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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). 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 skillset 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.
PROFESSIONAL DEVELOPMENT AT ABS PARIS

Workshops
Each year, students are required to attend a Career Management Program (CMP) workshop that is designed as a step-by-step approach to preparing students to enter the workplace. Each step builds on the previous one and provides students with a cumulative portfolio to support them throughout their career development. From developing a CV and learning how to identify their unique skills and strengths, to further delving in self-awareness to prepare themselves to pitch themselves during networking events, to reflecting on professional pathways and goals, and networking opportunities, students are guided through a pathway of career development.

Corporate Talks
Throughout the year, students are invited to participate in corporate talks, debates, panel presentations, and more. Corporate partners and business groups, such as the Franco-British Chamber of Commerce, present business issues that they currently face around marketing, finance, or international business themes such as Big Data, Diversity in Hiring Practices, Women in Finance, and more.

ABS Paris Company Case Challenge
Each year, corporate partners are invited to present a specific challenge that they are currently facing to a group of students. The group, led by an ABS Paris tutor, work on the problem over the course of two months present a recommended set of solutions back to the company. Challenges range from issues around workplace diversity, marketing to a wider customer base, understanding competitive challenges and finding creative ways to respond, and more. Student groups are motivated by the real life questions that are brought into the classroom, and corporate partners are inspired by the creative responses received from the students.

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

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

International Professional Development
A program specifically designed for study abroad students looking to capitalize on their exposure to a multicultural diverse student environment and the international workplaces that Paris has to offer. The program includes language courses focused on business situations and terminology, career management workshops, corporate talks, visits to industry events and companies, language and culture workshops, and unique networking opportunities.
## ACADEMIC CALENDAR 2020-2021

### 2020 FALL SEMESTER

<table>
<thead>
<tr>
<th>M</th>
<th>T</th>
<th>W</th>
<th>TH</th>
<th>F</th>
<th>S</th>
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<td>SEP</td>
<td>8</td>
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<td>12</td>
<td>8 Sep: Faculty Meeting; 9-11 Sep: Intl Student Orientation</td>
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<tr>
<td></td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>14 Sep: Orientation Fall BBA-GLUX-MBA</td>
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<tr>
<td></td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>21 Sep: Orientation Fall MBA2</td>
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<tr>
<td>OCT</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>1 Oct: HGS Integration Day @ Parc Asterix</td>
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<tr>
<td></td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>15 Oct: HEP Day</td>
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<tr>
<td></td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>11 Nov: Veterans Day</td>
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<tr>
<td></td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>25-27 Nov: Business Games</td>
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<tr>
<td></td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>1 Dec: Journée d’Entreprise</td>
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<tr>
<td></td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>18 Dec: End of Fall Semester</td>
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- Red Saturdays = students must be available for classes.

### 2021 WINTER TERM & SPRING SEMESTER

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<th>TH</th>
<th>F</th>
<th>S</th>
<th>Note</th>
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<tbody>
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<td>JAN</td>
<td>11</td>
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<td>13</td>
<td>14</td>
<td>15</td>
<td>11 Jan: Start of Winter</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>25 Jan: Faculty Meeting</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>29 Jan: End of Winter; 27-29 Jan: Intl Student Orientation</td>
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<tr>
<td>FEB</td>
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<td>2</td>
<td>3</td>
<td>4</td>
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<td>1 Feb: Orientation Spring Semester BBA-GLUX-MBA</td>
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<tr>
<td></td>
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<td>10</td>
<td>11</td>
<td>12</td>
<td>18 February CC Launch; 19 February CC Meeting</td>
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<tr>
<td></td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>22-26 Mar: Spring Break; 27 Mar: Graduation</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>29 Mar: Company Case Rehearsals</td>
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<tr>
<td></td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>5 Apr: Easter Monday</td>
</tr>
<tr>
<td></td>
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<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>15 Apr: Company Case Finals</td>
</tr>
<tr>
<td>MAR</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>26 Apr: Company Case Finals</td>
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<tr>
<td></td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>1 Jul: End of Spring Semester</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>2 Jul: End of Summer</td>
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<td>14</td>
<td>13-14 May: Ascension + Pont d’Ascension</td>
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<tr>
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<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>21 May: End of Spring Semester</td>
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</tbody>
</table>

- Red Saturdays = students must be available for classes.

### 2021 SUMMER TERM & SUMMER ACADEMY

<table>
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<tr>
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<th>TH</th>
<th>F</th>
<th>S</th>
<th>Note</th>
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<tr>
<td>MAY</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>24 May: Pentecost; 26 May: Start of Summer Classes</td>
</tr>
<tr>
<td>JUN</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5 Jul: Start of Summer Academy</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>14 Jul: Bastille Day; 16 Jul: End of Summer Academy</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>2 Jul: End of Summer</td>
</tr>
</tbody>
</table>

- Last updated: 11-Mar-20 1:23 PM
- *subject to change
FACULTY ROSTER

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Kourtney ARLHAC
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Bachelor of Science in Hospitality and Tourism Management, Emphasis in Lodging: Grand Valley State University, MI, USA

Angelo BALTZAN
Masters: Information Systems in Finance, ESC Toulouse, France
Masters: Money, Banking & Finance, University of Toulouse, France
Degree: Economics, University of Athens, Greece

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MBA, Hospitality, Glion Institute of Higher Education, Switzerland
MAS, Hospitality Management, Les Roches-Gruyere, Switzerland

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MBA, Duke University, USA

Gabriel DEUTOU
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PhD, International Relations, CEDS, Paris France

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MPA, International Development, HEI, Paris, France
PhD, International Relations, CEDS, Paris France

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MBA, Hospitality, Glion Institute of Higher Education, Switzerland
MAS, Hospitality Management, Les Roches-Gruyere, Switzerland
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MBA, International Business, Ecole des Ponts Business School, France  
Ph. D. ABD, International School of Management, France

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TESL Certificate, Vancouver, Canada

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DESS, Consulting and Training within Organizations, Paris IX Dauphine, France

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Master of Fine Arts, Creative Writing, Oregon State University, USA

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Masters, Pedagogie Bilingue, Bank Street College of Education, USA

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Maîtrise in Sociology, University of Paris V, France  
MBA, Leadership, ABS Paris

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PhD, Political Theory, University of Exeter, UK

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MBA, Marketing Statistics, University of Illinois, USA

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Bachelor, Law, University of Sydney, Australia  
Master, Law, University of Sydney, Australia

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MAS, Hospitality Management, Les Roches-Gruyere, Switzerland

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MA, Marketing & Communication, Auckland University of Technology, New Zealand
Elizabeth DISCORS  
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Business  
NEIS, Business Enterprise Center, Sydney, Australia

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CELTA, International House, London, UK

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Maîtrise in Sociology, University of Paris 1, France  
Licence in Mathematics, University of Paris 6, France  
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MAS, Hospitality Management, Les Roches-Gruyere, Switzerland

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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:

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

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
- 92 – 89 A-
- 88 – 86 B+
- 85 – 83 B
- 82 – 79 B-
- 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.
# Bachelor of Sports Management Roadmap

## 1st Fall
- MGMT101 Foundations of Management 3
- ENGL101 Academic Methodology 3
- MGMT110 Intercultural Studies 3
- PSYC110 Introduction to Psychology 3
- MKTG130 Principles of Marketing 3

## 1st Spring
- COMP120 Computer Applications for Business 3
- ENGL120 Critical Reading & Writing 3
- MKTG240 Consumer Behavior 3
- ECON110 Macroeconomics 3
- MGMT190 Introduction to Sports Management 3

