

The American Business School of Paris UNDERGRADUATE PROGRAM

Summer 2022

Course Catalog

updated





TABLE OF CONTENTS

VISION STATEMENT	2
MISSION STATEMENT.....	2
2022 SUMMER TIMETABLE.....	3
FACULTY ROSTER	5
ADMINISTRATIVE STAFF.....	7
GRADING SCALE	8
FREN113: FRENCH LANGUAGE AND CULTURE.....	9
MGMT180: INTERNATIONAL BUSINESS	10
MGMT215: ORGANIZATIONAL BEHAVIOR	11
MGMT310: PROJECT MANAGEMENT.....	12
MGMT365: STRATEGIC LEADERSHIP	13
MGMT400: EUROPEAN MANAGEMENT.....	14
MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION	15
MKTG240: CONSUMER BEHAVIOR.....	16
MKTG400: CREATING & DEVELOPING LUXURY BRANDS.....	17
MKTG411: EUROPEAN MARKETING.....	18
POLS211: INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES.....	19
SOCG100: INTERCULTURAL STUDIES.....	20



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 "Manager International, Titre 1 inscrit au RNCP au niveau 7, (équivalent en termes de niveau au diplôme Master pour l'octroi de l'Autorisation Provisoire de Séjour, arrêté interministériel du 12/05/2011). – code 29593, code NSF 310 – 312 – 313, par arrêté du 08/12/2017, publié au J.O du 21/12/2017, code CPF 248048." The Bachelor's in Fashion & Luxury Retail Management was certified French Ministry of Labor in 2013 "Niveau II Responsable du Développement Commercial et Marketing" as well (Decree of November 19th, 2013, JO November 29th, 2013, code NSF 310m). As a result, students completing their BBA & Bachelor in Fashion & Luxury Retail Management programs at ABS Paris benefit by receiving dual degrees at the conclusion of their studies.

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

VISION STATEMENT

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

MISSION STATEMENT

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

2022 SUMMER TIMETABLE

Summer Session (16 May - 24 Jun)		
Course Code	Course Name	Professor
FREN113	French Language and Culture (Elective)	LECOCQ
MGMT180	International Business (Core)	OMOLOBA
MGMT310	Project Management (Core)	SANTOS
MGMT365	Strategic Leadership (Major)	FALLAH - UMW
MGMT403	Sustainable Business (Major)	MATUSINEC
MKTG411	European Marketing (Major)	MIRZA
SOCG100	Intercultural Studies (Foundation)	MATUSINEC

Summer Extension (30 May - 8 Jul)		
Course Code	Course Name	Professor
MGMT215	Organizational Behavior (Core)	ACH
MGMT400	European Management (Major)	CHES
MKTG240	Consumer Behavior (Core)	DISCORS
MKTG400	Creating and Developing Luxury Brands (Major)	SENGUPTA
POLS211	European International Relations (Core)	KRYS

Session	MONDAY	TUESDAY	WEDNESDAY	THURSDAY			FRIDAY			
	16 May	17 May	18 May	19 May			20 May			
08h30-09h30	Pentecost	No Classes	MKTG411 (01)	MGMT180 (01)	MGMT403 (01)	MGMT310 (01)	MGMT403 (02)	MGMT180 (02)	MGMT310 (02)	
09h30-10h30			MIRZA	OMOLOBA	MATUSINEC	SANTOS	MATUSINEC	OMOLOBA	SANTOS	
10h30-11h30			8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	
11h30-12h30										
12h30-13h30					MGMT365 (01)	SOCG100 (01)			SOCG100 (02)	
13h30-14h30					FALLAH	MATUSINEC			MATUSINEC	
14h30-15h30					12h30-15h30	12h30-15h30			12h30-15h30	
15h30-16h30						FREN113 (01)			FREN113 (02)	
16h30-17h30						LECOCQ			LECOCQ	
17h30-18h30						12h30-15h30			12h30-15h30	

