

The American Business School of Paris UNDERGRADUATE PROGRAM

Summer 2019 Course Catalog





TABLE OF CONTENTS

VISION STATEMENT	2
MISSION STATEMENT.....	2
2019 SUMMER TIMETABLE	3
FACULTY ROSTER	4
ADMINISTRATIVE STAFF	6
GRADING SCALE	7
ARTS290: PHOTOGRAPHY THROUGH THE PARISIAN LENS	8
COMM130: COMMUNICATION TECHNIQUES / SPEECH.....	9
ENGL101: ACADEMIC METHODOLOGY	10
FREN111: ELEMENTARY FRENCH.....	11
FREN211: INTERMEDIATE FRENCH	12
FREN240: PARIS GLOBAL CITY.....	13
FREN270: SUMMER ACADEMY – LANGUAGE, CAREERS AND CULTURE.....	14
MGMT215: ORGANIZATIONAL BEHAVIOR & MANAGEMENT	15
MGMT310: PROJECT MANAGEMENT	16
MGMT330: LEARNING TO FAIL	17
MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION	18
MGMT410: THE BUSINESS OF EUROPEAN FOOTBALL	19
MGMT444: DOING BUSINESS IN ASIA	20
MKTG240: CONSUMER BEHAVIOR.....	21
MKTG400: CREATING & DEVELOPING LUXURY BRANDS.....	22
POLS211: INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES	23



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

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

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

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

VISION STATEMENT

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

MISSION STATEMENT

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



2019 SUMMER TIMETABLE

	MONDAY 20 May 2019	TUESDAY 21 May 2019	WEDNESDAY 22 May 2019	THURSDAY 23 May 2019	FRIDAY 24 May 2019
08h30			MKTG240 (01) DISCORS 08h30-11h30	MKTG400 (01) RUKAVINA 08h30-11h30	ENGL101 (01) RUKAVINA 08h30-11h30
09h30				DE CASTRO 09h00-10h30	MGMT215(01) ACH 08h30-11h30
10h30		Welcome Orientation		MGMT330 (01) PAX 08h30-11h30	MKTG240 (02) DISCORS 08h30-11h30
11h30					ACH 09h00-10h30
12h30					MKTG400(02) COLLIN 08h30-11h30
13h30					ENGL101(02) RUKAVINA 08h30-11h30
14h30					COMM130(02) RUKAVINA 12h30-15h30
15h30					FREN211(02) LESIRE 12h30-15h30
16h30					MGMT403(02) VAN HAAREN 15h30-18h30
17h30					COMM130(02) RUKAVINA 12h30-15h30

	MONDAY 27 May 2019	TUESDAY 28 May 2019	WEDNESDAY 29 May 2019	THURSDAY 30 May 2019	FRIDAY 31 May 2019
08h30	MKTG240 (03) DISCORS 08h30-11h30	MKTG400(03) COLLIN 08h30-11h30	ENGL101(04) RUKAVINA 08h30-11h30		
09h30					
10h30					
11h30					
12h30					
13h30					
14h30					
15h30					
16h30					
17h30					

	MONDAY 03 June 2019	TUESDAY 04 June 2019	WEDNESDAY 05 June 2019	THURSDAY 06 June 2019	FRIDAY 07 June 2019
08h30	MKTG240 (06) DISCORS 08h30-11h30	MKTG400(06) COLLIN 08h30-11h30	ENGL101(06) RUKAVINA 08h30-11h30	MGMT215(05) ACH 08h30-11h30	MGMT330 (05) PAX 08h30-11h30
09h30					
10h30					
11h30					
12h30					
13h30					
14h30					
15h30					
16h30					
17h30					

	MONDAY 10 June 2019	TUESDAY 11 June 2019	WEDNESDAY 12 June 2019	THURSDAY 13 June 2019	FRIDAY 14 June 2019	SAT/SUN 15-16 June 2019
08h30						Champagne Weekend in Reims
09h30						
10h30						
11h30						
12h30						
13h30						
14h30						
15h30						
16h30						
17h30						

