

THE AMERICAN  
BUSINESS SCHOOL

PARIS

# The American Business School of Paris Course Catalog

## SUMMER 2018

22 May 2018 to 13 July 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 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

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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.

## SUMMER COURSE TIMETABLE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY					
21 May 2018	22 May 2018	23 May 2018	24 May 2018	25 May 2018					
PENTECOTE no classes	Welcome and Orientation	MGMT215 (01) ACH 08h30-11h30	MGMT375(01) G-ANDERSON 08h30-11h30	MGMT401(01) THOMPSON 08h30-11h30	MGMT215(02) ACH 08h30-11h30	MGMT375(02) G-ANDERSON 08h30-11h30			
		ENGL101(01) RUKAVINA 12h30-15h30	MKTG240(01) DISCORS 12h30-15h30	MKTG425(01) HAGUE 12h30-15h30	ENGL101(02) RUKAVINA 12h30-15h30	MKTG240(02) DISCORS 12h30-15h30	MKTG425(02) HAGUE 12h30-15h30		
		MGMT290(01) SANTOS 15h30-18h30	POLS211(01) KRYSS 15h30-18h30	COMM130(01) RUKAVINA 15h30-18h30	FINC425(01) DANCEY 15h30-18h30	MGMT290(02) SANTOS 15h30-18h30	POLS211(02) KRYSS 15h30-18h30	COMM130(02) RUKAVINA 15h30-18h30	FINC425(02) DANCEY 15h30-18h30
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY					
28 May 2018	29 May 2018	30 May 2018	31 May 2018	01 June 2018					
		MGMT215(03) ACH 08h30-11h30	MGMT375(03) G-ANDERSON 08h30-11h30	MGMT401(03) THOMPSON 08h30-11h30	MGMT215(04) ACH 08h30-11h30	MGMT375(04) G-ANDERSON 08h30-11h30			
	MGMT410(01) DEUTOU 12h30-15h30	ENGL101(03) RUKAVINA 12h30-15h30	MKTG240(03) DISCORS 12h30-15h30	MKTG425(03) HAGUE 12h30-15h30	MGMT410(02) DEUTOU 12h30-15h30	ENGL101(04) RUKAVINA 12h30-15h30	MKTG240(04) DISCORS 12h30-15h30	MKTG425(04) HAGUE 12h30-15h30	
	MGMT290(03) SANTOS 15h30-18h30	POLS211(03) KRYSS 15h30-18h30	COMM130(03) RUKAVINA 15h30-18h30	FINC425(03) DANCEY 15h30-18h30	MGMT290(04) SANTOS 15h30-18h30	POLS211(04) KRYSS 15h30-18h30	COMM130(04) RUKAVINA 15h30-18h30	FINC425(04) DANCEY 15h30-18h30	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN				
04 June 2018	05 June 2018	06 June 2018	07 June 2018	08 June 2018	9-10 June 2018				
MGMT215(05) ACH 08h30-11h30	MGMT401(04) THOMPSON 08h30-11h30	MGMT215(06) ACH 08h30-11h30	MGMT375(05) G-ANDERSON 08h30-11h30	MGMT401(05) THOMPSON 08h30-11h30	MGMT215(07) ACH 08h30-11h30	MGMT375(06) G-ANDERSON 08h30-11h30			
	MGMT410(04) DEUTOU 12h30-15h30	ENGL101(06) RUKAVINA 12h30-15h30	MKTG240(05) DISCORS 12h30-15h30	MKTG425(05) HAGUE 12h30-15h30	MGMT410(05) DEUTOU 12h30-15h30	ENGL101(07) RUKAVINA 12h30-15h30	MKTG240(06) DISCORS 12h30-15h30	MKTG425(06) HAGUE 12h30-15h30	
	MGMT290(05) RUKAVINA 15h30-18h30	POLS211(05) KRYSS 15h30-18h30	COMM130(06) RUKAVINA 15h30-18h30	FINC425(05) DANCEY 15h30-18h30	MGMT290(06) SANTOS 15h30-18h30	POLS211(06) KRYSS 15h30-18h30	COMM130(07) RUKAVINA 15h30-18h30	FINC425(06) DANCEY 15h30-18h30	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY					
11 June 2018	12 June 2018	13 June 2018	14 June 2018	15 June 2018					
	MGMT401(06) THOMPSON 08h30-11h30	MGMT215(08) ACH 08h30-11h30	MGMT375(07) G-ANDERSON 08h30-11h30	MGMT401(08) THOMPSON 08h30-11h30	MGMT215(09) ACH 08h30-11h30	MGMT375(08) G-ANDERSON 08h30-11h30			
	MGMT410(07) DEUTOU 12h30-15h30	MKTG240(07) DISCORS 12h30-15h30	MKTG425(07) HAGUE 12h30-15h30	MGMT410(08) DEUTOU 12h30-15h30	MKTG240(08) DISCORS 12h30-15h30	MKTG425(08) HAGUE 12h30-15h30			
	MGMT290(07) SANTOS 15h30-18h30	POLS211(07) KRYSS 15h30-18h30	FINC425(07) DANCEY 15h30-18h30	MGMT290(08) SANTOS 15h30-18h30	POLS211(08) KRYSS 15h30-18h30	FINC425(08) DANCEY 15h30-18h30			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY					
18 June 2018	19 June 2018	20 June 2018	21 June 2018	22 June 2018					
MGMT215(10) ACH 08h30-11h30	MGMT401(09) THOMPSON 08h30-11h30	MGMT215(11) ACH 08h30-11h30	MGMT375(09) G-ANDERSON 08h30-11h30		MGMT375(10) G-ANDERSON 08h30-11h30				
	MGMT410(10) DEUTOU 12h30-15h30	ENGL101(09) RUKAVINA 12h30-15h30	MKTG240(09) DISCORS 12h30-15h30	MKTG425(09) HAGUE 12h30-15h30	MGMT410(11) DEUTOU 12h30-15h30	ENGL101(10) RUKAVINA 12h30-15h30	MKTG240(10) DISCORS 12h30-15h30	MKTG425(10) HAGUE 12h30-15h30	
	MGMT290(09) RUKAVINA 15h30-18h30	POLS211(09) KRYSS 15h30-18h30	COMM130(09) RUKAVINA 15h30-18h30	FINC425(09) DANCEY 15h30-18h30	MGMT290(10) SANTOS 15h30-18h30	POLS211(10) KRYSS 15h30-18h30	COMM130(10) RUKAVINA 15h30-18h30	FINC425(10) DANCEY 15h30-18h30	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY					
25 June 2018	26 June 2018	27 June 2018	28 June 2018	29 June 2018					
	MGMT401(10) THOMPSON 08h30-11h30	MGMT375(11) G-ANDERSON 08h30-11h30	MGMT215(12) ACH 08h30-11h30	MGMT375(12) G-ANDERSON 08h30-11h30	MGMT401(12) THOMPSON 08h30-11h30	no classes			
	MGMT410(11) DEUTOU 12h30-15h30	ENGL101(11) RUKAVINA 12h30-15h30	MKTG240(12) DISCORS 12h30-15h30	MKTG425(12) HAGUE 12h30-15h30	MGMT410(12) DEUTOU 12h30-15h30		ENGL101(12) RUKAVINA 12h30-15h30		
	MGMT290(11) RUKAVINA 15h30-18h30	POLS211(11) KRYSS 15h30-18h30	COMM130(12) RUKAVINA 15h30-18h30	FINC425(12) DANCEY 15h30-18h30	MGMT290(12) SANTOS 15h30-18h30		POLS211(12) KRYSS 15h30-18h30		

