

THE AMERICAN
BUSINESS SCHOOL

PARIS

The American Business School of Paris

2017 SUMMER COURSE CATALOG

AMERICAN BUSINESS SCHOOL PARIS
12, rue Alexandre Parodi, 75010 Paris, France
Tél: +33 1 80 97 65 50 – Fax: + 33 1 80 97 67 35
Email: absparis@groupe-igs.fr

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

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.

2017 SUMMER COURSES

ECON110	KRYS	Principles of Macroeconomics	Page 7
MGMT215	ACH	Organizational Behavior	Page 8
MGMT395	GRAEFE-ANDERSON	International Corporate Governance	Page 9
MGMT444	PATOUT	Doing Business in Asia	Page 10
MKTG240	RUKAVINA	Consumer Behavior	Page 11
MKTG375	PAX	Behavioral Economics	Page 12
MKTG401	MIHAILOVICH	Strategic Brand Management	Page 13
POLS211	HARRIS	International Relations & European Strategies	Page 14
FREN270	KATZ	Summer Extension: Careers & Culture	Page 15

2017 SUMMER FACULTY

Morene ACH	Bachelor of Journalism, Carleton University, Canada TESL Certificate, Vancouver, Canada
Rachel GRAEFE-ANDERSON	BSc with Distinction in Computer Science, Pennsylvania State University BSc with High Distinction in Management Science & Information Systems, Pennsylvania State University MSc in Economics, Purdue University PhD in Finance, Purdue University
Toby HARRIS	MA (Hons) International Relations, University of St Andrews, St Andrews, Scotland
Daniele KATZ	Maîtrise in French Literature, University of Paris 10 DEA in History, EHESS, Paris PhD in English Studies, University of Paris 3
Roman KRYS	BA in Political Science, Fairleigh Dickinson Univ., Teaneck, NJ, USA MA in International Affairs, Columbia Univ., New York, NY, USA
Philippe MIHAILOVIC	Executive Masters for Marketing Managers, Wits Business School, Johannesburg, South of Africa
Rany PATOUT	Licence in Law, University of Paris 2 Maîtrise in English, University of Paris 3 Diplôme de l'Institut d'Etudes Politiques-Paris, France



Sara PAX

BA in International Relations, American University, Washington DC, USA
MBA-Marketing Statistics Major, University of Illinois, USA

Danny RUKAVINA

BA in Political Science, University of Melbourne, Australia
Maîtrise in Sociology, University of Paris 1

