business (AACSB, [www.aacsb.edu](http://www.aacsb.edu)). The BBA and MBA programs are also fully accredited by the International Association for Business Education (IACBE, [www.iacbe.org](http://www.iacbe.org)). Additionally, the BBA program was certified by the French Ministry of Labor in 2012 as “Niveau II Manager à l’International, option Marketing/Vente ou Gestion/Finance” (decree of November 27<sup>th</sup>, 2012 – JO December 9<sup>th</sup>, 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 19<sup>th</sup>, 2013, JO November 29<sup>th</sup>, 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.

## MISSION STATEMENT

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

## BACHELOR OF BUSINESS ADMINISTRATION ROADMAP

Upgrade Courses*		
Code	Name	
ENGL001	TOEFL Prep	0
COMP 110	Computer Skills Development	0
MATH 110	Business Math Development	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
MGMT 110	Intercultural Studies	3
COMM 130	Communications Techniques / Speech	3
COMP 120	Computer Skills for Business	3
ENGL 101	Academic Methodology	3
ENGL 120	Critical Reading and Writing	3
ENGL 212	Analysis & Communications	3
ENGL 225	Effective Business Communications	3
MATH 120	Calculus	3
SOCG 110 PSYC 110	Introduction to Sociology <u>or</u> Introduction to Psychology	3

Core Business Courses : 60 credits		
Code	Name	Credits
ACCT 111	Financial Accounting	3
ACCT 127	Advanced Financial & Managerial Accounting	3
ECON 110	Macroeconomics	3
ECON 120	Microeconomics	3
FINC 215	Business Finance	3
BLAW 210	American Business Law	3
BLAW 225	European & International Law	3
MGMT 215	Functions of Management & Organizational Behavior	3
MGMT 225	Human Resource Management	3
MGMT 230	International Business	3
MKTG 210	Principles of Marketing	3
MKTG 240	Consumer Behavior	3
POLS 210	International Relations	3
MATH 210	Business Statistics	3
MGMT 290	Project Management	3
DSCI 310	Operations Management	3
PHIL 310	Business Ethics	3
BUSI 320	Entrepreneurship	3
BUSI 410	Strategic Management	3
BUSI 450/451	End-of-Study Practicum	3

Elective courses: 9 credits		
Code	Name	Credits
ARTS 113	History of Art, Literature & Photography	3
ARTS 240	Impressionism	3
ARTS 250	20th Century Art	3
BUSI299	Winter Fashion & Luxury Retail Workshop	2
COMM 230	Theatre: Acting for Business	3
COMP 250	Coding Applications for Business	3
FASH 100	Fashion and Textile Trends through the Ages	3
FASH 120	Sales Techniques for Luxury Brands	3
FASH 211	Luxury Cross Channel Marketing	3
FASH 220	Made in Paris: Luxury Quality Management	3
FASH 225	Creativity & Innovation in Fashion Luxury	3
FASH 240	Merchandising for Luxury Retail	3
FREN 110 GR1	Elementary French	6
FREN 110 GR2	Elementary French	6
FREN 220	Intermediate French	4
FREN 290	Business French	1
FREN 350	Advanced French	3
FREN 270	Summer Activities - Culture & Language	2
HUMA 200	French Civilization	3
MKTG 215	The Fashion Business Revolution	3

Major - International Finance: 24 credits		
Code	Name	Credits
COMP 390	Excel for Finance	3
ECON 315	Intermediate Economic Analysis	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	Digital Finance	3
FINC 450	International Finance	3

Major - International Marketing : 24 credits		
Code	Name	Credits
COMP 311	E-commerce & E-business	3
MKTG 315	Digital Marketing & Web Analytics	3
MKTG 325	Integrated Marketing 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 & Event Marketing	3
MKTG 395	Behavioral Economics	3
MKTG 400	Creating & Developing Luxury Brands	3
MKTG 401	Strategic Brand Management	3

Major - International Business: 24 credits		
Code	Name	Credits
DSCI 350	Management Decision Analytics	3
MGMT 320	Management for Luxury Services	3
MGMT 351	Logistics & Supply Chain Management	3
MGMT 375	International Corporate Governance	3
MGMT 401	Doing Business in Europe & Russia	3
MGMT 403	International Sustainable Business	3
MGMT 442	Doing Business in the Middle East & Africa	3
MGMT 444	Doing Business in Asia	3
MGMT 452	Sourcing and Purchasing	3