## 1st Summer
- COMM130 Communication Techniques/Speech 3
- FREN270 Summer Academy: Careers & Culture 3

## 2nd Fall
- COMM280 Journalism, New Media & Community Management 3
- MKTG391 Sponsorship & Event Management 3
- MGMT180 International Business 3
- MATH210 Business Statistics 3
- ENGL212 Analysis and Communications 3

## 2nd Spring
- ACCT111 Principles of Financial Accounting 3
- BLAW230 International Business Law 3
- MGMT225 HR Management 3
- MKTG325 Integrated Marketing Communications 3
- MKTG380 Personal Selling & Negotiation 3
- COMM285 Writing for the Media 3

## 2nd Summer
- MGMT410 The Business of European Football 3

## 3rd Fall
- BLAW321 Law & Ethics in the Olympic Games 3
- MGMT321 Logistics and Management of the Olympic Games 3
- BUSI410 Strategic Management 3
- COMM230 Theatre and Advanced Public Speaking 3
- MGMT390 Sports Agency and Representation 3
- APCE510 Business Games 2

## 6 month Internship
- BUSIxxx Internship, internship report & presentation 3
### Optional BBA 4th year (30 credits):

#### 4th Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
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<td>Business Ethics</td>
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<tr>
<td>MKTG350</td>
<td>International Marketing</td>
<td>3</td>
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<tr>
<td>FINC215</td>
<td>Business Finance</td>
<td>3</td>
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<tr>
<td>DSCI310</td>
<td>Operations Management</td>
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<tr>
<td>MGMT310</td>
<td>Project Management</td>
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<tr>
<td>BUSI390</td>
<td>Company Case</td>
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#### 4th Fall

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<tr>
<td>ECON321</td>
<td>The Economic Impact of the Olympic Games</td>
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<tr>
<td>MGMT215</td>
<td>Organizational Behavior</td>
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<tr>
<td>BUSI420</td>
<td>Entrepreneurship</td>
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<tr>
<td>COMP395</td>
<td>Advanced Excel</td>
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<tr>
<td>MGMT351</td>
<td>Sourcing and Purchasing</td>
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ACCT111: FINANCIAL ACCOUNTING

COURSE NUMBER : ACCT 111 CREDITS : 3
PREREQUISITE : MATH 120 ECTS CREDITS : 6
OFFERED : FALL, WINTER & SPRING SEMESTER HOURS : 45

COURSE DESCRIPTION:
This course is designed with the real world in mind, using reference to a start up company called Global Grocer to help teach the fundamentals of accounting. The course begins with an introduction of key accounting terms and five fundamental accounting concepts which provides us a brief overview of the three most important financial statements. The chapters labelled “The Balance sheet”, “The Income Statement,” and "The Statement of Cash Flows" explain relevant new financial accounting concepts which will be used to construct a financial statement. You will see how Global Grocer's financial statements are affected by its business transactions during the first month of operations. In the "Accounting Records" chapter you will learn how to formally record Global Grocer's business transactions into its journal and ledger and how to apply these steps to Global Grocer’s August and September business transactions, and, by following the process, use these records to prepare its balance sheet and income statement for two accounting periods. The course will conclude with group discussion of accounting ethics issues and a look back at the who, what, when, and how of some of the worst corporate accounting scandals of all time.

COURSE OBJECTIVES:
This course is aimed primarily at students who are not majoring in accounting but who are, nevertheless, studying accounting as part of their course in business. The lecture focuses on examining the basic principles and underlying concepts and the ways in which accounting statements and financial information can be used to improve managerial decision-making. The course is a “learning through doing” course, meaning there are numerous integrated activities, examples, questions and in-class exercises to help the students to acquire accounting knowledge from full involvement in the learning process and to “learn through reflection of doing”. During the course we will spend a substantial amount of time applying accounting concepts to solve simulated and real-business accounting problems. As such, it enhances your intrinsic learning satisfaction, increases your understanding and retention of course material and improves your problem solving, analytical thinking and critical thinking skills.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Identify the significance of “debit” and “credit” entries, along with the importance of equilibrium between the two.
- Prepare and maintain journal and general ledger entries.
- Prepare and interpret a trial balance.
- Understand accounting differences between service, merchandise and manufacturing businesses.
- Carry out basic calculation of inventory including use of perpetual inventory.
- Understand basic concepts of internal control.
- Make the distinction between short- and long-term assets.
- Define and prepare financial statements.
# APCE 510: BUSINESS GAMES

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<tr>
<th>COURSE NUMBER: APCE 510</th>
<th>CREDITS: 2</th>
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<tbody>
<tr>
<td>PREREQUISITE: last year</td>
<td>ECTS CREDITS: 4</td>
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<tr>
<td>OFFERED: FALL</td>
<td>SEMESTER HOURS: 36</td>
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**COURSE DESCRIPTION:**

The participants will have the opportunity to run a “real company” in a virtual world, competing against “real” competitors. This is a one time opportunity for many students to practice all the theoretical knowledge (marketing, marcom, management, sales, finance, logistics, e-commerce and work in teams) they have gathered during their studies.

In the Strategic Management simulation, students start a new company that enters the microcomputer industry. They deal with Marketing, Product Development, Accounting, Finance and Manufacturing Fundamentals, Financial Analysis, Business Partner Negotiations, Human Resource Management and e-Commerce.

**COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY:**

As the executive team, students are provided the seed capital (investment money) to start their business. They can use this money to build a factory, open sales offices and/or a website, and design brands. They invest 2 million in the first quarter and another 1 million in each of the next two quarters. An additional 4 million becomes available in quarter 4 from venture capitalists, for a total of 8 million.

The executive team has a year and a half (6 quarters or decision periods) to get their company off the ground. Within this time frame, they should become a self-sufficient firm, earning substantial profits from their operations.

Students play against their peers.

Briefings, debriefs after every game quarter. Follow per team during the simulation. Final debrief. Students work in teams and need to take care of the organization of their team.
BLAW230: INTERNATIONAL BUSINESS LAW

<table>
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<tr>
<th>COURSE NUMBER : BLAW 230</th>
<th>CREDITS : 3</th>
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<tbody>
<tr>
<td>PREREQUISITE : NONE</td>
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<tr>
<td>OFFERED : FALL, SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
Explanation about International Business Law; study of International Licensing Agreements that are one of the most lucrative aspects of international business, as well as the International and European protection of intellectual property rights (legal framework dealing with the International and European protection of patents and trademarks will be examined). The course will then concentrate on important aspects of American Business Law for students who want to engage in international business linked to the USA. We will concentrate on American business organizations. Sole proprietorships first, then in depth study of partnership law and then limited partnerships.

COURSE OBJECTIVES:
This course intends to accustom the students with International (including some aspects of European Law) and American business legal frameworks. Students will be trained to draft their own International Licensing Contracts. In addition, they will be able to protect their intellectual property rights in the European Union and on an International level. As the United States is the first economic power in the world it attracts foreign direct investments and manpower, students who want to engage in international business in the USA will be able to understand the main categories of American Business organizations. The research paper will help to develop their analytical skills. Finally, the oral report will enable them to defend themselves in difficult situations by improving their oral skills. Please note that this syllabus does not have a binding character and we will cover as much as we can, depending on class activity.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Draft the particular provisions of their international licensing agreements.
- Be able to protect their intellectual property on a European and International scale.
- Understand sole proprietorships in the USA.
- Be aware about partnership law.
- Participate in debates and present their ideas about debate topic in front of others.
- Develop their oral skills due to the oral presentation of their research material in class, and their spontaneous answers to the lectures in class.
- Develop their research skills due to their investigations for their research papers and due to the debate class (additional readings about topics to be announced in class).
- Develop each student’s analytical skills and writing talents due to the research paper.
BLAW321: LAW & ETHICS IN THE OLYMPIC GAMES

COURSE NUMBER: BLAW 321 CREDITS: 3
PREREQUISITE: NONE ECTS CREDITS: 6
OFFERED: SPRING SEMESTER HOURS: 45

COURSE DESCRIPTION:
The course will explain the origination, development and emergence of international sports law that governs the Olympic Games, through the following; Governance and structure of the Olympic Movement and it various bodies among which, the International Olympic Committee (the "IOC"), the National Olympic Committees, the Organizing Committee, International Sports Federations, Court of Arbitration for Sports, and the Word Anti-Doping Agency; Organization of the Olympic Games by the IOC and the hosting states (process, contractual arrangements, implementation at national law level, etc.), Ethical issues around international sports events (disciplinary proceedings, anti-doping rules, match fixing, and corruption).