	MONDAY 17 June 2019	TUESDAY 18 June 2019	WEDNESDAY 19 June 2019	THURSDAY 20 June 2019	FRIDAY 21 June 2019
08h30					
09h30					
10h30					
11h30					
12h30					
13h30					
14h30					
15h30					
16h30					
17h30					

	MONDAY 24 June 2019	TUESDAY 25 June 2019	WEDNESDAY 26 June 2019	THURSDAY 27 June 2019	FRIDAY 28 June 2019
08h30					
09h30					
10h30					
11h30					
12h30					
13h30					
14h30					
15h30					
16h30					
17h30					

Summer Academy: Language, Careers & Culture

	MONDAY 01 July 2019	TUESDAY 02 July 2019	WEDNESDAY 03 July 2019	THURSDAY 04 July 2019	FRIDAY 04 July 2019
10h30	FREN270: French	FREN270: French	FREN270: French	FREN270: French	
10h30	ENGL001: English	ENGL001: English	ENGL001: English	ENGL001: English	
lunch	LUNCH EXCHANGE - LANGUAGE & CULTURE	LUNCH EXCHANGE	LUNCH EXCHANGE	LUNCH EXCHANGE	
14h30	FREN270: Pere Lachaise	FREN270: CMP Workshop	FREN270: Corporate Talk	FREN270: Corporate Talk	FREN270: Versailles

	MONDAY 08 July 2019	TUESDAY 09 July 2019	WEDNESDAY 10 July 2019	THURSDAY 11 July 2019	FRIDAY 12 July 2019
10h30	FREN270: French		FREN270: French	FREN270: French	
10h30	ENGL001: English		ENGL001: English	ENGL001: English	
lunch	LUNCH EXCHANGE		LUNCH EXCHANGE	LUNCH EXCHANGE	no classes
14h30	FREN270: CMP Workshop	FREN270: Boulangerie	FREN270: Corporate Visit	FREN270: Corporate Visit	

Language (10 hours) - French or English: 10h30-12h30
 Culture (10 hours) - Boulangerie: 14h30-16h30, Pere Lachaise: 15h30-18h30, Versailles: 12h30-17h30
 Career (14 hours) - CMP (2): 15h30-18h30, Corporate Visit (2): 15h30-18h30, Guest Speakers: 14h30-16h30



FACULTY ROSTER

Morene ACH	Bachelor of Journalism, Carleton University, Canada TESL Certificate, Vancouver, Canada
Christelle-Laure COLLIN	Postgraduate Diploma (DESS) Master of Advanced Studies, Information and Communication Sciences Management Techniques and Sciences Bachelor LLCE English
Elizabeth DISCORS	BS, Biological Sciences, Murdoch University, Perth, Australia Business NEIS, Business Enterprise Center, Sydney, Australia
David HENDERSON	PhD, Accounting and Information Systems, Pamplin College of Business MS, Information Systems, The George Washington University, USA BA, Economics, BS Business Administration, Mary Washington College
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Danièle KATZ	Maîtrise in French Literature, University of Paris 10, France DEA, History, EHESS, Paris, France PhD, English Studies, University of Paris 3, France
Roman KRYS	BA in Political Science, Fairleigh Dickinson Univ., Teaneck, NJ, USA MA in International Affairs, Columbia Univ., New York, NY, USA
Yasmine LESIRE	MA, Business Administration, Open University, Milton Keynes, UK Certificat in didactics of French as a Foreign Language, Université Catholique de Louvain-La-Neuve, Belgium
Michael MCCARTHY	BA, History, University of Vermont, USA MFA, Major in Photography, Tyler School of Art, Temple University, USA
Sara PAX	BA, International Relations, American University, Washington DC, USA MBA, Marketing Statistics, University of Illinois, USA
Danny RUKAVINA	BA Hons in Political Science, University of Melbourne, Australia Maîtrise in Sociology, University of Paris V, France MBA, Leadership, The American Business School of Paris, France



