

THE AMERICAN
BUSINESS SCHOOL

PARIS

ACADEMIC GUIDE★

UNDERGRADUATE PROGRAMS

- **BBA (Bachelor in Business Administration)**
 - Major in International Business
 - Major in International Marketing
 - Major in International Finance
- **Bachelor in Fashion and Luxury Retail Management**

GRADUATES PROGRAMS

- **MBA (Master in Business Administration)**
 - Concentration in Geopolitics and International Business
 - Concentration in Entrepreneurship and International Business Development
 - Concentration in Communications and Project Management

AMERICAN-STYLE OF UNIVERSITY EDUCATION

PROGRAM

- Students choose their own classes, with guidelines and support from administration
- Dozens of elective classes to choose from, allowing students to explore their cultural interests
- Classes offered in the major are continuously updated to ensure exciting and interesting new course selections each year.

IN THE CLASSROOM

- Active participation between students and teachers is required.
- Attendance is mandatory.
- Homework is given after every class and must be prepared before the next class.

PROFESSORS

- All classes taught in English.
- Majority of professors are native-English speakers.
- Teachers are available via email outside of the classroom.

GRADING

- Evaluations may include: mid-term exam, final exam, paper, presentation, homework assignments, off-site visits and write-ups, group work, individual work.
- Every course has a syllabus which details the evaluation system for the course.
- Students are rewarded for effort and engagement.
- All grades are calculated into the students Grade Point Average (GPA) which is modified continuously throughout their education and appears on their transcript.

SUPPORT

- Associate Dean provides one-on-one academic support to ensure students complete all their graduation requirements.
- Career Management Program (CMP) workshops help students develop their career skills and work experience.
- Dedicated professional development

BBA PROGRAM

- 9 FOUNDATION COURSES
- 20 CORE BUSINESS COURSES
- 3 ELECTIVES
- 8 MAJOR COURSES
- BUSINESS GAMES
- END-OF-STUDY INTERNSHIP OR ENTREPRENEURSHIP PROJECT

9 FOUNDATION COURSES (REQUIRED)

40 COURSES, 120 CREDITS

COMM130 Communication Techniques/Speech

The course is highly participative and helps students to develop the necessary skills for effective public speaking.

COMP120 Computer Skills for Business

Students will master the ability to learn and implement standard business software. They will become experienced users of Microsoft EXCEL and Microsoft WORD.

ENGL101 Academic Methodology

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.

ENGL120 Critical Reading and Writing

This course focuses on the development of essential researching, compiling and writing skills necessary to function in an American academic environment. Students examine texts, poetry, and songs and investigate contemporary phenomena, people and trends to perfect the fine art of understanding.

ENGL212 Analysis and Communications

Students learn how to be able to articulate and frame their thoughts and opinions effectively while identifying real issues within multiple and conflicting points of view.

ENGL225 Professional Writing

This course is devoted to the development of professional writing skills, including emails, briefs, executive summaries, presentations, and other standard business documents in the 21st century.

MATH120 Calculus

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.

MGMT110 Intercultural Studies

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.

SOCG110 Introduction to Sociology

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.

OR

PSYC110 Introduction to Psychology

This course covers the history, biological, social, cognitive, and cultural influences, and applications of this rapidly expanding discipline. Students will realize a survey using correlations, to write and do research for a hypothesis, and to use psychology as a tool in our daily lives.

20 CORE BUSINESS COURSES (REQUIRED)

ACCT111 Financial Accounting

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.

ACCT127 Advanced Financial and Managerial Accounting

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.

BLAW210 American Business Law

A study of important elements of American constitutional law such as freedom of speech and freedom of religion, and a focus on various types of American business organizations.

BLAW225 International and European Business Law

A study of international licensing agreements, as well the European & international protection of intellectual property rights.

BUSI320 Entrepreneurship

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses.

BUSI410 Strategic Management

This is a capstone undergraduate course where students are introduced to the concepts of competitive advantage used to make strategic management decisions.

BUSI450 Internship Report or BUSI451 Business Plan

This is a capstone activity which is developed during the end-of-study internship or entrepreneurship project.

DSCI220 Quantitative Analysis

The purpose of the course is to enable the students to use quantitative approaches in practical business decision-making.

DSCI310 Operations Management

This course introduces students 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.

ECON110 Macroeconomics

The course aims to provide first year students with the basic toolkit for understanding the macro economy, with a particular focus on the United States economy and frequent references to the European economies.

ECON120 Microeconomics

This course introduces students to the basic concepts of microeconomics. Students learn about the theory of the firm and its activity under various types of competitive situations.

FINC215 Business Finance

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.

MATH210 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.

MGMT215 Organizational Behavior

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.