COURSE OBJECTIVES:
The course aims to help students grasp the essence of the Olympic Movement, and enable them to identify and understand the principles of international sports law and their implementation at an international level. Their awareness of legal and ethical concerns associated with the organization of the Olympic Games and resulting from unlawful activities will also be raised.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Demonstrate knowledge and understanding of the legal principles relating to international sports law applicable to the Olympic Games.
- Understand certain legal issues arising around the organization of the Olympic Games.
- Demonstrate an awareness on ethical issues relating to the international sports industry.
- Think critically with regard to current debates on the need for and recent efforts towards improving the international sports governance.
BUSI390: THE COMPANY CASE CHALLENGE

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<th>COURSE NUMBER: BUSI 390</th>
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<td>OFFERED: SPRING</td>
<td>SEMESTER HOURS : 36</td>
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COURSE DESCRIPTION:

This capstone activity is designed to bring students into the real world in partnership with local companies. Company partners submit questions (“challenges”) for students to work on in groups over 8 weeks. Students must develop solutions to the challenge based on hands-on research, interviews with company representatives, and creative business thinking. Students deliver a 15-minute video explaining their solutions directly to the company representatives at the end of the exercise.

COURSE OBJECTIVES:

The primary objective is to put students in front of real companies, facing real challenges. Students must pull from their academic learnings, company interviews, and on-the-ground research to develop solutions to real world problems. Their deliverable must be brief, directed, and based in facts and objective research. Companies give constructive criticism back to the students focusing on the relevance of the suggested solutions and the professional behavior of the students.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Understand how their academic learnings drive them to be productive future employees
- Focus on real world problems and use innovative thinking to develop solutions
- Have access to a partner company’s inner workings, with face-to-face interviews and behind-the-scenes access to key players
- Develop their professional behavior in front of potential future employers
BUSI410: STRATEGIC MANAGEMENT

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<th>COURSE NUMBER</th>
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<td>MGMT110, MKTG130, FINC215</td>
<td>6</td>
<td>FALL &amp; SPRING</td>
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COURSE DESCRIPTION:
This is a capstone undergraduate course in Strategic Management. This course introduces students to the concepts of competitive advantage used to make strategic management decisions. Good strategic management is essential for long-term business success. It involves defining a business strategy with clear objectives, creating clear plans as to how these objectives will be achieved, aligning business activities to support the objectives, and allocating the resources needed to achieve the objectives. Students will also learn that strategic management also contributes to a company's social license to operate. Consumers are now more aware about the way a company conducts its business from an ethical and environmental point of view. These elements should be included at the heart of strategic management to help ensure the long-term survival of the business.

COURSE OBJECTIVES:
The course will begin by introducing students to the world of Strategic Management and discuss the skills to make good strategic management decisions. They will have the opportunity to link what they have learned in functional management courses (marketing, finance, operations, etc) to the organization’s business strategy.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Define the key concepts associated with strategic management.
- Articulate the organization’s strategic performance objectives.
- Develop a corporate and business strategy for the organization.
- Build an organization where people, capabilities and structure support strategy.
- Undertake actions that promote good strategy execution.
- Be sensitive to corporate culture and leadership keys to good strategy execution.
- Articulate the role of ethics, corporate social responsibility, and environmental sustainability in crafting and executing strategy.
COURSE NUMBER: BUSI 420  CREDITS: 3
PREREQUISITE: MGMT110, MKTG130, FINC215  ECTS CREDITS: 6
OFFERED: FALL & SPRING  SEMESTER HOURS: 45

COURSE DESCRIPTION:
This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. In this course, students learn the essential attributes of being an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business. It takes more than a good business plan and money to succeed - entrepreneurs must develop the skills necessary to successfully develop product and service lines, implement marketing and branding plans, develop sales pipelines and manage client accounts, and negotiate and manage human resources. Students will learn how to maximize their personal strengths, while mitigating their weaknesses and capitalizing on the strengths of others. And they will complete the course with the practical knowledge necessary to develop and launch their own business.

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

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Identify and evaluate a business opportunity in today’s world.
- Understand the nature of entrepreneurship and evaluate your entrepreneurial skills.
- Develop a business opportunity into a business plan.
- Understand new business team building.
- Present a business plan to investors.
COMM130: COMMUNICATION TECHNIQUES / SPEECH

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<th>COURSE NUMBER : COMM 130</th>
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<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
The course is highly participative and helps students to develop the necessary skills for effective public speaking. Students will be encouraged to assess their own communication competencies using different techniques in relation to the demands of diverse public speaking situations.

COURSE OBJECTIVES:
The class draws heavily on the students’ involvement and participation as the learning process is cumulative. It requires, on the part of all students, an openness and willingness to experiment and work with others to create a safe learning environment. Therefore, a 100% class attendance is essential. Students will get plenty of opportunity to gain confidence and apply the skills and techniques required for effective public speaking via speech & drama, mime, role plays, debates, and listening techniques.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Make communication anxiety work for you and not against you.
- Develop an awareness of your voice to enhance your speeches and presentations (breathing, intonation, inflexion, and vocal colour).
- Understand and apply effective non verbal communication.
- Conduct genuine and serious research on a number of different topics.
- Organise your ideas and research into clear, coherent and engaging arguments.
- Deliver a speech/presentation in an engaging conversational style.
- Develop and present: personal, informative, persuasive and ceremonial speeches.
- Construct and present effective arguments in debates.
- Utilise critical listening skills.
- Analyse and critique your own speeches and those of others.
COMM230: THEATRE – ADVANCED PUBLIC SPEAKING

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<th>COURSE NUMBER : COMM 230</th>
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<td>PREREQUISITE : COMM 130</td>
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COURSE DESCRIPTION:
The information and knowledge economy places an ever-increasing demand on individuals in business to master a wide variety of communication tools and techniques in order to function successfully in diverse professional settings. Drawing heavily on the techniques used in acting, students will learn how to craft compelling messages in a variety of more specific and complex situations in public speaking.

COURSE OBJECTIVES:
Students will be guided through a number of tools and techniques used by actors to gain knowledge about themselves & their communication styles and, also, how to read and understand the communication style of their interlocutors. Students will extend their confidence, competence and critical awareness as communicators.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Create compelling messages that have impact on their audience.
- Analyse effectively the challenges inherent in diverse business situations (e.g. negotiations, briefings, and proposals) and come up with solutions.
- Focus on the big picture as well as the details.
- Draw on their creativity to solve problems.
- Perfect their verbal and non verbal communication.
- Think on their feet.
- Strengthen their confidence.
- Work effectively in teams.
### COMM280: JOURNALISM, NEW MEDIA & COMMUNITY MANAGEMENT

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<th>COURSE NUMBER</th>
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<td>ENGL120</td>
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**COURSE DESCRIPTION:**
In today’s volatile world, the path of journalism as a career is revitalized, but also perverted by an overwhelming number of communication platforms and methods. This course travels from the history of investigative and entertainment journalism, to the new media of blogging, vlogging, and podcasts as a means of discourse and communication, to the power of today’s social media platforms as a communication device. Ethics and morality have always been central to journalism, and with today’s social media networks, it is even more important that students understand the power and influence of communication in this field.