Session	MONDAY	TUESDAY		WEDNESDAY		THURSDAY	FRIDAY
	23 May 21	24 May		25 May		26 May	27 May
08h30-09h30	MKTG411 (02)	MGMT180 (03)	MGMT310 (03)	MGMT403 (03)	MKTG411 (03)	MGMT180 (04)	Ascension Ascension Pont
09h30-10h30	MIRZA	OMOLOBA	SANTOS	MATUSINEC	MIRZA	OMOLOBA	
10h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	
11h30-12h30							
12h30-13h30	MGMT365 (02)	SOCG100 (03)			MGMT365 (03)		
13h30-14h30	FALLAH	MATUSINEC			FALLAH		
14h30-15h30	12h30-15h30	12h30-15h30			12h30-15h30		
15h30-16h30		FREN113 (03)			FREN113 (04)		
16h30-17h30		LECOCQ			LECOCQ		
17h30-18h30		12h30-15h30			12h30-15h30		

Session	MONDAY		TUESDAY			WEDNESDAY		THURSDAY			FRIDAY		
	30 May		31 May			1 Jun		2 Jun			3 Jun		
08h30-09h30	MKTG411 (04)	POLS211 (01)	MGMT310 (04)	MGMT180 (05)	MGMT403 (04)	POLS211 (02)	MKTG411 (05)	MGMT310 (05)	MGMT180 (06)	MGMT403 (05)	MGMT180 (07)	MGMT310 (06)	MGMT403 (06)
09h30-10h30	MIRZA	KRYS	SANTOS	OMOLOBA	MATUSINEC	KRYS	MIRZA	SANTOS	OMOLOBA	MATUSINEC	OMOLOBA	SANTOS	MATUSINEC
10h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30
11h30-12h30													
12h30-13h30	MGMT365 (04)	MKTG240 (01)	SOCG100 (04)	MGMT400 (01)		MKTG240 (02)	MGMT365 (05)	SOCG100 (05)	MGMT400 (02)		SOCG100 (06)		
13h30-14h30	FALLAH	DISCORS	MATUSINEC	CHES		DISCORS	FALLAH	MATUSINEC	CHES		MATUSINEC		
14h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30		12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30		12h30-15h30		
15h30-16h30	MGMT215 (01)		FREN113 (05)	MKTG400 (01)		MGMT215 (02)		FREN113 (06)	MKTG400 (02)		FREN113 (07)		
16h30-17h30	ACH		LECOCQ	SENGUPTA		ACH		LECOCQ	SENGUPTA		LECOCQ		
17h30-18h30	15h30-18h30		12h30-15h30	15h30-18h30		15h30-18h30		12h30-15h30	15h30-18h30		12h30-15h30		



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY				
Session	6 Jun	7 Jun	8 Jun	9 Jun	10 Jun				
08h30-09h30	Pentecost	MGMT403 (07)	MGMT310 (07)	POLS211 (03)	MKTG411 (06)	MGMT403 (08)	MGMT310 (08)	POLS211 (04)	MKTG411 (07)
09h30-10h30		MATUSINEC	SANTOS	KRYS	MIRZA	MATUSINEC	SANTOS	KRYS	MIRZA
10h30-11h30		8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30
11h30-12h30							ONLINE		
12h30-13h30		SOCG100 (07)	MGMT400 (04)	MKTG240 (03)	MGMT365 (06)	SOCG100 (08)	MGMT400 (05)	MKTG240 (04)	MGMT365 (07)
13h30-14h30		MATUSINEC	CHES	DISCORS	FALLAH	MATUSINEC	CHES	DISCORS	FALLAH
14h30-15h30		12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30
15h30-16h30		FREN113 (08)	MKTG400 (03)	MGMT215 (03)		FREN113 (09)	MKTG400 (04)	MGMT215 (04)	
16h30-17h30		LECOCQ	SENGUPTA	ACH		LECOCQ	SENGUPTA	ACH	
17h30-18h30	12h30-15h30	15h30-18h30	15h30-18h30		12h30-15h30	15h30-18h30	15h30-18h30		