MGMT225 Human Resources Management

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

MGMT230 International Business

An 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.

MKTG210 Principles of Marketing

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.

MKTG240 Consumer Behavior

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.

PHIL310 Business Ethics

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. Students will have the unique opportunity to work virtually - individually and as a team - as if they were in a real-world corporate setting.

POLS210 International Relations

This course addresses the basic concepts and processes of world politics through the analysis of power rivalries, competing images and ideologies and transformation of world economic relations.

BUSI450: Internship or BUSI451: Entrepreneurship Project

The end-of-study internship or Entrepreneurship Project brings together all the classroom learning and applies it to a real-world position.

ELECTIVE COURSES (3 REQUIRED)**ARTS113 History of Art, Literature and Photography**

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.

ARTS210 A Social History of American Music

The American musical journey is a soundscape of American Indian, European, African, Latin American interactions and transactions often interconnected through social unrest, the exchange of multi-cultural roots, yet preserving identity that creates the ties that bind the American people.

ARTS240 Impressionism

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.

ARTS250 20th Century Art

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.

COMM230 Advanced Public Speaking

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.

FASH100 Fashion and Textile Trends through the Ages

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.

FASH120 Sales Techniques for Luxury Brands

om the Grammaire Progressive du Français (GP), in order to strengthen skills acquired in class.

FREN220 Intermediate French

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.

FREN290 Business French

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.

FREN350 Advanced French

Le cours se compose de 3 modules portant respectivement sur une œuvre de fiction, un dossier thématique et un film français. Tout au long du cours seront traités des sujets de l'actualité en vue d'une présentation orale et d'un dossier à rendre à la fin du semestre.

HIST211 American & France: Crossroads in Civilization

This course is designed for students with little academic background in History to acquire a global view by juxtaposing parallel but often contrasting events that have marked U.S. and French History. The course will focus on key moments along a timeline (from Roman Gaul / Native American civilization to the present) when a 'crossroads' determined the complexity of US/French relations whether in partnership or opposition.

HUMA200 French Civilization

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. 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.

MAJOR COURSES (8 REQUIRED)

INTERNATIONAL BUSINESS

ECON450 International Economics

This course examines classical and modern international economic theory and applies the theoretical framework to current world international trade issues such as fiscal and monetary policy, exchange rate systems and the international monetary system.

FINC450 International Finance

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.

MGMT320 Management for Luxury Services

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

MGMT351 Logistics and Supply Chain Management

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.

MGMT401 Doing Business in Europe & Russia

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.

MGMT403 International Business and Sustainable Development

This course addresses 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.

MGMT442 Doing Business in the Middle East & Africa

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.

MGMT444 Doing Business in Asia

This course provides 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.

MGMT452 Sourcing & Purchasing

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.

MKTG350 International Marketing

Students 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. Students will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment.

MKTG380 Personal Selling and Negotiation

This course exposes 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.

POLS211 International Relations and European Strategies

This course is a deeper look into international relations, especially as they relate to recent and current European strategies. This class creates discussion about the current state of Europe and its relationship with global states and global powers.

POLS444 The European Financial Crisis

This course offers a detailed analysis of the history and economics that led to the European Financial Crisis, including the history of the economic relationships among the European Union countries, and the rest of the world. It covers history, politics, economics, and an analysis of the situation then and now from a financial perspective.

INTERNATIONAL FINANCE

COMP290 Excel for Finance

This course will deliver hands-on Excel training for International Finance major students and deliver the Excel TOSA International Certification with the goal of students having the level of "Operational" or "Advanced".

ECON215 Intermediate Economics

This course builds upon the foundation of introductory courses by examining the economic problems facing society: long-run growth, structural unemployment, effects of technology, government budget deficits, national debt, inflation, deflation, trade deficits, exchange rate fluctuations.

ECON450 International Economics

This course examines classical and modern international economic theory and applies the theoretical framework to current world international trade issues such as fiscal and monetary policy, exchange rate systems and the international monetary system.

FINC315 International Investments

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.

FINC324 Money & Banking

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.

FINC345 Audit, Control and Risk Management

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.

FINC400 Corporate Finance

The objective of this course is to develop an understanding of the decisions financial managers face. In this course students approach problems from the perspective of the CFO and deals with transverse projects including M&A and the market for corporate control and other advanced subjects from the perspective of working within a company.

FINC450 International Finance

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.

POLS444 The European Financial Crisis

This course offers a detailed analysis of the history and economics that led to the European Financial Crisis, including the history of the economic relationships among the European Union countries, and the rest of the world. It covers history, politics, economics, and an analysis of the situation then and now from a financial perspective.