**COURSE OBJECTIVES:**
This course is case-based and guides students through the origins of journalism and how it paralleled technology, from the printing press to the internet. Students will be exposed to a variety of technological platforms and will experiment with journalism, storytelling, and managing communities on social networks.

**EXPECTED LEARNING OUTCOMES:**
Upon completion of this course, students will understand:
- The history of journalism as a field and a career.
- The evolution of journalism and storytelling with new media platforms.
- The ethical aspects of journalism.
- The power of social media and viral communications.
- The purpose of community management as a communications tool.
## COMM285: WRITING FOR THE MEDIA

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<th>COURSE NUMBER : COMM 285</th>
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<td>PREREQUISITE : ENGL 120</td>
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<tr>
<td>OFFERED : FALL</td>
<td>SEMESTER HOURS : 45</td>
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### COURSE DESCRIPTION:
This course is designed to introduce you to the mechanics of writing for various mass communication genres. For many students, this is their first attempt at writing for a mass audience. Students will develop the ability to analyze complex situations and translate them into clear, concise written segments for different types of media channels.

### COURSE OBJECTIVES:
Students in this course will develop an understanding of how to use effective interviewing and research techniques to develop a story for different types of audiences. They will learn the importance of impartiality and accuracy in reporting stories for different media channels. Students will gain an appreciation of journalistic writing for traditional and modern media types.

### EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students be able to:
- Follow the rules of good grammar, punctuation, spelling and MLA referencing in their writing
- Effectively use different types of leads to create an accurate and inviting introduction to a story
- Conduct research on a news topic
- Distinguish between news and PR
- Write a fair and accurate news story from current events
- Write an effective and informative news release
COMP120: COMPUTER SKILLS FOR BUSINESS

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<th>COURSE NUMBER : COMP 120</th>
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<td>OFFERED : FALL &amp; SPRING</td>
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COURSE DESCRIPTION:
Students will master Excel going as far as designing Excel tools corresponding to a given task. Students will also master basic uses of Word and be comfortable combining the use of Excel and Word. This course aims to help prepare future managers to achieve an operational level in the use of Excel and Word.

COURSE OBJECTIVES:
It is hoped that the students will be able to easily determine how to adapt Microsoft Excel tools to their needs and learn new functionalities or versions on their own. They will learn to use appropriate strategies to solve problems and be able to work both in teams and independently.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Create and manipulate Excel spreadsheets and graphs to represent data in an easily understandable form.
- Create and format a basic Word document.
- Create and edit charts using both Word and Excel.
- Transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities.
- Design a fairly complicated Excel tool for a given task.
COMP395: ADVANCED EXCEL FOR BUSINESS

COURSE NUMBER: COMP 395  
CREDITS: 3

PREREQUISITE: COMP120  
ECTS CREDITS: 6

OFFERED: FALL  
SEMESTER HOURS: 45

COURSE DESCRIPTION:
This course offers students the opportunity to master the advanced functionality of Microsoft Excel, and to apply those skills to business applications. Although the basic functions of Excel will be reviewed, areas of focus include graphs and charts, the use of advanced financial functions and analytical tools, reporting templates, linking of worksheets and workbooks, importing and manipulating data, macros (automation of tasks), auditing tools, and other features especially useful to the business world.

COURSE OBJECTIVES:
Student will develop their Excel skills to ensure a preparedness for their future business career.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Create a plan for effective workbook and worksheet design
- Plan, design, create and manage Excel worksheets
- Identify and utilize the appropriate formatting for data in Excel
- Identify appropriate mathematical processes necessary to achieve a result in Excel
- Create mathematical formulas in Excel
- Devise formulas utilizing relative, absolute and mixed cell references in formulas in Excel
- Explain about specific mathematical and statistical functions in Excel and their use in cell formulas
- Describe how various charts can be used to represent quantitative data in Excel
- Determine appropriate chart style to represent data; use date to create and revise chart in Excel
- Manage large volumes of data through the use of Tables in Excel
- Explain the fundamentals of table design and create a table in Excel
- Determine appropriate use pivot tables to group and ungroup data in Excel
- Create a pivot table in Excel
- Explain the appropriate use of one-variable and two-variable tables in Excel
- Explain the appropriate use of conditional math and statistical functions in Excel
- Analyze and manipulate data in Excel through the use of mathematical and statistical functions
- Link excels workbooks to manage and combine data sets
- Explain the purpose and procedure for Web Query for Excel
- Import data into Excel from external web sources
- Identify some of the various templates available for Excel and explain their appropriate use
DSCI310: OPERATIONS MANAGEMENT

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<td>OFFERED : FALL, SPRING &amp; SUMMER</td>
<td>SEMESTER HOURS : 45</td>
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**COURSE DESCRIPTION:**
This is an introductory undergraduate course in Operations Management. This course introduces you to the concepts of process, project, transforming and transformed resources, Little’s law, economic order quantity, order-winning competitive factors, layout, continuous and breakthrough improvement used to make operations management decisions. You will learn how to measure operations performance and how to design, plan, control, and improve processes.

**COURSE OBJECTIVES:**
It is hoped that the students will understand Operations management concepts that support decision-making in the four major areas of Operations Strategy, Supply Network Design, Planning and Control, and Improvement. Emphasis will be placed on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

**EXPECTED LEARNING OUTCOMES:**
Upon completion of this course students should be able to:
- Describe Time Series and Linear Regression Analysis.
- Understand Earnings Before Interest & Tax (EBIT) and net present value (NPV).
- Understand Productivity and Value-added Throughput Efficiency.
- Identify Work Measurement and Mean Time Between Failure (MTBF).
- Understand Measuring Capacity and Overall Equipment Effectiveness (OEE).
- Describe Break-even Analysis and Weighted Score Method.
- Understand and use Linear Programming and Transportation Method.
- Understand Optimizing Location and Inventory.
ECON110: PRINCIPLES OF MACROECONOMICS

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

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

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

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Make more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in.
- Better understand the economic press to make those decisions.
- Be more aware of the controversies and the arguments surrounding the economic situation and economic policies in the United States and Europe and other economies.
ECON321: ECONOMICS OF THE OLYMPIC GAMES

COURSE NUMBER : ECON 321
CREDITs : 3
PREREQUISITE : ECON 110, ECON120
ECTS CREDItS : 6
OFFERED : SUMMER
SEMESTER HOURS : 45

COURSE DESCRIPTION:
With over two hundred competing countries and close to four billion viewers around the globe, no other sporting investment reaches the scale and potential impact of the Olympic Games. When a city and a country decide to host the Olympic Games the overall economic impact must be taken into consideration in order to deem the investment worthy. This course will examine the economic impact of the commercialization of the Olympics utilizing data from previous Olympic events; e.g., 1992 Barcelona, 2004 Athens, 2008 Beijing, 2012 London, and 2016 Rio.

COURSE OBJECTIVES:
While the substantial inflow of crowds and money is hard to dispute, so are the enormous costs of staging the Olympic Games. The goal of this course is to introduce students to the analytical tools and techniques used by economists to assess the microeconomic, macroeconomic, and international economic impact of the Games.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Identify appropriate economic data.
- Utilize microeconomic and macroeconomic concepts analyze and evaluate the economic data.
- Understand the nature of a successful Olympic Games project.
- Present an ideal economic impact plan for the Paris 2024 Paris Summer Olympics.
ENGL101: ACADEMIC METHODOLOGY

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COURSE DESCRIPTION:
This is a required course that helps students: find a subject and the information they need, how to cite it properly, develop effective study habits and time management, and lays out how to write the academic paper. Spelling and punctuation will be covered, as well as how to conceive, craft, execute and present research.