## BACHELOR IN FASHION & LUXURY RETAIL MANAGEMENT ROADMAP

First Year - 35 Credits		
Code	Name	Credits
ENGL 120	Critical Reading & Writing	3
ARTS 113	History of Arts, Literature & Photography	3
MGMT 110	Intercultural Studies	3
FASH 220	Made In Paris: Luxury Quality Management	3
FASH 100	Fashion & Textile Trends through the Ages	3
	FREN110 or FREN290 or other language	2
COMM 130	Communications Techniques/Speech	3
MKTG 210	Principles of Marketing	3
ACCT 111	Principles of Financial Accounting	3
MGMT 225	HR Management	3
MKTG 215	The Fashion Business Revolution	3
FASH 120	Sales Techniques for Luxury Brands	3

Second Year - 35 Credits		
Code	Name	Credits
COMM 230	Advanced Public Speaking	3
MGMT 215	Organizational Behavior	3
MKTG 240	Consumer Behavior	3
POLS 210	International Relations	3
MGMT 320	Management for Luxury Services	3
BUSI 299	Intensive 2-week Workshop	2
ENGL 212	Analysis & Communications	3
BLAW 225	European & International Business Law	3
COMP 311	eCommerce & eBusiness	3
FASH 211	Luxury Cross Channel Marketing	3
FASH 225	Creativity and Innovation in Fashion Luxury	3
FASH 240	Merchandising for Luxury Retail	3

Third Year - 20 Credits		
Code	Name	Credits
PHIL 310	Business Ethics	3
BUSI 320	Entrepreneurship	3
MGMT 351	Logistics & Supply Chain	3
MKTG 391	Sponsorship & Event Marketing	3
MKTG 400	Creating & Developing Luxury Brands	3
APCE 510	Business Games	2
BUSI 350	Internship, internship report & presentation	3

or

PHIL 310	Business Ethics	3
BUSI 410	Strategic Management	3
MGMT 452	Sourcing & Purchasing	3
MKTG 380	Personal Selling & Negotiation	3
MGMT 385	Advanced Customer Relationship Management	3
BUSI 390	Company Case Challenge	2
BUSI 350	Internship, internship report & presentation	3

## PROFESSIONAL DEVELOPMENT

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### 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.

### Company Case Challenges

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

### Networking & Job Fairs

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

### Work Experience

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

### International Professional Development

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



## ACADEMIC CALENDAR

PARIS

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### ACADEMIC CALENDAR 2017-2018

2017 FALL SEMESTER						
	M	T	W	TH	F	S
SEP	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	9 16 23 30
5 Sep: Faculty Meeting; 6-8 Sep: Intl Student Orientation 11 Sep: Orientation & start of Fall BBA & BLUX 18 Sep: Orientation & start of Fall MBA 28 Sep: IGS Integration Day @ Parc Asterix, no classes						
OCT	2 9 16 23	3 10 17 24	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28
5 Oct: IGS Language Classes Start 20 Oct: IGS Sports Day @ Eaubonne, no classes BBA BLUX 23-28 Oct: Midterm Exams						
NOV	30 6 13 20 27	31 7 14 21 28	1 8 15 22 29	2 9 16 23 30	3 10 17 24	4 11 18 25
1 Nov: All Saints Day (Toussaint), no classes 14-Nov IGS-HEP (BBA1), no classes 29 Nov-1 Dec: Bus Games (BLUX3, BBA4, MBA), no classes						
DEC	4 11	5 12	6 13	7 14	8 15	9 16
11-15 Dec: Final Exams; 15 Dec: End of Fall						
2018 WINTER & SPRING SEMESTER						
	M	T	W	TH	F	S
JAN	8 15 22 29	9 16 23 30	10 17 24 31	11 18 25 1	12 19 26 2	13 20 27 3
8 Jan: Start of Winter 23 Jan: Faculty Meeting 24-26 Jan: Int'l Student Orientation; 26 Jan: End of Winter 29 Jan: Orientation & start of Spring BBA, BLUX, MBA						
FEB	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 1	9 16 23 2	10 17 24 3
15 Feb: Launch CC; 16 Feb: CC Meetings, no classes						
MAR	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	9 16 23 30	10 17 24 1
12-16 Mar: Midterm Exams 19-23 Mar: Spring Break, no classes; 24 Mar: Graduation 28-29 Mar: CC Rehearsals, no classes						
APR	2 9 16 23	3 10 17 24	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28
2 Apr: Easter Monday, no classes 12 Apr: Company Case Final Presentations						
MAY	30 7 14	1 8 15	2 9 16	3 10 17	4 11 18	5 12 19
1-May: Labor Day, no classes 8-May: V Day, no classes; 10-11 May, Ascension, no classes 30 Apr-18 May: Final Exams; 18-May: End of Spring						
2018 SUMMER PROGRAMS						
	M	T	W	TH	F	S
MAY	21 28	22 29	23 30	24 31	25 1	26 2
21 May: Start of Summer; 21 May: Pentecost, no classes						
JUN	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	9 16 23 30
29 Jun: End of Summer						
JUL	2 9	3 10	4 11	5 12	6 13	7 14
2 Jul: Start of Summer Ext; 2-6 Jul: Online MBA #weekinParis 13 Jul: End of Summer Extension						