INTERNATIONAL MARKETING

COMP311 E-commerce & E-business

E-commerce encompasses the whole value chain activities of a business and organization. Embracing digital technologies has become the norm for many organizations and has given rise to platforms such as E-bay, Facebook, and cloud networks.

MKTG215 The Fashion Business Revolution

Students will be introduced to the ongoing and ever-changing narrative tale of clothing as an expression of social interaction, status recognition and identity. 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.

MKTG315 Digital Marketing & Web Analytics

E-Marketing is 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 guide students to develop an e-commerce strategy and build and market their own website.

MKTG325 Integrated Marketing Communications

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

MKTG340 Marketing Research

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.

MKTG350 International Marketing

Students 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. Students will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment.

MKTG380 Personal Selling and Negotiation

This course exposes 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.

MKTG385 Advanced Customer Relationship Management

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.

MKTG391 Sponsorship & Event Management

This course provides 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.

MKTG400 Creating & Developing Luxury Brands

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.

MKTG401 Strategic Brand Management

This course will give students sufficient understanding of the function of Marketing, Sales & Communications Director in industry. Future international managers will need to have these three skills, as these functions are more and interlinked.

BACHELOR IN FASHION & LUXURY RETAIL MANAGEMENT

30 COURSES, 90 CREDITS

- 3 FOUNDATION COURSES

- 17 CORE BUSINESS COURSES

- 8 FASHION & LUXURY RETAIL COURSES

- WINTER WORKSHOP

- BUSINESS GAMES OR COMPANY CASE

- END-OF-STUDY INTERNSHIP OR ENTREPRENEURSHIP PROJECT

1ST YEAR

ENGL120 Critical Reading and Writing

This course focuses on the development of essential researching, compiling and writing skills necessary to function in an American academic environment. Students examine texts, poetry, and songs and investigate contemporary phenomena, people and trends to perfect the fine art of understanding.

ARTS113 History of Art, Literature and Photography

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.

MGMT110 Intercultural Studies

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.

FASH220 Made in Paris: Luxury Quality Management

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.

FASH100 Fashion and Textile Trends through the Ages

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.

FREN110 or FREN220 and FREN290 or other Language class

Students are required to take at least 24 hours of a foreign language. Non-French speakers must take French.

COMM130 Communication Techniques/Speech

The course is highly participative and helps students to develop the necessary skills for effective public speaking.

MKTG210 Principles of Marketing

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.

ACCT111 Financial Accounting

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.

MGMT225 Human Resources Management

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

MKTG215 The Fashion Business Revolution

Students will be introduced to the ongoing and ever-changing narrative tale of clothing as an expression of social interaction, status recognition and identity. 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.

FASH120 Sales Techniques for Luxury Brands

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.

2ND YEAR

COMM230 Advanced Public Speaking

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.

MGMT215 Organizational Behavior

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.

MKTG240 Consumer Behavior

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.

POLS210 International Relations

This course addresses the basic concepts and processes of world politics through the analysis of power rivalries, competing images and ideologies and transformation of world economic relations.

MGMT320 Management for Luxury Services

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

BUSI299 Intensive 2-Week Workshop

Held during the January break, this workshop is a hands-on intensive session for students to apply their classroom learnings to a real world situation. Each year, a different workshop will be offered. Examples include working with students at the design school to produce a new line of luxury products, history and research into the 5 iconic French brands founded in Paris, etc.

ENGL212 Analysis and Communications

Students learn how to be able to articulate and frame their thoughts and opinions effectively while identifying real issues within multiple and conflicting points of view.

BLAW225 International and European Business Law

A study of international licensing agreements, as well the European & international protection of intellectual property rights.

COMP311 E-commerce & E-business

E-commerce encompasses the whole value chain activities of a business and organization. Embracing digital technologies has become the norm for many organizations and has given rise to platforms such as E-bay, Facebook, and cloud networks.

FASH211 Luxury Cross Channel Marketing

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.

FASH225 Creativity and Innovation in Fashion Luxury

The luxury industry has to face new challenges and new trends. 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.

FASH240 Merchandising for Luxury Retail

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

3RD YEAR

PHIL310 Business Ethics

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. Students will have the unique opportunity to work virtually - individually and as a team - as if they were in a real-world corporate setting.

BUSI320 Entrepreneurship (Fall only)

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses.

BUSI410 Strategic Management (Spring only)

This is a capstone undergraduate course where students are introduced to the concepts of competitive advantage used to make strategic management decisions.

MGMT351 Logistics and Supply Chain Management (Fall only)

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.

MGMT452 Sourcing & Purchasing (Spring only)

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.

MKTG391 Sponsorship & Event Management (Fall only)

This course provides 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.

MKTG380 Personal Selling and Negotiation (Spring only)

This course exposes 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.

MKTG400 Creating & Developing Luxury Brands (Fall only)

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.