Nuno SANTOS	BBA, Instituto Superior da Maia, Portugal MBA, Hospitality, Glion Institute of Higher Education, Switzerland MAS, Hospitality Management, Les Roches-Gruyere, Switzerland
Anne TAUPIN	MBA, Tongji University – ENPC Master Chinese, National Institute of Oriental Languages and Civilizations
Richard THOMPSON	BS in Mechanical Engineering, Cornell University, NY, USA MBA INSEAD, Fontainebleau, France
Thomas VAN HAAREN	Master of Industrial and Labor Relations, Cornell University, USA Bachelor of Arts, History, Cornell University, USA

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GRADING SCALE

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

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

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

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

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

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

Percentage grades:

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

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

Retake classes:

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



ARTS290: PHOTOGRAPHY THROUGH THE PARISIAN LENS

COURSE NUMBER : ARTS 290

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will have :

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



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.



FREN111: ELEMENTARY FRENCH

COURSE NUMBER : FREN 111

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

Students will have the opportunity to learn the basis of the French language. The course will cover the grammar, vocabulary, communication and cultural aspects related to the French language. During each class, students will learn several perspectives of the language.

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

Grammatical objectives:

- The expression of time in the present and in the future
- Imperatives
- The expression of quantity
- Masculine and Feminine objects

Lexical objectives:

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



FREN211: INTERMEDIATE FRENCH

COURSE NUMBER : FREN 211

CREDITS : 3

PREREQUISITE : FREN 110/1

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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

As a follow-up to the first level of French language studies, students will continue to develop the four competencies of language acquisition: speaking, comprehension, reading, and writing. Although the course is structured around grammatical and lexical objectives, students will be engaged in both individual and group work designed to give them grammatical and conversational basic abilities. Outside of class, they will have independent work and exercises on a regular basis in order to strengthen skills acquired in class.

COURSE OBJECTIVES:

It is hoped that the students will be able to master the basic tenses: such as *présent*, *passé composé*, *imparfait* and *future of the* and usages, as well as conditional relative, possessive, demonstrative and personal pronouns.

EXPECTED LEARNING OUTCOMES:

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

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



FREN240: PARIS GLOBAL CITY

COURSE NUMBER : FREN 240

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

In this course, we explore the development of urban space and cultures in modern Paris.

COURSE OBJECTIVES:

Through a combination of group meetings, activities in the Paris area, and an independent project, students experience and gain knowledge about the diverse cultures and global connections within the city.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Navigate Paris using public transportation
- Understand the city today within the broader context of modernization and national identity
- Think comparatively about home and abroad
- Set goals for lifelong learning and developing cultural knowledge and experience



FREN270: SUMMER ACADEMY – LANGUAGE, CAREERS AND CULTURE

COURSE NUMBER : FREN 290	CREDITS : 3
PREREQUISITE : NONE	ECTS CREDITS : 6
OFFERED : SUMMER	SEMESTER HOURS : 36

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 : MGMT110

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT310: PROJECT MANAGEMENT

COURSE NUMBER : MGMT 310

CREDITS : 3

PREREQUISITE : COMP 120

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT330: LEARNING TO FAIL

COURSE NUMBER : MGMT330

CREDITS : 3

PREREQUISITE : MGMT110

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

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



MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION

COURSE NUMBER : MGMT 403

CREDITS : 3

PREREQUISITE : MGMT230

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

After completing the course, students will be able to:

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



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.



MGMT444: DOING BUSINESS IN ASIA

COURSE NUMBER : MGMT 444

CREDITS : 3

PREREQUISITE : MGMT 230

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

- Understand the political, economic, legal and cultural environment of Asian markets
- Selecting entry modes according to country situation
- Understand the role of governments in the economic development of Asian countries
- Start a business in Asia

EXPECTED OUTCOMES:

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

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



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.



MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER : MKTG 400

CREDITS : 3

PREREQUISITE : MKTG 130

ECTS CREDITS : 6

OFFERED : FALL & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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



POLS211: INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES

COURSE NUMBER : POLS 211

CREDITS : 3

PREREQUISITE : ECON110

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

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