Red Saturdays = Parodi campus open (2018 dates not yet available)

Calendar 17-18.doc  
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## COURSE LISTING

ACCT111: FINANCIAL ACCOUNTING .....	16
ACCT127: ADVANCED FINANCIAL & MANAGERIAL ACCOUNTING .....	17
ARTS113: HISTORY OF ARTS, LITERATURE AND PHOTOGRAPHY .....	18
ARTS240: IMPRESSIONISM .....	19
ARTS250: 20 <sup>th</sup> CENTURY ART .....	20
BLAW210: INTRODUCTION TO AMERICAN BUSINESS LAW .....	21
BLAW225: EUROPEAN & INTERNATIONAL BUSINESS LAW .....	22
BUSI320: ENTREPRENEURSHIP .....	23
BUSI410: STRATEGIC MANAGEMENT .....	24
COMM130: COMMUNICATION TECHNIQUES / SPEECH.....	25
COMM230: THEATRE - ACTING FOR BUSINESS .....	26
COMP110: COMPUTER SKILLS DEVELOPMENT .....	27
COMP120: COMPUTER SKILLS FOR BUSINESS .....	28
COMP250: CODING APPLICATIONS FOR BUSINESS .....	29
COMP311: E-COMMERCE & E-BUSINESS.....	30
COMP390: EXCEL FOR FINANCE.....	31
DSCI310: OPERATIONS MANAGEMENT .....	32
DSCI350: MANAGEMENT DECISION ANALYTICS.....	33
ECON110: PRINCIPLES OF MACROECONOMICS .....	34
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ECON315: INTERMEDIATE ECONOMIC ANALYSIS.....	36
ECON450: INTERNATIONAL ECONOMICS .....	37
ENGL100: ENGLISH FLUENCY DEVELOPMENT .....	38
ENGL101: ACADEMIC METHODOLOGY .....	39
ENGL120: CRITICAL READING & WRITING .....	40
ENGL212: ANALYSIS & COMMUNICATIONS .....	41
ENGL225: EFFECTIVE BUSINESS COMMUNICATIONS .....	42
FASH100: FASHION AND TEXTILE TRENDS THROUGH THE AGES .....	43
FASH120: SALES TECHNIQUES FOR LUXURY BRANDS .....	44
FASH211: LUXURY CROSS-CHANNEL MARKETING.....	45
FASH220: MADE IN PARIS: LUXURY QUALITY MANAGEMENT .....	46
FASH225: CREATIVITY & INNOVATION IN FASHION LUXURY .....	47