MKTG385 Advanced Customer Relationship Management (Spring only)

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.

BUSI350 Internship Report or BUSI351 Business Plan

This is a capstone activity which is developed during the end-of-study internship or entrepreneurship project.

MBA PROGRAM

15 COURSES, 42 CREDITS

- 9 CORE COURSES
- 4 CONCENTRATION COURSES
- BUSINESS GAMES
- MBA SILICON VALLEY TOUR
- END-OF-STUDY INTERNSHIP OR ENTREPRENEURSHIP PROJECT

9 CORE COURSES (REQUIRED)

BLAW511 International Business Law & Ethics

This course focuses on those areas of law most likely to be encountered in the practice of International Business, namely, contracts and international sales, dispute resolution mechanisms, intellectual property and recent developments in Ethics and corporate criminal liability.

MGMT510 Management of Innovation

Management of innovation provides students with a conceptual framework to managing innovation in the corporate and start-up environments.

MGMT570 International Human Resources Management

The objective of this course is to lay the foundation for students to develop analytical and professional skills in the context of International Human Resource Management.

ECON530 International Economics & Micro Markets

The course will drive students through the most influential, as well as the most recent advances in theoretical and empirical research in international economics and international finance.

MKTG577 Strategic Marketing & Branding

Brands, their creation, their identity and their management derive from a set of disciplines and principles developed over the past sixty years. These disciplines are the architectural underpinnings for successful brand management and they apply equally across categories of products and services and geographically across countries.

MKTG510 Global & E-marketing

A series of lectures and workshops focusing on the impact of globalization with respect to e-commerce activities and how organizations, commercial, governmental, or otherwise can profit from the knowledge of culture, economics, marketing and PR, and research.

MGMT500 Intercultural Management and International Negotiation

Develop a theoretical and practical understanding of negotiation and the art of negotiating. Build the appropriate skill set to become a good negotiator.

MGMT690 Project Management

Project Management examines the organization, planning, and controlling of projects and provides practical knowledge on managing project scope, schedule and resources.

BUSI550 Internship Report or BUSI551 Business Plan

This is a capstone activity which is developed during the end-of-study internship or entrepreneurship project.

CONCENTRATION COURSES (4 REQUIRED)

ENTREPRENEURSHIP & INTERNATIONAL BUSINESS DEVELOPMENT

FINC500 International Business Finance

The course is applied financial planning and modeling coupled with project finance. Students will cover the three financial statements: income statement, cash flow statement and balance sheet as well as the links between the statements.

FINC621 International Partnership & M&A

Students are to link the concepts learned in management, marketing and finance courses. In project teams students will build a business model and basic business plan while forecasting on a short and medium term horizon.

MGMT600 Advanced Business Planning

The course is an applied approach to entrepreneurship where students alone or in teams develop their own business. Students follow a step by step process which starts with market gaps and opportunities.

MGMT601 Business Plan Presentations

Students act as advisors, sounding boards, juries, and potential future investors in this interactive setting that challenges students to present their progress to-date to their peers, their colleagues, and a jury of professionals and educators.

GEOPOLITICS & INTERNATIONAL BUSINESS**FINC500 International Business Finance**

The course is applied financial planning and modeling coupled with project finance. Students will cover the three financial statements: income statement, cash flow statement and balance sheet as well as the links between the statements.

FINC621 International Partnership & M&A

Students are to link the concepts learned in management, marketing and finance courses. In project teams students will build a business model and basic business plan while forecasting on a short and medium term horizon.

BUSI500 Geopolitics and Business Development

This course examines the interconnectedness of geographical, historical, political, economic, social, and cultural factors that affect international business.

POLS500 International Organizations & Geopolitical Issues

The aim of this course is to explore the genealogy of formal geopolitical discourses as they have developed over time by critically examining the practices associated with those discourse. To this end, students will be presented classic geopolitical themes informed by political realism and critical geopolitical thought.

COMMUNICATIONS & PROJECT MANAGEMENT**PSCO524 From Corporate Strategy to Communications Strategy**

A marketing and communications plan is linked to the strategic vision of the organization. Developing the appropriate communications plan and tools with performance indicators and keys.

PSCO526 PR Corporate Communications: Case Study

Developing closer relationships with partners and institutions including the new obligation of transparency in financial relationships between public authorities and public enterprises. Interest, commitment and action among potential stakeholders.

PSCO510 Online Communications & Social Media

A key element in digital strategy. Expertise in branding strategy and visual communications in social networks.

COMM555 Luxury Brand Content

Brand campaigns and developing a brand content platform. Portfolio of brands, including famous and emblematic luxury and heritage brands.

FACULTY ROSTER

BUSINESS ADMINISTRATION

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