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session	13 Jun	14 Jun	15 Jun	16 Jun	17 Jun
08h30-09h30	POLS211 (05)	MGMT180 (08)	POLS211 (06)	MGMT180 (09)	MGMT180 (10)
09h30-10h30	KRYS	OMOLOBA	KRYS	OMOLOBA	OMOLOBA
10h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30
11h30-12h30					
12h30-13h30	MKTG240 (05)	MGMT310 (09)	MKTG240 (06)	MGMT310 (10)	MGMT310 (10)
13h30-14h30	DISCORS	SANTOS	DISCORS	SANTOS	SANTOS
14h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30
15h30-16h30	MGMT215 (05)	MATUSINEC	MGMT215 (06)	FREN113 (11)	MKTG400 (06)
16h30-17h30	ACH	FREN113 (10)	ACH	LECOCQ	SENGUPTA
17h30-18h30	15h30-18h30	12h30-15h30	15h30-18h30	12h30-15h30	15h30-18h30

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session	20 Jun	21 Jun	22 Jun	23 Jun	24 Jun
08h30-09h30	POLS211 (07)	MGMT180 (11)	POLS211 (08)	MGMT180 (12)	MGMT180 (12)
09h30-10h30	KRYS	OMOLOBA	KRYS	OMOLOBA	OMOLOBA
10h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30	8h30-11h30
11h30-12h30					
12h30-13h30	MKTG240 (07)	MGMT310 (11)	MKTG240 (08)	MGMT310 (12)	MGMT310 (12)
13h30-14h30	DISCORS	SANTOS	DISCORS	SANTOS	SANTOS
14h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30
15h30-16h30	MGMT215 (07)	MATUSINEC	MGMT215 (08)	MKTG400 (08)	MKTG400 (08)
16h30-17h30	ACH	FREN113 (12)	ACH	SENGUPTA	SENGUPTA
17h30-18h30	15h30-18h30	12h30-15h30	15h30-18h30	15h30-18h30	15h30-18h30

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session	27 Jun	28 Jun	29 Jun	30 Jun	1 Jul
08h30-09h30	POLS211 (09)		POLS211 (10)		
09h30-10h30	KRYS		KRYS		
10h30-11h30	8h30-11h30		8h30-11h30		
11h30-12h30					
12h30-13h30	MKTG240 (09)	MGMT400 (10)	MKTG240 (10)	MGMT400 (11)	
13h30-14h30	DISCORS	CHES	DISCORS	CHES	
14h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	
15h30-16h30	MGMT215 (09)	MKTG400 (09)	MGMT215 (10)	MKTG400 (10)	
16h30-17h30	ACH	SENGUPTA	ACH	SENGUPTA	
17h30-18h30	15h30-18h30	15h30-18h30	15h30-18h30	15h30-18h30	

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session	4 Jul	5 Jul	6 Jul	7 Jul	8 Jul
08h30-09h30	POLS211 (11)		POLS211 (12)		No Classes
09h30-10h30	KRYS		KRYS		
10h30-11h30	8h30-11h30		8h30-11h30		
11h30-12h30					
12h30-13h30	MKTG240 (11)	MGMT400 (12)	MKTG240 (12)	MGMT400 (03)	
13h30-14h30	DISCORS	CHES	DISCORS	CHES	
14h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	12h30-15h30	
15h30-16h30	MGMT215 (11)	MKTG400 (11)	MGMT215 (12)	MKTG400 (12)	
16h30-17h30	ACH	SENGUPTA	ACH	SENGUPTA	
17h30-18h30	15h30-18h30	15h30-18h30	15h30-18h30	15h30-18h30	