FASH240: MERCHANDISING FOR LUXURY RETAIL .....	48
FINC215: BUSINESS FINANCE .....	49
FINC315: INTERNATIONAL INVESTMENTS .....	50
FINC324: MONEY & BANKING.....	51
FINC345: AUDIT, CONTROL AND RISK MANAGEMENT.....	52
FINC400: CORPORATE FINANCE.....	53
FINC425: INNOVATIONS IN DIGITAL FINANCE .....	54
FINC450: INTERNATIONAL FINANCE .....	55
FREN110: ELEMENTARY FRENCH .....	56
FREN220: INTERMEDIATE FRENCH .....	57
FREN290: BUSINESS FRENCH .....	58
FREN350: ADVANCED FRENCH .....	59
HUMA200: FRENCH CIVILIZATION .....	60
MATH110: PRE-CALCULUS .....	61
MATH120: CALCULUS .....	62
MATH210: BUSINESS STATISTICS.....	63
MGMT110: INTERCULTURAL STUDIES.....	64
MGMT215: ORGANIZATIONAL BEHAVIOR & MANAGEMENT .....	65
MGMT225: HUMAN RESOURCES MANAGEMENT (ONLINE) .....	66
MGMT230: INTERNATIONAL BUSINESS.....	67
MGMT290: PROJECT MANAGEMENT .....	68
MGMT320: MANAGEMENT FOR LUXURY SERVICES.....	69
MGMT351: LOGISTICS & SUPPLY CHAIN MANAGEMENT .....	70
MGMT380: CUSTOMER LOYALTY FOR LUXURY BRANDS .....	71
MGMT401: DOING BUSINESS IN EUROPE & RUSSIA .....	72
MGMT403: INTERNATIONAL BUSINESS & SUSTAINABLE DEVELOPMENT IN EUROPE .....	73
MGMT442: DOING BUSINESS IN THE MIDDLE EAST & AFRICA .....	74
MGMT444: DOING BUSINESS IN ASIA .....	75
MGMT452: SOURCING & PURCHASING .....	76
MKTG210: PRINCIPLES OF MARKETING.....	77
MKTG215: THE FASHION BUSINESS REVOLUTION .....	78
MKTG240: CONSUMER BEHAVIOR .....	79
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MKTG350: INTERNATIONAL MARKETING .....83

MKTG380: PERSONAL SELLING & NEGOTIATION .....84

MKTG391: SPONSORSHIP & EVENT MARKETING .....85

MKTG400: CREATING & DEVELOPING LUXURY BRANDS .....86

MKTG401: STRATEGIC LUXURY BRAND MANAGEMENT .....87

PHIL310: BUSINESS ETHICS .....88

POLS210: INTERNATIONAL RELATIONS .....89

POLS211: INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES .....90

PSYC110: INTRODUCTION TO PSYCHOLOGY .....91

SOCG110: INTRODUCTION TO SOCIOLOGY .....92

## FACULTY ROSTER

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### Business Administration Department

Fred EINBINDER	BA, Bradley University, USA JD School of Law, Illinois University, USA Executive MBA, HEC, France
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### Management Department

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### **Economics Department**

Charles BAKER	BS, Economics & Mathematics, Tulane University, USA MBA, Duke university, USA
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### **Finance & Accounting Department**

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## **Marketing Department**

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## **Fashion & Luxury Management Department**

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## GRADING SCALE

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

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

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

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

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

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

### Percentage grades:

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

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

### Retake classes:

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

## ACCT111: FINANCIAL ACCOUNTING

COURSE NUMBER : ACCT 111	CREDITS : 3
PREREQUISITE : MATH 110	ECTS CREDITS : 6
OFFERED : FALL, WINTER & SPRING	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

There are four principle objectives are to show students:

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

### EXPECTED LEARNING OUTCOMES:

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

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

## ACCT127: ADVANCED FINANCIAL & MANAGERIAL ACCOUNTING

COURSE NUMBER : ACCT 127	CREDITS : 3
PREREQUISITE : ACCT 111	ECTS CREDITS : 6
OFFERED : FALL, WINTER & SPRING	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

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

Students who have studied financial accounting in other institutions should carefully check the syllabus of ACCT111 to ensure they are in compliance with ACCT127 requirements.

### COURSE OBJECTIVES:

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

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

### EXPECTED LEARNING OUTCOMES:

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

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

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

### COURSE OBJECTIVES:

It is hoped that the students will:

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

### EXPECTED LEARNING OUTCOMES:

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

## ARTS240: IMPRESSIONISM

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

### COURSE DESCRIPTION:

This art appreciation course is designed for students with no or little background in Art who would like to better appreciate museums and esthetics while in Paris. It can also serve for Art Minors who would like to learn more about specifically 19<sup>th</sup> century French Art. A quick survey of early 19<sup>th</sup> century French art and civilization provides the background for France's renowned Impressionism movement during the Industrial Revolution. All class lectures and discussions are illustrated with slides of works of art. Three museum visits give direct access to great works allowing students to develop a critical eye and get the most out of the experience.

### 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.



## ARTS250: 20<sup>th</sup> 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 19<sup>th</sup> century French Art. A quick survey of late 19<sup>th</sup> 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.

## 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 corporations). Finally study of American advertising law if any time is left.