2017 SUMMER CLASS SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week 21	22 May 2017	23 May 2017	24 May 2017	25 May 2017	26 May 2017
08h30		MGMT215 (01) MGMT375 (01)		ASCENSION	PONT D'ASCENSION
09h30	Orientation & Breakfast	08h30-11h30 08h30-11h30			
10h30	09h30-11h30	ACH GRAEFE-ANDRSN			
11h30					
12h30	ECON110 (01) MKTG395 (01)		MGMT444 (01) ECON110 (02)		
13h30	12h30-15h30 12h30-15h30		12h30-15h30 12h30-15h30		
14h30	KRYS PAX		PATOUT KRYS		
15h30	MKTG240 (01)	MKTG240 (02) MKTG401 (01)	MKTG240 (03)		
16h30	15h30-18h30	15h30-18h30 15h30-18h30	15h30-18h30		
17h30	RUKAVINA	RUKAVINA MIHAILOVICH	RUKAVINA		
Week 22	29 May 2017	30 May 2017	31 May 2017	01 June 2017	02 June 2017
08h30		MGMT215 (02) MGMT375 (02)		MGMT215 (03) MGMT375 (03)	
09h30		08h30-11h30 08h30-11h30		08h30-11h30 08h30-11h30	
10h30		ACH GRAEFE-ANDRSN		ACH GRAEFE-ANDRSN	
11h30					
12h30	ECON110 (03)		MGMT444 (02) ECON110 (04) MKTG395 (02)	POLS211 (01) MGMT444 (03)	ECON110 (05) MKTG395 (03)
13h30	12h30-15h30		12h30-15h30 12h30-15h30	12h30-15h30 12h30-15h30	12h30-15h30 12h30-15h30
14h30	KRYS		PATOUT KRYS PAX	HARRIS PATOUT	KRYS PAX
15h30		MKTG240 (04) MKTG401 (02)		MKTG240 (05) MKTG401 (03)	MKTG240 (06)
16h30		15h30-18h30 15h30-18h30		15h30-18h30 15h30-18h30	15h30-18h30
17h30		RUKAVINA MIHAILOVICH		RUKAVINA MIHAILOVICH	RUKAVINA
Week 23	05 June 2017	06 June 2017	07 June 2017	08 June 2017	09 June 2017
08h30	PENTECOTE		MGMT375 (04) MGMT215 (04) MGMT375 (05)	MGMT215 (05)	MGMT215 (06) MGMT375 (06)
09h30			08h30-11h30 08h30-11h30 08h30-11h30	08h30-11h30	08h30-11h30 08h30-11h30
10h30			GRAEFE-ANDRSN ACH GRAEFE-ANDRSN	ACH	ACH GRAEFE-ANDRSN
11h30					
12h30			MKTG395 (04) POLS211 (02) MGMT444 (04)		MKTG395 (05) POLS211 (04) MGMT444 (06)
13h30			12h30-15h30 12h30-15h30 12h30-15h30		12h30-15h30 12h30-15h30 12h30-15h30
14h30			PAX HARRIS PATOUT		PAX HARRIS PATOUT
15h30			MKTG240 (07) MKTG401 (04) POLS211 (03) MGMT444 (05)	MKTG240 (08)	POLS211 (05)
16h30			15h30-18h30 15h30-18h30 15h30-18h30	15h30-18h30	15h30-18h30
17h30			RUKAVINA MIHAILOVICH HARRIS PATOUT	RUKAVINA	HARRIS
Week 24	12 June 2017	13 June 2017	14 June 2017	15 June 2017	16 June 2017
08h30		MGMT215 (07) MGMT375 (07)		MGMT215 (08) MGMT375 (08)	
09h30		08h30-11h30 08h30-11h30		08h30-11h30 08h30-11h30	
10h30		ACH GRAEFE-ANDRSN		ACH GRAEFE-ANDRSN	
11h30					
12h30	ECON110 (06) MKTG395 (06)	POLS211 (06)	ECON110 (07) MKTG395 (07)	POLS211 (07) MGMT444 (07)	POLS211 (08) MGMT444 (08)
13h30	12h30-15h30 12h30-15h30	12h30-15h30	12h30-15h30 12h30-15h30	12h30-15h30 12h30-15h30	12h30-15h30 12h30-15h30
14h30	KRYS PAX	HARRIS	KRYS PAX	HARRIS PATOUT	HARRIS PATOUT
15h30			MKTG401 (05)	MKTG401 (06)	MKTG401 (07)
16h30			15h30-18h30	15h30-18h30	15h30-18h30
17h30		MIHAILOVICH		MIHAILOVICH	MIHAILOVICH

	MONDAY 19 June 2017		TUESDAY 20 June 2017		WEDNESDAY 21 June 2017		THURSDAY 22 June 2017		FRIDAY 23 June 2017	
08h30			MGMT215 (09)	MGMT375 (09)			MGMT215 (10)	MGMT375 (10)		
09h30			08h30-11h30	08h30-11h30			08h30-11h30	08h30-11h30		
10h30			ACH	GRAEFE-ANDRSN			ACH	GRAEFE-ANDRSN		
11h30										
12h30	ECON110 (08)	MKTG395 (08)		MGMT444 (09)	ECON110 (09)	MKTG395 (09)		MGMT444 (10)	ECON110 (10)	MKTG395 (10)
13h30	12h30-15h30	12h30-15h30		12h30-15h30	12h30-15h30	12h30-15h30		12h30-15h30	12h30-15h30	12h30-15h30
14h30	KRYS	PAX		PATOUT	KRYS	PAX		PATOUT	KRYS	PAX
15h30			MKTG240 (09)	MKTG401 (08)			MKTG240 (10)	MKTG401 (09)	MKTG240 (11)	MKTG401 (10)
16h30			15h30-18h30	15h30-18h30			15h30-18h30	15h30-18h30	15h30-18h30	15h30-18h30
17h30			RUKAVINA	MIHAIOVICH			RUKAVINA	MIHAIOVICH	RUKAVINA	MIHAIOVICH