FACULTY ROSTER

Morene ACH	Bachelor of Journalism, Carleton University, Canada TESL Certificate, Vancouver, Canada
Agnieszka CHES	Ph.D. in Economics, Poznan University, Poland MBA, alto University, Finland Ph.D. in Translation & Intercultural Communications, Universidad de Valladolid, Spain Master in Art History, Adam Mickiewicz's University, Poland
Elizabeth DISCORS	BS, Biological Sciences, Murdoch University, Perth, Australia Business NEIS, Business Enterprise Center, Sydney, Australia
Samira FALLAH	Doctor of Philosophy in Business Administration Major in Management Louisiana State University, Baton Rouge, Louisiana Master of Science in Industrial Engineering Major in Socio-Economic Systems Engineering Amirkabir University of Technology, Tehran, Iran Bachelor of Science in Industrial Engineering Major in Industrial Production, Amirkabir University of Technology, Tehran, Iran
Roman KRYS	BA in Political Science, Fairleigh Dickinson Univ., Teaneck, NJ, USA MA in International Affairs, Columbia Univ., New York, NY, USA
Marie LECOCQ	Master's degree, Français langue étrangère Université d'Artois, France Master's degree, publishing management ESCP Europe, France Master's degree, management and marketing Kedge Marseille, Bodo University, Norway
Nicole MATUSINEC	MA in French: Middlebury College, Vermont, USA BA in French: Luther College, Iowa, USA
Muhamad Baber MIRZA	Bachelor of Business and Information Systems, Curtin University, Australia MBA, Marketing Major, Institute of Business Management, Pakistan
Joseph OMOLOBA	PhD in Management Science, Hesam Université Paris, France Master of Science in International Management, Burgundy School of Business Dijon, France Bachelor of Arts in French Language, University of Lagos, Akoka- Lagos, Nigeria
Nuno SANTOS	BBA, Instituto Superior da Maia, Portugal MBA, Hospitality, Glion Institute of Higher Education, Switzerland



MAS, Hospitality Management, Les Roches-Gruyere, Switzerland

Aniket SENGUPTA

Doctor of Philosophy (Marketing track), Department of Management,
Neoma Business School, France

Master of Science (Retail & Tourism Management), University of Kentucky,
USA

Bachelor of Fashion Technology, National Institute of Fashion Technology,
India

ADMINISTRATIVE STAFF

Kourtney ARLHAC	Academic Program Manager ☎ : +33 6 47 35 27 10 @: karlhac@groupe-igs.fr
Sofia BACHIR	Career Development Assistant ☎ : + 33 1 80 97 6553 @: sbachir@groupe-igs.fr
Isabel CONTI	Academic Assistant / 3rd, 4th year & MBA ☎ : + 33 1 80 97 65 50 @: iconiti@groupe-igs.fr
Fady FADEL	Dean ☎ : +33 1 80 97 65 54 @: ffadel@groupe-igs.fr
Pascale GINET	Head of Career Development ☎ : +33 1 80 97 65 52 @: pginet@groupe-igs.fr
Emna HABBASSI	Admissions Assistant ☎ : +33 1 80 97 6552 @: ehabbassigroupe-igs.fr
Jessica O'BRIEN	Associate Dean ☎ : +33 1 80 97 65 57 @: jobrien@groupe-igs.fr
Danny RUKAVINA	Head of Academic Accreditations & Academic Advisor ☎ : +33 1 80 97 65 26 @: drukavina@groupe-igs.fr
Marie-Odile SAVARIT	Director of Development, North-America ☎ : +1 610 574 9872 @: msavarit@groupe-igs.fr
Chris VILEVAC	Academic Assistant / Study Abroad, Housing ☎ : +33 1 80 97 65 55 @ : cvilevac@groupe-igs.fr
Cecilia WEBB VARGAS	Billing Officer ☎ : +33 1 80 97 66 73 @ : cwebbvargas@groupe-igs.fr
Ismail ZEFZAF	Admissions and Communications Manager ☎ : +33 1 80 97 65 52 @: izefzaf@groupe-igs.fr



GRADING SCALE

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

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

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

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

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

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

Percentage grades:

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

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

Retake classes:

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



FREN113: FRENCH LANGUAGE AND CULTURE

COURSE NUMBER : FREN113

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is two-pronged, serving as an introduction to French culture, while also providing a focus on the essential aspects of the French language.