COURSE OBJECTIVES:
Students will learn different strategies for studying and how to approach research study with various methods such as brainstorming, listing, note taking and mnemonic device, They will learn to evaluate their sources using the principles of critical thinking, how to write and format different essays, reviews and summaries using the MLA format. Students will learn to think, study and research using critical thinking guidelines asking questions to get an in-depth response.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Understand the importance of academic honesty, adhere to the ethical code of conduct, and apply all the appropriate academic conventions in research writing, assignments, tests and exams.
- Develop effective personal learning and studying strategies.
- Calculate the grade point average (GPA).
- Use dictionaries & textbooks effectively.
- Understand the importance of time management, develop a schedule/monthly planner and learn how to prioritize tasks.
- Develop effective reading skills.
- Take notes from a text and or in a lecture using different strategies (mind maps, clusters, lists etc.).
- Acquire and apply effective research methods (find and limit a topic into a workable thesis).
- Use competently format features in research papers (capitalization, titles, headings, paragraphs and footnotes etc.)
- Evaluate library & Internet sources and produce an accurate bibliography.
- Prepare for exams effectively.
ENGL120: CRITICAL READING & WRITING

COURSE NUMBER : ENGL 120  
CREDITS : 3  
PREREQUISITE : NONE  
ECTS CREDITS : 6  
OFFERED : FALL & SPRING  
SEMESTER HOURS : 45  

COURSE DESCRIPTION:
The classes will be devoted to the development of the essential researching, compiling and writing skills necessary to function in an American academic environment. We will examine texts, poetry, and songs in order to explore how a particular writer has structured his/her ideas and used language to communicate his/her visions, emotions or opinions. We will investigate contemporary phenomena, people and trends to perfect the fine art of understanding. Students will also work on structuring different types of written work and oral work.

COURSE OBJECTIVES:
The objective of this class is to develop students’ ability to write clear, well-constructed text in English, suitable for an American academic environment, so that they are able to do justice to themselves and to their ideas.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Examine word art: spinning magic with words.
- Archaeology (divining sense and meaning), learning to dig-research methodology.
- Sew it together (the couture in coherence) creating unity and structure.
- Develop the ability to organize, analyse and express ideas in a clear, methodical and poetic fashion.
- Hunt, seek, gather, investigate, and research information on any given subject.
- Perfect the architecture of the basic essay structure – a skill which will serve throughout an academic career regardless of subject matter or domain.
- Consolidate writing competency through the examination and experimentation of distinct essay styles (compare/contrast, cause and effect, argumentative) suitable for an American academic environment.
- Analyze a particular text. Class discussion will allow students to explore how a particular writer has structured his/her text and used language to communicate his/her ideas, emotions or opinions.
ENGL212: ANALYSIS & COMMUNICATIONS

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<thead>
<tr>
<th>COURSE NUMBER : ENGL 212</th>
<th>CREDITS : 3</th>
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<tbody>
<tr>
<td>PREREQUISITE : ENGL 101</td>
<td>ECTS CREDITS : 6</td>
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<tr>
<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
T. S. Eliot observed that criticism – the ability to articulate what passes in our minds – is as inevitable as breathing. However, today, the process of understanding what we think and what others think too on an issue is complex. The multiplicity of information sources e.g. user collaboration, user-generated content and social networking as well as more traditional forms of information, along with the sheer availability, abundance and immediacy of all this information, pose a serious challenge. Therefore, it is vital that we are able to articulate and frame our own position effectively while identifying the real issues within multiple and conflicting points of view.

COURSE OBJECTIVES:
The course objective is to introduce students to the key aspects of effective argumentation. They will learn to evaluate both the structure and style of arguments in a variety of texts (written, podcasts and videos). The course will explore different types of reasoning (inductive, deductive and analogical) as well as exploring the psychology of how our minds work in forming ideas and opinions on different issues (exploring Daniel Kahneman’s insights into fast and slow thinking).

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Reason their way through to a position by considering the evidence available.
- Anticipate what objections are likely to be raised to a position or their point of view.
- Know how to examine positions by probing their assumptions and consequences.
- Be aware of the effect of emotions, feelings, prejudice and bias in a position and in their own thinking.
- Revise their position in light of new and compelling information and evidence.
- Express their position clearly and persuasively.
FINC215: BUSINESS FINANCE

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<th>COURSE NUMBER : FINC 215</th>
<th>CREDITS : 3</th>
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<tr>
<td>PREREQUISITE : ACCT 111</td>
<td>ECTS CREDITS : 6</td>
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<tr>
<td>OFFERED : FALL, WINTER &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
This course provides a solid foundation in fundamental finance theory and practice. The course introduces such basic concepts as cash, time value of money, risk and return and net present value. In addition, the course covers cash flow and the resulting financing decision, as well as debt and working capital and how to build a simple financial planning model.

COURSE OBJECTIVES:
This course will introduce you to the world of Business Finance, both in business and entrepreneurial environment. It will provide you with the skills to understand basic finance and make good financing decisions. After this course, you will be prepared to take further Finance courses.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Define key factors associated with investing decision.
- Evaluate project by Calculating Net present value. Understand basic Financial Theory.
- Define the key concepts associated with financing decisions.
- Explain securities as sources of finance and how firms issue securities.
- Construct a simple financial planning model; trace a firm’s sources and uses of cash and evaluate its need for short term borrowing; decide whether it makes sense to give credit to a customer.
FREN270: SUMMER ACADEMY

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<th>COURSE NUMBER : FREN 270</th>
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<td>PREREQUISITE :</td>
<td>ECTS CREDITS : 2</td>
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<tr>
<td>OFFERED : SUMMER</td>
<td>SEMESTER HOURS : 12</td>
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**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. This program leverages the students’ proximity to 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 Anglophone and Francophone students who are motivated to exchange and learn more about their culture and language.

**COURSE OBJECTIVES:**
The objectives of this program are to expose students to areas that they would normally not have access to – cultural, language, career development, and more. Students will enrich their experience by going beyond the typical classroom into the community and business world that surrounds them.

**EXPECTED LEARNING OUTCOMES:**
Upon completion of this course, students should be able to:
- Introduce themselves in French and in English in a professional environment (networking session)
- Have a greater exposure and better understanding of general French and English conversation
- Understand and appreciate important French cultural centers
- Develop their career goals to include new areas and industries
- Understand where future career opportunities intersect with their skill set
- Leverage their summer experience to broaden their career opportunities
MATH210: BUSINESS STATISTICS

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<th>COURSE NUMBER : MATH 210</th>
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<td>PREREQUISITE : MATH 120</td>
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<td>OFFERED : FALL &amp; SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
Decision-making is a key management skill. Very often, a good decision is based on the answers to several questions such as: which group of customers might enjoy this new product? How good is the quality of our current products? The answers to these questions should not only reflect the opinion of the decision-maker, but should also be supported by facts. Data is a name for measured facts. Data is not the same as information. Information has meaning; data by itself has none. Statistics is essentially the art of extracting information out of data. This course is an introduction to this art and science.

COURSE OBJECTIVES:
The purpose of this course is to provide the students with a practical understanding of standard statistical tools and methods and the ability to use this knowledge to prepare a quantitative study, process the gathered data and interpret the results. Applications will be considered very often (but not exclusively) in the field of Marketing Research.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Use measures of position and dispersion as well as graphs, to describe a given set of data and interpret the result.
- Understand basic probability concepts.
- Use a probabilistic model in simple decision-making situations.
- Assess estimates of proportions and averages measured on a sample.
MGMT101: PRINCIPLES OF MANAGEMENT

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<th>COURSE NUMBER : MGMT 110</th>
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<td>PREREQUISITE : NONE</td>
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<tr>
<td>OFFERED : FALL &amp; SPRING (BBA1, MBA1 only)</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
This course is an introduction course for all first year BBA and MBA students to introduce them to the various functions of managerial practice. The course also encompasses many practices that encompass “soft skills” to introduce students to competencies that they will develop throughout their business education, outside of the standard classroom material. This is a majority online course, with three face-to-face sessions.