### COURSE OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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

## 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



## **BUSI320: ENTREPRENEURSHIP**

COURSE NUMBER: BUSI 320	CREDITS : 3
PREREQUISITE: FINC 215	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 project teams of four (a leader responsible for overall strategy and coordination of the project, one student responsible for each of Marketing, Finance, and Operations) students demonstrate their creativity and develop their entrepreneurial skills in a business plan for a new venture. A part of each class will be devoted to the ongoing development of the business plan.

### **COURSE OBJECTIVES:**

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

### **EXPECTED LEARNING OUTCOMES:**

Upon completion of this course students should be able to:

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

## BUSI410: STRATEGIC MANAGEMENT

COURSE NUMBER : BUSI 410

CREDITS : 3

PREREQUISITE : DSCI 310

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

## 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

## COMP110: COMPUTER SKILLS DEVELOPMENT

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

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

It is hoped that the students will:

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

### EXPECTED LEARNING OUTCOMES:

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

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

## COMP120: COMPUTER SKILLS FOR BUSINESS

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

### COURSE DESCRIPTION:

Students will master the ability to learn and implement standard business software. They will become experienced users of EXCEL, POWERPOINT, WORD and ACCESS. The purpose of this course is to help prepare future managers to provide leadership in managing the use of information system technology. The classes will take place in a computer laboratory where each student will have an access to a PC.

### COURSE OBJECTIVES:

It is hoped that the students will:

- Be able to easily determine how to adapt Microsoft Excel tools to their needs and learn new functionalities or versions on their own
- Be able to use appropriate strategies to solve problems
- Be able to work both in teams and independently

### EXPECTED LEARNING OUTCOMES:

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

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

## 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 : MKTG 210	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	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

This course has two goals – the first is to deliver hands-on Excel training for International Finance major students. The second is to deliver the Excel TOSA International Certification.

On April 20<sup>th</sup> 2015, the French National Committee on Professional Certification (CNCP) officially registered the TOSA certification in the National Registry of Professional Certifications (RNCP).

### COURSE OBJECTIVES:

At the end of this class, it is expected that the student will have mastered Microsoft Excel fundamentals following the TOSA program. The goal is to bring students to the “Operational” or “Advanced” level.

### EXPECTED LEARNING OUTCOMES:

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

- work in teams and independently
- choose the right strategy when working with Big Data
- adapt Microsoft Excel to their Business decision model





## **DSCI310: OPERATIONS MANAGEMENT**

COURSE NUMBER : DSCI 310	CREDITS : 3
PREREQUISITE : MGMT 215	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 and control, and improve processes.

### **COURSE OBJECTIVES:**

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

### **EXPECTED LEARNING OUTCOMES:**

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

## 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:

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

## 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;

## ECON450: INTERNATIONAL ECONOMICS

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

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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

- Understand the importance of academic honesty, adhere to the ethical code of conduct, and apply all the appropriate academic conventions in research writing, assignments, tests and exams.
- Develop effective personal learning and studying strategies.
- Calculate the grade point average (GPA).
- Use dictionaries & textbooks effectively.
- Understand the importance of time management, develop a schedule/monthly planner and learn how to prioritize tasks.
- Develop effective reading skills.
- Take notes from a text and or in a lecture using different strategies (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.

## 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 120	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 120	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 21<sup>st</sup> 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:

- Analysis writings and oral presentations and identify the key points
- Communicate key points through brief, professional written English
- Structure emails in professional manner that is respectful and effective communication
- Write effective Executive Summary documents
- Structure their thoughts into a professional brief or summary document

## FASH100: FASHION AND TEXTILE TRENDS THROUGH THE AGES

COURSE NUMBER : FASH 100

CREDITS : 3

PREREQUISITE :

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 : MKTG 210

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 220

CREDITS : 3

PREREQUISITE : FASH 120

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 : FASH 120	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

The course is an introduction to the basics of prestige branding 'à la Française' and will provide the students with cutting-edge thinking to enable them to work with real issues faced by today's small entrepreneurs.

### COURSE OBJECTIVES:

The goal of this course is to help students master the different notions and perceptual tools used by French and Parisian brands. It will also gives the students to opportunity to discover French and Parisian culture.

### EXPECTED LEARNING OUTCOMES:

1. Create a competitive, sustainable, affordable and ethical prestige brand concept that can succeed in Paris.
2. Create a real Fashion, Food & Fragrance product and Brand Concept to be sold to the public by yourself!