## SUMMER COURSE SCHEDULE CONFLICTS

MGMT215 and MGMT375

MKTG240 and MKTG425

COMM130 and FINC425

POLS211 and MGMT290

MGMT410 and ENGL101 & MGMT215 (2 classes) & MGMT401 (2 classes)

MGMT375 and MGMT401 (1 class)

## SUMMER ACADEMY TIMETABLE

Summer Academy: Language, Careers & Culture					
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>Week 27</b>	02 July 2018	03 July 2018	04 July 2018	05 July 2018	06 July 2018
10h30	FREN270: French	FREN270: French	FREN270: French		
10h30	ENGL099: English	ENGL099: English	ENGL099: English		
lunch	LUNCH EXCHANGE - LANGUAGE & CULTURE	LUNCH EXCHANGE	LUNCH EXCHANGE	FREN270: Corporate Visit	FREN270: Versailles
14h30	FREN270: Pere Lachaise	FREN270: CMP Workshop	FREN270: Corporate Talk		
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>Week 28</b>	09 July 2018	10 July 2018	11 July 2018	12 July 2018	13 July 2018
10h30	FREN270: French		FREN270: French	FREN270: Final Exam	no classes
10h30	ENGL099: English		ENGL099: English		
lunch	LUNCH EXCHANGE		LUNCH EXCHANGE		
14h30	FREN270: CMP Workshop	FREN270: Boulangerie	FREN270: Corporate Visit		
	Language (10 hours) - French or English: 10h30-12h30				
	Culture (10 hours) – Boulangerie: 14h30-16h30, Père Lachaise: 15h30-18h30, Versailles: 12h30-17h30				
	Career (14 hours) – CMP (2): 15h30-18h30, Corporate Visit (2): 15h30-18h30, Guest Speakers: 14h30-16h30				