COURSE OBJECTIVES:
The objectives of this course are to introduce students to the terminology and framework of management functions; planning, organizing, leading and controlling. Students will be prepared for a deeper study of these subjects in their core business courses. Students will be able to appreciate the complex structure of organizations as social systems. Skills will be introduced and emphasized that are required for effective management.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
Discuss business fundamentals; students should have an appreciation for different aspects of corporate life and different types of organizations.
Expand on soft skills; communication skills, critical thinking, problem solving, leadership skills, teamwork, literacy, global awareness, ethical awareness, active listening, presentation skills, conflict management, relationship building, change mastery, composure, initiative.
MGMT110: INTERCULTURAL STUDIES

COURSE NUMBER : MGMT 110  
CREDITS : 3

PREREQUISITE : NONE  
ECTS CREDITS : 6

OFFERED : FALL & SPRING  
SEMESTER HOURS : 45

COURSE DESCRIPTION:
In today’s global world, successful leadership means engaging across cultures. Business and workplace environments today are microcosms of our globalized world: audiences, customers, colleagues, staff-members, suppliers, partners, and competitors come from every corner of the world and every part of society. From national culture to sub-cultures, from organizational culture to popular and generational cultures, the leaders of today and tomorrow need to lead with cultural intelligence. This course is designed to build student’s cultural intelligence and help students think deeply about the issues that impact success in global intercultural environments.

COURSE OBJECTIVES:
Whether it be working in an intercultural team, marketing to an international audience, building an iconic brand, travelling for work, or leading a global organization, you need to be able to excel in an inter-cultural setting. The aim of this course is to help students build cultural understanding into their thinking, and develop their cultural intelligence, intercultural communication skills, and diversity and inclusion knowledge-base.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Understand the role of interculturality in our changing world.
- Understand what culture is, how wide-ranging it is, and what impact it has.
- Provide critical perspectives on and understand cultural difference, diversity, and inclusive practice.
- Reflect on your own cultural biases and develop self-awareness and critical thinking skills.
- Developed strategies and skills for inter-cultural communication.
- Apply cultural intelligence to a range of intercultural interactions.
- Develop an awareness of how cultural issues can impact communication, leadership, Human Resource policy, branding, design, and other areas of relevance to global business.
- Exhibit a strengthened ability to tune in to the emerging cultural shifts, trends and forces that are likely to shape society, brands, and business in the future.
- Exhibit a strengthened ability to work effectively with people from diverse backgrounds.
MGMT180: INTERNATIONAL BUSINESS

COURSE NUMBER: MGMT 180  
CREDITS: 3

PREREQUISITE: MGMT110  
ECTS CREDITS: 6

OFFERED: FALL & SPRING  
SEMESTER HOURS: 45

COURSE DESCRIPTION:
Examination of business activities across national borders with emphasis on the interaction and integration of the functional areas for effective strategic planning in multinational firms operating in developing, newly industrialized and developed countries. To give an overview of the means of conducting international business with an emphasis on what makes international business different from domestic business. The dimensions of the international environment will be examined and analyzed through real-world examples of operations undertaken by countries and companies attempting to conduct foreign business activities.

COURSE OBJECTIVES:
The course objective is to provide students with a basis of the main factors affecting International Business. Through a mix of theory, cases, ongoing events in the world, give the student a pragmatic view and understanding of what it takes for the MNEs thrive in an international environment. Last, but not least, prepare students for being operational on International Business, as they leave school and progress on their professional life.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Understand the need and the stakes of International Business.
- Be familiar with basic principles and mechanisms of International Business.
- Enter a professional environment and be able to pull different concepts to apply to business reality.
- Grasp the multitude of elements affecting International Business such as marketing, finance, culture, languages.
MGMT190: INTRODUCTION TO SPORTS MANAGEMENT

**COURSE NUMBER:** MGMT 190  
**CREDITS:** 3

**PREREQUISITE:** MGMT101 & MGMT180  
**ECTS CREDITS:** 6

**OFFERED:** FALL & SPRING  
**SEMESTER HOURS:** 45

**COURSE DESCRIPTION:**
This course offers students a look at the diverse expanding field of sport and recreation. The course is designed to provide a comprehensive look at the field of sport management and the basic organizational structures found in the sport industry. Students will examine applications of managerial concepts and processes in the context of the sports industry, and they will examine the ways in which sport organizations interact with each other, and with corporations, the government and non-governmental organizations.

**COURSE OBJECTIVES:**
This course is designed to enable students to do differentiate between the various functional areas of sport management. The objective of this course is to describe the organizational and managerial foundations of sport management and bring into context the historical, sociological, cultural, and psychological foundations of sport management. This course will also expose students to the current trends and issues in sport management.

**EXPECTED LEARNING OUTCOMES:**
Upon completion of this course students should be able to:
- have a basic understanding of the management principles of sports management
- be familiar with the historical and sociological context of sports around the world
- have an appreciation of the ethical challenges in the industry, including gambling, sponsorship, athletes as role models, and more
- understand the role of media and communications in sports management
MGMT215: ORGANIZATIONAL BEHAVIOR

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.
- Assess the impact in the work place of globalization, cultural differences, workforce diversity, and ethics and identify strategies for enhancing individual and organizational performance.
MGMT225: HUMAN RESOURCES MANAGEMENT

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<th>COURSE NUMBER : MGMT 225</th>
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<td>PREREQUISITE : MGMT215</td>
<td>ECTS CREDITS : 6</td>
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<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
The course will give students a valuable insight as to the role an HR executive will play or even an entrepreneur can assume with respect to hiring, evaluating, motivating, and managing their employees and staff.

Although traditionally, the course would follow the route of managerial and also sometimes orthodox teaching subjects such as legal, salary, and other HR related issues, this course is designed to allow students to gain some knowledge as to the workings of HR and also how to manage issues which are more current and relative to our times such as Diversity, Conflicts, and Change.

The course is divided into general categories of Introduction to HRM, Motivation and Competence, Recruitment and Appraisal Process, and Managing Conflict, Diversity and Change.

COURSE OBJECTIVES:
This course aims to provide students with an understanding of key concepts for Human resource management such as hiring, skill assessment, and managing conflicts, and appraisals. They will learn to analyze candidates’ strengths and weaknesses with regards to job suitability and personnel allocation. Students must be aware of the important challenges facing business managers regarding hiring new recruits, promotion, firing, or managing differences and conflicts.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Clearly define human resource management and understand the managerial nature of allocating resource to suitable work processes.
- Analyze the strengths and weakness of any candidate through various aspects such as reviewing their CV, interviewing, and appraisals.
- Understand the importance of hiring team players and managing conflicts.
MGMT310: PROJECT MANAGEMENT

COURSE NUMBER: MGMT 310  
CREDITS: 3

PREREQUISITE: COMP 120  
ECTS CREDITS: 6

OFFERED: FALL & SPRING  
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.
MGMT321: LOGISTICS AND MANAGEMENT OF THE OLYMPIC GAMES

COURSE NUMBER : MGMT 321  CREDITS : 3
PREREQUISITE : DSCI 310, MGMT 310  ECTS CREDITS : 6
OFFERED : FALL  SEMESTER HOURS : 45

COURSE DESCRIPTION:
The Olympic Games is an immense international event that is hosted in a different country every 4 years. The event garners thousands of athletes with their entourages, visitors, press, and corporate sponsors. The operational aspects of hosting an event of this size requires government engagement several years before the event, and generates massive investment in infrastructure in the host city. In recent years, questions have been raised as to whether the Games is a good investment for the host city, but nevertheless, cities still compete for the honor it brings. This course examines the logistics and management of hosting such an enormous and expensive sporting event, and ones like it around the world.