## FASH225: CREATIVITY & INNOVATION IN FASHION LUXURY

COURSE NUMBER : FASH 225

CREDITS : 3

PREREQUISITE : MKTG210

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 : FASH120	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 securities markets, interest rates and risk/return valuation models. In addition, the course concentrates on how managerial finance can be used to maximize the value of the firm.

### COURSE OBJECTIVES:

Introduce you to the world of Business Finance, both in business and entrepreneurial environment.  
Provide you with the skills to understand basic finance and make good financing decisions  
Prepare you for further Finance courses

### EXPECTED LEARNING OUTCOMES:

After this course you will be able to:

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

## FINC315: INTERNATIONAL INVESTMENTS

COURSE NUMBER : FINC 315	CREDITS : 3
PREREQUISITE : FINC 215	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: AUDIT, CONTROL AND RISK MANAGEMENT**

COURSE NUMBER : FINC 345	CREDITS : 3
PREREQUISITE : ACCT111 & ACCT127	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 field of audit and risk management, and to prepare students for work experience in this field.

### **COURSE OBJECTIVES:**

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

- to define audit and distinguish its different types (internal and external auditing) and relationship to users
- to consider methods of auditing, how evidence is gathered and documented, how conclusions are reached. to understand reasons for the increasing awareness of the need for internal control and the work of the Committee of Sponsoring Organizations ("COSO")
- to explain what risk management is, understand the COSO Enterprise Risk Management (ERM) Model and how to manage risks properly.
- To understand what fraud is and how to deal with fraud risk in the audit approach.

### **EXPECTED LEARNING OUTCOMES:**

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

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

## FINC400: CORPORATE FINANCE

COURSE NUMBER : FINC 400	CREDITS : 3
PREREQUISITE : ACCT111 & FINC215	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

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

### 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 : FINC215	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 : FALL & SPRING	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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

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

## FREN110: ELEMENTARY FRENCH

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

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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

#### Grammatical objectives:

- ✓ The expression of time in the present and in the future
- ✓ imperative
- ✓ the expression of time in the present, past and future
- ✓ the expression of quantity

#### Lexical objectives:

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

## FREN220: INTERMEDIATE FRENCH

COURSE NUMBER : FREN 210	CREDITS : 4
PREREQUISITE : FREN 110	ECTS CREDITS : 8
OFFERED : FALL & SPRING	SEMESTER HOURS : 48

### COURSE DESCRIPTION:

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

As a follow-up to the first level of French language studies, students will continue to develop the four competencies of language acquisition: speaking, comprehension, reading, and writing. Although the course is structured around grammatical and lexical objectives, 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:

#### Grammatical objectives:

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

#### Lexical objectives:

- ✓ to describe the weather
- ✓ to talk about leisure and everyday-life activities and holiday
- ✓ to express an opinion
- ✓ to give advice
- ✓ to apply for a job
- ✓ to tell a story
- ✓ to express goals



## **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 : 3
PREREQUISITE : FREN 210	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

- Le cours se compose de 3 modules portant respectivement sur une 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:

It is hoped that the students will:

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

### EXPECTED LEARNING OUTCOMES:

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

### COURSE OBJECTIVES:

It is hoped that the students will:

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

### EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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

## MATH110: PRE-CALCULUS

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

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

It is hoped that the students will:

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

### EXPECTED LEARNING OUTCOMES:

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

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

## MATH120: CALCULUS

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

### COURSE DESCRIPTION:

This course is designed to illustrate the many applications of calculus and mathematics to the management sciences. It will provide the students with the knowledge of tools that will be needed in Economics, Accounting, Marketing and Statistics.

### COURSE OBJECTIVES:

It is hoped that the students will:

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

### EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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



## MATH210: BUSINESS STATISTICS

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

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

The purpose of this course is to provide the students with

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

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

### EXPECTED LEARNING OUTCOMES:

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

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

## MGMT110: INTERCULTURAL STUDIES

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

### COURSE DESCRIPTION:

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

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

### COURSE OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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

## MGMT215: ORGANIZATIONAL BEHAVIOR & MANAGEMENT

COURSE NUMBER : MGMT 215	CREDITS : 3
PREREQUISITE : NONE	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 : NONE	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.