## FACULTY ROSTER

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Cassie HAGUE	BA, American Studies, University of Hull, UK MA, Political Science, University of Victoria, Canada PhD, Political Theory, University of Exeter, UK
Danièle KATZ	Maîtrise in French Literature, University of Paris 10, France DEA, History, EHESS, Paris, France PhD, English Studies, University of Paris 3, France
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Danny RUKAVINA	BA in Political Science, University of Melbourne, Australia Maîtrise in Sociology, University of Paris 1, France
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## GRADING SCALE

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

ABS Grade	ECTS Grade	ABS Grade	ECTS Grade
A	4.00	A	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+	1.33
		C-	1.67
		C	2.00
		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.



## COMM130: COMMUNICATION TECHNIQUES / SPEECH

COURSE NUMBER : COMM 130	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : FALL, SPRING & SUMMER	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.

## ENGL101: ACADEMIC METHODOLOGY

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

### COURSE DESCRIPTION:

This is a 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. The summer course is especially designed for incoming BBA1 and MBA1 students.

### 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.

## FINC425: INNOVATIONS IN DIGITAL FINANCE

COURSE NUMBER : FINC 425

CREDITS : 3

PREREQUISITE : FINC 215

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

### COURSE DESCRIPTION:

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

### COURSE OBJECTIVES:

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

### EXPECTED LEARNING OUTCOMES:

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

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

## FREN270: SUMMER ACADEMY – LANGUAGE, CAREERS, AND CULTURE

COURSE NUMBER : FREN 290

CREDITS : 3

PREREQUISITE : FREN 110

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 12

### 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.

### 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

## 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.

## MGMT290: PROJECT MANAGEMENT

COURSE NUMBER : MGMT 290

CREDITS : 3

PREREQUISITE : COMP 120 & MGMT 215

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

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

## MGMT375: INTERNATIONAL CORPORATE GOVERNANCE

COURSE NUMBER : MGMT 375

CREDITS : 3

PREREQUISITE : MGMT215

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.

## MGMT401: DOING BUSINESS IN EUROPE & RUSSIA

COURSE NUMBER : MGMT 401

CREDITS : 3

PREREQUISITE : MGMT 110, POLS 210

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.).



## MGMT410: THE BUSINESS OF EUROPEAN FOOTBALL

COURSE NUMBER : MGMT 403

CREDITS : 3

PREREQUISITE : ECON 110, POLS 210

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

### COURSE DESCRIPTION:

This course is an upper level international business course that applies standard business analysis and practices to the industry of European football (soccer). Students will expand their understanding of an industry of which they are typically a consumer, to a behind-the-scenes understanding of the multinational football sector. Students will read and analyze current affairs that affect the industry, as well as the background statistics analysis and scoring required to understand the industry.

### COURSE OBJECTIVES:

To provide students with a European experience that spans nations and brings a strong consumer industry into perspective given their international business education.

### EXPECTED OUTCOMES:

Students will be exposed to global business perspectives and achieve the following objectives:

- To understand of how functional areas of business (e.g., marketing, accounting, finance, and management) operate in the European football environment.
- To understand the impact of football on the economic, historical, and cultural aspects of the Europe.
- To appreciate the importance of a multinational business.
- To develop students' ability to analyze data and conduct research.

## 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.

## MKTG410: BRAND MANAGEMENT AND INNOVATION

COURSE NUMBER : MKTG 401

CREDITS : 3

PREREQUISITE : MKTG 240

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

### COURSE DESCRIPTION:

This is an experiential course. The course is ambitious, fast-moving, and requires dedication, initiative, and hard work from students, reflecting the fast paced world of brand development and management. Students will be exposed to what it means to build innovative brands and developing the kinds of skills and experiences employers in this sector are looking for.

### COURSE OBJECTIVES:

The aim of this course is to prepare students for the real-life demands of branding in the real world. It allows students to demonstrate creativity, innovation, and creative thinking in leading branding innovation. Students will emerge with practical experience in the process of creating disruptive innovative propositions and re-positioning stagnant brands.

### EXPECTED LEARNING OUTCOMES:

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

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

## 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