COURSE OBJECTIVES:
Students will examine the details behind managing the events of the Olympic Games, including the country-specific aspects of infrastructure development, corporate sponsors, government financing, intra- and inter-country logistics, and much more.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course students should be able to:
- Understand the key aspects of organizing and delivering a vast international event.
- Develop an appreciation of the complexity of a multicultural and multinational activity.
- Describe the logistics behind a sporting event.
- Comprehend the management principles of an international event.
MGMT390: SPORTS AGENCY AND REPRESENTATION

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<th>COURSE NUMBER : MGMT 390</th>
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<td>PREREQUISITE : MGMT190</td>
<td>ECTS CREDITS : 6</td>
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<td>OFFERED : SUMMER</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
Globally the sports industry is worth up to €380 billion and generates more than a million jobs in Europe alone. There’s a huge demand for skilled negotiators to take care of players. Talented players are commanding big salaries and need top sports management teams to take care of all their needs.

As their agent, you need to bring all your negotiating skills to the table to make sure your players always get the best possible deal. It’s boom-time in the sports industry with rewarding deals, generous salaries and sponsorships are continually smashing records. Premier League footballers earn an average of more than €50,000 a week and its the sports agents who negotiate these contracts and manage their clients’ finances.

COURSE OBJECTIVES:
Students will learn how to broker the best financial and sponsorship deals for players and athletes.

EXPECTED OUTCOMES:
After completing the course, students will be able to:
- understand the many functions and roles of a sports agent
- know more about the different sports industries
- make a great impression when networking
- find and recruit new talented players and assess their worth
- handle media inquiries and set up interviews
- advise clients on salaries, incentives and bonuses
- know their way around legal contracts
- negotiate with teams and sponsors
MGMT410: THE BUSINESS OF EUROPEAN FOOTBALL

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<th>COURSE NUMBER : MGMT 410</th>
<th>CREDITS : 3</th>
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<tr>
<td>PREREQUISITE : MGMT 180, ECON 110</td>
<td>ECTS CREDITS : 6</td>
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<td>OFFERED : SUMMER</td>
<td>SEMESTER HOURS : 45</td>
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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 the business aspects of the football industry in Europe. Students will read and analyze current affairs that affect the industry, discuss and analyze the business aspects of running a football club, and learn how to analyze football related statistics in Microsoft Excel.

COURSE OBJECTIVES:
This course will address how the various business disciplines (e.g., management, HR, marketing, analytics) apply to a European football club. As such, the overall primary objective of this course is to instruct students on the business aspects of managing a European football club.

EXPECTED OUTCOMES:
Upon completion of this course, students should be able to:
- Understand how functional areas of business (e.g., marketing and management) operate in the European football environment.
- Understand the impact of football on the economic, historical, and cultural aspects of the Europe.
- Improve students’ oral presentation skills.
- Appreciate the importance of global business.
- Understand how the Balanced Scorecard applies to a football club.
- Develop students’ ability to analyze football-related data using Microsoft Excel.
MKTG130: PRINCIPLES OF MARKETING

COURSE NUMBER: MKTG 210  CREDITS: 3
PREREQUISITE: NONE  ECTS CREDITS: 6
OFFERED: FALL & SPRING  SEMESTER HOURS: 45

COURSE DESCRIPTION:
Marketing is a subject that has transcended from practice to theory unlike other subjects which go from theoretical analysis to market practices. Marketing requires students to be an artist and a scientist. Students have to be creative and yet conform to the realities of economics, finance, sociology, and also strategy. Marketing, in essence, is all about bringing value and an experience to the customer base and also, getting return on that value through feedback and profitable customer relationships. This course will require students to be attentive and professional.

COURSE OBJECTIVES:
This course will familiarize students with the elements of the marketing mix. They will increase awareness of the strategic decisions behind today’s top brands. Students will be engaged with the concept of The Five Major Value Themes:
   1. Creating value for customers in order to capture value from customers in return.
   2. Building and managing strong, value creating brands.
   3. Measuring and managing return on marketing.
   4. Harnessing new marketing technologies.
   5. Sustainable marketing around the globe.

In addition to the above, the course will cover:
- Consumer behavior and psychology: consumer motivation and decision process
- Power of Branding: traditional bases of market segmentation and how it aids marketing strategy.
- Marketing strategy: corporate objectives, competitor analysis and competitive strategy.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Clearly define Marketing in its proper context with regards to customer relationship building and profit making.
- Assess the external marketing environment of any given company.
- Analyze the behavior of the consumer mind set with respect to their choices, attitudes and interests.
- Build a capable strategy for marketing of any product or service and create a professional action plan from it.
MKTG240: CONSUMER BEHAVIOR

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<th>COURSE NUMBER : MKTG 240</th>
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<td>OFFERED : FALL, SPRING &amp; SUMMER</td>
<td>SEMESTER HOURS : 45</td>
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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 this 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.
MKTG321: SPORTS BRANDING AND THE OLYMPIC GAMES

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<th>COURSE NUMBER : MKTG 321</th>
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<td>OFFERED : FALL</td>
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COURSE DESCRIPTION:
About 3000 years ago, The Olympic Games originated in ancient Greece. It had only one event and was a direct result of deep values and beliefs regarding physical fitness and mental discipline; so as to honor the great god of gods Zeus. In 2016, TV companies paid more than 4 billion to screen the 19-day Rio 2016 games; and brought in over 9.3 billion in marketing revenues. A lot has happened to the sports industry since ancient Greeks championed the benefits of sport, and it has become one of the largest industries on the planet. Today the global sport industry is estimated at 1.3 trillion dollars. This course will explore the extraordinary evolution of sports branding and marketing throughout the ages and examine the different dimensions of a multi-faceted industry trickling down into many business sectors and highlighting the characteristics of media coverage, sponsorship, fan participation, local tourism and event management. The organization of Paris 2024 will serve as a foundation for the understanding of the power of this incredibly, far-sweeping institution captivating millions of people worldwide.

COURSE OBJECTIVES:
The objective of this class is to develop students’ ability to understand the incredible evolution of the sporting industry and the dimensions and benefits of major sporting events such as Paris 2024; so as to highlight tourism/image, economic, urban regeneration, sports branding, sporting legacy; and social and cultural benefits.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Understand the history and evolution of the Olympics.
- Trace how sport got so big.
- Comprehend the spectator/participant as consumer.
- Recognize the benefits of sport: socially, culturally and economically.
- Understand the mechanics of mega-event management.
- Recognize the relationship between tourism and sport and destination branding.
- Follow the development of Paris2024.
- Comprehend the power of sponsorship.
- Identify the explosion over time of the sport industry: media rights, merchandising, marketing.
MKTG325: INTEGRATED MARKETING COMMUNICATIONS

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<th>COURSE NUMBER : MKTG 325</th>
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<td>PREREQUISITE : MKTG 130</td>
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<tr>
<td>OFFERED : SPRING</td>
<td>SEMESTER HOURS : 36</td>
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COURSE DESCRIPTION:
The course is structured on "thematic" sessions, in that each session is based around a particular subject or group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. The course approach will emphasize resolving issues by knowledge transfer segment covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed in the course description. It will also cover learning by practical application, case studies and other practical exercises that are designed to promote a general awareness of the subject and to develop the student’s presentation skills.