## MGMT230: INTERNATIONAL BUSINESS

COURSE NUMBER : MGMT 230	CREDITS : 3
PREREQUISITE : ECON 110 or ECON 120	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:

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

### EXPECTED LEARNING OUTCOMES:

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

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

## MGMT290: PROJECT MANAGEMENT

COURSE NUMBER : MGMT 290	CREDITS : 3
PREREQUISITE : COMP 120 & MGMT215	ECTS CREDITS : 6
OFFERED : FALL & SPRING	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

This course introduces students to the basics of project management. Good managers must organize, plan, implement, and control tasks to achieve an organization's schedule, budget, and performance objectives. Tools and concepts such as project charter, scope statement, work breakdown structure, project estimating, and scheduling methodologies will be addressed.

### 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 course is addressing relatively unknown aspects of the luxury business: luxury services. The course will be focusing on these unique services reserved to an elite consumer.

### **COURSE OBJECTIVES:**

This course will teach students multiple aspects of true luxury services: from offering services to a rich Haute Couture clients to delivering a unique Trunk to a customer, or a unique service in a Suite in a Palace.

### **EXPECTED LEARNING OUTCOMES:**

Upon completion of this course, students will understand multiple aspects of true luxury and understand how to achieve value creation through these services.

## MGMT351: LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE NUMBER : MGMT 351	CREDITS : 3
PREREQUISITE : MKTG 210	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.



## MGMT380: CUSTOMER LOYALTY FOR LUXURY BRANDS

COURSE NUMBER : MGMT 380

CREDITS : 3

PREREQUISITE : MKTG 210

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 110	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: INTERNATIONAL BUSINESS & SUSTAINABLE DEVELOPMENT IN EUROPE

COURSE NUMBER : MGMT 403	CREDITS : 3
PREREQUISITE : POLS210	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 : FALL	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:

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

## MGMT452: SOURCING & PURCHASING

COURSE NUMBER : MGMT 452	CREDITS : 3
PREREQUISITE : MKTG 210 & MGMT 230	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

## MKTG210: PRINCIPLES OF MARKETING

COURSE NUMBER : MKTG 210

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

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

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 : MKTG 210

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 210	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

## MKTG325: INTEGRATED MARKETING COMMUNICATIONS

COURSE NUMBER : MKTG 325

CREDITS : 3

PREREQUISITE : MKTG 210

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 210	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

This course is designed to introduce students to the concepts and methodologies of market research as a means to drive intelligent business decisions in the real world. Students will be challenged to learn market research techniques with a singular goal in mind – developing knowledge and market intelligence to support goal-driven decisions. As a decision-support tool, accurate market intelligence is essential in today's global economy and students will be exposed to real-life case studies and group-based projects that expand their understanding of the power of market research to shape product development, operational practices, and corporate policies

### COURSE OBJECTIVES:

Students will complete the course with a thorough understanding of the value of market research, its power to drive intelligent decisions, and a clear knowledge of the techniques and science required to complete effective market research projects of their own. They will be able to design, conduct, implement, analyze, and effectively communicate marketing research results in a professional setting in support of an organization's strategic and marketing activity.

### EXPECTED LEARNING OUTCOMES:

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

- Appreciate the value of market research as a key component of management decision making
- Understand the role of market research as a marketing and communications activity
- Recognize the constraints and challenges of market research
- Use conventional and on-line primary data collection techniques
- Collect and interpret secondary data
- Evaluate and differentiate different data sources
- Complete their own market research project using qualitative and quantitative research techniques

## MKTG350: INTERNATIONAL MARKETING

COURSE NUMBER : MKTG 350	CREDITS : 3
PREREQUISITE : MKTG 210	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 210	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 210	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:**

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

## MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER : MKTG 400	CREDITS : 3
PREREQUISITE : MKTG 240	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

### COURSE DESCRIPTION & OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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



## MKTG401: STRATEGIC LUXURY BRAND MANAGEMENT

COURSE NUMBER : MKTG 401	CREDITS : 3
PREREQUISITE : MKTG 240	ECTS CREDITS : 6
OFFERED : SPRING & SUMMER	SEMESTER HOURS : 45

### COURSE DESCRIPTION:

Give student's sufficient understanding of the function of Marketing, Sales & Communications Director in the luxury industry. Future international manager will need to have these three skills, as these functions are more and interlinked.

This course is for students interested in working in marketing communications, brands management, ad sales, and sales managers in both retail and B2B in an international environment.

### EXPECTED LEARNING OUTCOMES:

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



## PHIL310: BUSINESS ETHICS

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

### COURSE DESCRIPTION:

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. As a discipline, Business Ethics has considerably grown within the last decades and has become a major field in the age of 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 : NONE

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 : NONE	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.).