	MONDAY 26 June 2017		TUESDAY 27 June 2017		WEDNESDAY 28 June 2017		THURSDAY 29 June 2017		FRIDAY 30 June 2017	
08h30				MGMT375 (11)	MGMT215 (11)		MGMT215 (12)	MGMT375 (12)		
09h30				08h30-11h30	08h30-11h30		08h30-11h30	08h30-11h30		
10h30				GRAEFE-ANDRSN	ACH		ACH	GRAEFE-ANDRSN		
11h30										
12h30	ECON110 (11)	MKTG395 (11)	POLS211 (09)	MGMT444 (11)	ECON110 (12)	MKTG395 (12)	POLS211 (11)	MGMT444 (12)		
13h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30		
14h30	KRYS	PAX	HARRIS	PATOUT	KRYS	PAX	HARRIS	PATOUT		
15h30		MKTG401 (11)	POLS211 (10)		MKTG240 (12)	MKTG401 (12)	POLS211 (12)			
16h30		15h30-18h30	15h30-18h30		15h30-18h30	15h30-18h30	15h30-18h30			
17h30		MIHAIOVICH	HARRIS		RUKAVINA	MIHAIOVICH	HARRIS			

Summer Extension: Careers & Culture - Language exchange, career development, cultural experiences

	MONDAY 03 July 2017		TUESDAY 04 July 2017		WEDNESDAY 05 July 2017		THURSDAY 06 July 2017		FRIDAY 07 July 2017	
morning	FREN270: Business French				FREN270: Business French				FREN270: Business French	
lunch	LANGUAGE LUNCH				LANGUAGE LUNCH		FREN270: Corporate Visit		LANGUAGE LUNCH	
afternoon	FREN270: Pere Lachaise		FREN270: CMP Workshop		FREN270: Corporate Talk				FREN270: Versailles	

	MONDAY 10 July 2017		TUESDAY 11 July 2017		WEDNESDAY 12 July 2017		THURSDAY 13 July 2017		FRIDAY 14 July 2017	
morning	FREN270: Business French				FREN270: Business French		FREN270: Final Exam			
lunch	LANGUAGE LUNCH				LANGUAGE LUNCH				BASTILLE DAY	
afternoon	FREN270: CMP Workshop		FREN270: Boulangerie		FREN270: Corporate Visit					

ADMINISTRATIVE STAFF

Fady FADEL

Dean

☎: +33 1 80 97 65 54

@: ffadel@groupe-igs.fr

Pascale GINET

Corporate Relations Manager

☎ : +33 1 80 97 65 52

@: pginet@groupe-igs.fr

Lara MARANDON

Academic Assistant / Study Abroad, Housing

☎ : +33 1 80 97 65 55

@ : lmarandon@groupe-igs.fr

Morgane MAZARS

Admissions and Communication Manager

☎ : +33 1 80 97 65 52

@: mmazars@groupe-igs.fr

Brad NGUYEN

Academic Assistant / 3rd, 4th year & MBA

☎: + 33 1 80 97 65 50

@: bnguyen@groupe-igs.fr

Sara PAX

Associate Dean, Head of Academics

☎ : +33 1 80 97 65 52

@: spax@groupe-igs.fr

Melanie RELAUT

Academic Assistant / 1st & 2nd year

☎ : 33 1 80 97 65 57

@: mrelaut@groupe-igs.fr

Marie-Odile SAVARIT

Director of Development, North-America

☎: +1 610 574 9872

@: msavarit@groupe-igs.fr

GRADING SCALE

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

ABS Grade	ECTS Grade	ABS Grade	ECTS Grade
A	4.00	A	4.00
A-	3.67	B	3.00
B+	3.33	B	3.00
B	3.00	C	2.00
B-	2.67	C	2.00
C+	2.33	D	1.00
		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.

PRINCIPLES OF MACROECONOMICS

COURSE NUMBER : ECON110

CREDITS : 3

PREREQUISITE : none

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

- make more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in
- better understand the economic press to make those decisions
- be more aware of the controversies and the arguments surrounding the economic situation and economic policies around the world.

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.

INTERNATIONAL CORPORATE GOVERNANCE

COURSE NUMBER : MGMT 375

CREDITS : 3

PREREQUISITE : International Business

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course focuses on corporate governance throughout the world. Traditional corporate governance topics include, but are not limited to: the market for corporate control (takeovers), the managerial labor market and CEO compensation, the board of directors, shareholder rights and protections, and governmental regulation and control. These topics will be covered with an emphasis on how the various corporate governance mechanisms may differ internationally.