COURSE OBJECTIVES:
As defined by the American Association of Advertising Agencies, integrated marketing communications " ... recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines; such as advertising, public relations, personal selling, sales promotion, and social media." This course also includes sponsorship, exhibitions, and point of sale activation. This course will show students how to combine IMC tactics to provide clarity, consistency, and to maximize communication impact.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Integrate the tools of IMC both offline and online.
- Understand customer psychology and buyer behavior.
- Understand customer communications theory.
- Create favorable brand awareness.
- Engage with consumers on all fronts.
- Create a Marketing Communications Plan.
MKTG350: INTERNATIONAL MARKETING

COURSE NUMBER : MKTG 350  
CREDITS : 3

PREREQUISITE : MKTG 130  
ECTS CREDITS : 6

OFFERED : FALL & SPRING  
SEMESTER HOURS : 45

COURSE DESCRIPTION:
The main emphasis of the course will be on practical experience through the development of a well-conceived international marketing plan. You will develop an understanding of the tools and techniques used in the marketing of goods and services on a global basis and gain experience in formulating international marketing policies.

The student will gain a working knowledge of international marketing terms and concepts. He/she will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment. The course will attempt to sharpen your analytical and critical skills through case studies and the regular reading and analyzing of current events.

COURSE OBJECTIVES:
To expose the students to the various socio-cultural, economic and geopolitical environments in which global marketing strategies and programs are formulated and implemented. The cumulative impact of changes in these environments on marketing opportunities and threats will be examined.

Students will be made aware of the ethical problems posed by mass consumption: out-sourcing, intensive farming, increased carbon footprint, as well as possible solutions - proximity/locally sourced models, sustainable supply chains, Corporate Social Responsibility towards employees and environment. Students will develop new insights and relevant skills for planning and responsibly expanding activities in global markets.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Apply the elements of the marketing mix in a global marketing environment.
- Have an understanding of the complex economic and political issues involved in global marketing.
- Become sensitive to societal, cultural, and environmental aspects as they affect global marketing.
- Differentiate between the principal methods of payment, entry strategies, and supply/distribution issues.
MKTG380: PERSONAL SELLING & NEGOTIATION

COURSE NUMBER: MKTG 380  
CREDITS: 3

PREREQUISITE: MKTG 240  
ECTS CREDITS: 6

OFFERED: SPRING  
SEMESTER HOURS: 45

COURSE DESCRIPTION:
The course is structured on "thematic" sessions. Each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. This course is designed to be interactive, experiential, and pragmatic as well as conceptual and creative.

The course approach: A knowledge transfer segment covering a specific topic. The topic is then integrated with the Case Study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed in the course description.

The learning by doing segment, a case study, role-play, and other practical exercises that are designed to promote a general awareness of the subject and to develop the student’s presentation skills.

COURSE OBJECTIVES:
To expose the students to a blend of time-proven fundamentals and new selling practices needed to succeed in today’s economy. Students will learn how to cope with new forces shaping the world of sales and marketing. Throughout the course: developing, perfecting, and delivering a Personal Brand ‘elevator pitch’ presentation.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Apply theories of buyer motivation.
- Explain and demonstrate one’s product and/or service.
- Create a prospecting plan.
- Adapt to various communication styles.
- Develop ethical sensitivity in negotiating with people.
- Anticipate and handle sales resistance.
- Develop and use closing techniques.
- Have a better understanding of her/his personal brand essence and personal brand role.
MKTG391: SPONSORSHIP & EVENT MARKETING

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<thead>
<tr>
<th>COURSE NUMBER : MKTG 391</th>
<th>CREDITS : 3</th>
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<tr>
<td>PREREQUISITE : MKTG 130</td>
<td>ECTS CREDITS : 6</td>
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<tr>
<td>OFFERED : FALL</td>
<td>SEMESTER HOURS : 45</td>
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COURSE DESCRIPTION:
The course is structured on "thematic" sessions, in that each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. The course approach is based on resolving issues:

- **A knowledge transfer segment** covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed below.

- **The learning-by-doing segment**, a case study and other practical exercises undertaken in teams that are designed to promote a general awareness of the subject and to develop the student’s presentation skills.

COURSE OBJECTIVES:
This course aims to provide the students with a practical framework of the strategic marketing process that can be applied to event marketing and the role of sponsorship whether in the sports, tourism, entertainment, business, or political sectors. The aim of the course is threefold: (1) provide students with a thorough understanding of the unique aspects of marketing sports and events; (2) encourage students to develop and use an experience-oriented mind-set when marketing sports and events; and (3) enable students to make sound sports and events marketing and sponsorship decisions.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Design, plan, and stage an event for promotional, fundraising, sports, etc. purposes.
- Construct a strategic marketing & P.R. plan for the event.
- Create sponsorship deals.
- Deal with logistics, risks, environmental impact.
- Effectively communicate and present their event project.
PHIL290: BUSINESS ETHICS

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<tr>
<th>COURSE NUMBER: PHIL 290</th>
<th>CREDITS: 3</th>
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<tbody>
<tr>
<td>PREREQUISITE: NONE</td>
<td>ECTS CREDITS: 6</td>
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<tr>
<td>OFFERED: FALL &amp; SPRING</td>
<td>SEMESTER HOURS: 45</td>
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**COURSE DESCRIPTION:**
This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. As a discipline, Business Ethics has considerably grown within the last decades and has become a major field in the age of globalization. It refers to values-based conduct, which does not only apply to individuals but to corporations.

A fundamental feature of this course is its ONLINE training component. Students will have the unique opportunity to work virtually - individually and as a team - as if they were in a real-world corporate setting. We will use blackboard (BB) as a platform, and students will find all the instructions for their online work on BB. The online component is worth 50% of each student’s overall grade. In today’s world it is an asset to engage in virtual collaboration and a definite sales pitch for your future job applications. Virtual collaboration is now required by all major companies worldwide.

**COURSE OBJECTIVES:**
This course aims to provide students with a good grasp of the major issues, philosophers and concepts in business ethics as well as develop the tools for shaping and defining appropriate moral values and conduct. The environment will be analytical, interactive, and cross-cultural, which will allow students to progress in their self-awareness. Some parts of the course will be organized in a virtual collaborative setting.

**EXPECTED LEARNING OUTCOMES:**
Upon completion of this course students should be able to:
- Understand and make proper use of the philosophical concepts pertaining to individual- and corporate ethics they have acquired in the course.
- Attain a higher level of tolerance and respect for their intercultural peers.
- Use theories studied in class and apply them to real-life corporate examples.
- Recognize pitfalls of general assumptions, such as “business is business.”
- Appreciate the flexibility and creativity of online collaboration.
PSYC110: INTRODUCTION TO PSYCHOLOGY

COURSE NUMBER: PSYC 110  CREDITS: 3
PREREQUISITE: NONE  ECTS CREDITS: 6
OFFERED: SPRING  SEMESTER HOURS: 35

COURSE DESCRIPTION:
Psychology is a relatively new science probing who we are and what makes us tick. This course will cover the history, biological, social, cognitive, and cultural influences, and applications of this rapidly expanding discipline.

COURSE OBJECTIVES:
We will learn how to use some of these principles to enhance our personal and professional life by fine tuning our communication skills, learning to read body language and critically assessing ourselves in relation to family, friends, and the world we live in. To understand Freud’s theories and contribution, as well as the other schools of psychology, to conduct and realize a survey using correlations, to write and do research for a hypothesis, and to use psychology as a tool in our daily lives.

We will look at specific case studies and conduct our own experiments to create logical assessment based on sound research principles. There will be in-class assignments, discussion, debate, as well as, group presentations that will be subject to in-depth peer analysis.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- Understand that psychology is a science enhancing their understanding of behavior and its biological, emotional, social, and cognitive roots and effects.
- Understand the basic schools and perspectives of psychology and key concepts.
- Communicate empirical knowledge without confirmation bias.
- Comprehend basic function of the brain.
- Research, develop and present statistical research in psychology.
- Apply psychology learned to life, work and family life.