COURSE OBJECTIVES:

The material will be covered through lecture, discussion, problem solving. Student comprehension and understanding of the material will be measured through short tests, student presentations (case studies), class discussion, and a final paper

EXPECTED LEARNING OUTCOMES:

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

- Understand the various corporate governance mechanisms
- Understand how corporate governance mechanisms interact
- Understand how corporate governance impacts firm value and firm performance.
- Understand how corporate governance is impacted by legal and regulatory institutions and structures.
- Understand how corporate governance differs around the world.

DOING BUSINESS IN ASIA

COURSE NUMBER : MGMT 444

CREDITS : 3

PREREQUISITE : International Business

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course will be a series of lectures, class presentations & class exercises. Monitoring international news on Asian markets will also be required on different topics, every week.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

After studying this course, the students should be able to:

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

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 (mainly from economics, sociology and psychology) and the implications of each and the effects in all aspects of contemporary life.

COURSE OBJECTIVES:

To provide students with a working knowledge of the methods, tools and objects of both pre-and post-internet marketing practice and to better understand 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 and, appreciate the susceptibility of self-expression to individual and mass manipulation.

BEHAVIORAL ECONOMICS

COURSE NUMBER : MKTG 395

CREDITS : 3

PREREQUISITE : Consumer Behavior, Microeconomics

ECTS CREDITS : 6

OFFERED : FALL & SUMMER 1

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This cross-specialization course is an in-depth study of the field of Behavioral Economics. The topic examines faults in economic theory in explaining human behavior, and applies consumer behavior and marketing principles to economic models and business practices. Behavioral Economics is the relatively new practice of studying the effects of psychological, social, cognitive, and emotional factors on economic decision making of individuals and institutions, and the consequences of these decisions on different areas of economics, such as market prices, returns, and resource allocation.

COURSE OBJECTIVES:

Introduce student to the cross-specialization of Behavioral Economics through the exploration of the works of different authors, researchers and experts in the field. This course is case study based and students will learn the application of the theories to real-life relevant business situations and practices. This course is of interest to third and fourth year students concentrating on business, economics, or marketing.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Have a good understanding of the concepts of Behavioral Economics and their impact on economic and marketing practices in business.
- Be aware of the works of experts in the field, their history, their research, and their case applications.
- Demonstrate the ability of applying the concepts and theories to real-life case studies and business practices

STRATEGIC LUXURY BRAND MANAGEMENT

COURSE NUMBER : MKTG 401

CREDITS : 3

PREREQUISITE : Consumer Behavior

ECTS CREDITS : 6

OFFERED : FALL & SUMMER 1

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

To provide a practical structure for the brand building process. Students will be given an overview of the entire branding process from the basics to concrete examples of brand development. There are a number of case studies of well known organisations (including not for profits) and companies and how they developed their brands. With real examples from Coca-Cola, Starbucks, Rolex, Federal Express, Xerox and The Body Shop (but to name a few), the power of brands and the way in which they are positioned in our world is brought to life.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will have a better grasp of how to:

- Become familiar with using market research, trend research and competitive research and anticipating the future prior to making brand recommendations or marketing plans.
- Reposition or restage brands with strategic, sustainable and newsworthy competitive advantages.

INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES

COURSE NUMBER : POLS211

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.

SUMMER EXTENSION: CAREERS & CULTURE

COURSE NUMBER : FREN270

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This program is designed to expose students to cultural and career development experiences unique to their stay in Paris. The program is a series of specific activities built around culture exposure, language and cultural exchange, as well as future career opportunities, and introductions to new industries and areas of career development. The concept of this extension program is to leverage the students' proximity to the fashion and luxury industry in Paris, as well as companies from innovative startups to large multi-national Paris-based organizations, to bring a new perspective to the students' viewpoint of their career path ahead. Students will be introduced to business vocabulary as well as have the opportunity to spend time with native francophone students who are motivated to exchange and learn more about their culture and language.

COURSE OBJECTIVES:

The objectives of this extension program are to expose students to areas that they would normally not have access to – cultural, language, career development, and more – and to leverage their time in Paris. Students will enrich their study abroad experience by going beyond the typical classroom into the community and business world that surrounds them. By taking advantage of this extension program, students will learn how to leverage this unique experience for future career opportunities.

All activities are mandatory – no absences allowed.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Introduce themselves in French in a professional environment (networking session)
- Have a greater exposure and better understanding of general French conversation
- Understand and appreciate important French cultural centers
- Be more integrated into a Parisian lifestyle
- Develop their career goals to include new areas and industries
- Understand where future career opportunities intersect with their skill set
- Leverage their summer abroad experience to broaden their career opportunities