The cultural aspect of the course allows students to experience the Parisian lifestyle during class outings, while learning about French customs, etiquette, social behavior, and common traditions. In the classroom, students will become acquainted with some of the historical events and artistic movements that define French culture. They will also learn about French men and women who have influenced the history and culture of France.

The linguistic content of the course is aligned with the A2 level of the Common European Framework of Reference for Languages and is suitable for beginner and intermediate French learners. Basics in phonetics, grammar and vocabulary will be covered in order to allow students to more easily navigate day-to-day life during their time in Paris.

COURSE OBJECTIVES:

Students will learn the main structures of the French language and vocabulary to help them learn how to manage everyday situations in their Parisian life. Through the course and outings, students will learn grammar and expressions to help them communicate in French in typical exchanges, such as taking public transport, visiting a museum, or ordering a pastry at a bakery. The course also aims the course will immerse students in the art, architecture, and cuisine of Paris during class outings.

This course requires active participation both during site visits and classroom sessions, where simple assignments will be focused on communication. The ultimate goals of this course are for students to gain autonomy and self-confidence while communicating in French and to have a deeper knowledge of French culture.

EXPECTED LEARNING OUTCOMES:

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

- introduce themselves and greet others in French
- purchase tickets, clothes, and food from French shops and cultural venues
- speak in French about everyday activities, family, and holidays
- describe a city, a place, or a monument in French
- showcase their knowledge of French art, culture, and cuisine



MGMT180: INTERNATIONAL BUSINESS

COURSE NUMBER : MGMT180

CREDITS : 3

PREREQUISITE : SOCG100

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

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.



MGMT215: ORGANIZATIONAL BEHAVIOR

COURSE NUMBER : MGMT215

CREDITS : 3

PREREQUISITE : SOCG100

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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

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



MGMT310: PROJECT MANAGEMENT

COURSE NUMBER : MGMT310

CREDITS : 3

PREREQUISITE : COMP120

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

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



MGMT365: STRATEGIC LEADERSHIP

COURSE NUMBER : MGMT365

CREDITS : 3

PREREQUISITE : MGMT101

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course introduces you to the exciting world of strategic leaders. To better comprehend why companies perform in a certain way, we need to more deeply understand those key people at the top that significantly affect companies' outcomes. The topics, case studies, assignments and course materials are selected in a way to help you understand who strategic leaders are and how their characteristics, motives and decision-making process impact company's strategy and outcomes. It also opens a window to how strategic leaders are selected, compensated, and dismissed along with the dynamics of relationships among different strategic leaders in a company.

COURSE OBJECTIVES:

The objectives of this course are:

- To provide an insight about leaders that constitute the upper echelons of companies and how they affect company strategy and performance
- To help you understand the external and personal factors that shape strategic leaders' decisions
- To familiarize you with the dynamics among strategic leaders and how it impacts the selection, compensation, and turnover of leaders
- To help you develop an appreciation of how top leaders make decision in real world
- To help you develop and demonstrate effective oral and written communication skills

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to identify the strategic leaders in any company and analyze how the personal characteristics and dynamics among them shape strategic decisions.



MGMT400: EUROPEAN MANAGEMENT

COURSE NUMBER : MGMT400

CREDITS : 3

PREREQUISITE : MGMT101

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course is designed to study and discuss present and historical managerial practices of European companies. Management theory and practice will be the focus. Students will be introduced to the specificity of the European business environment, including the European Union's policies, and cultural influences on management in different European countries. Among the topics covered in the course, there are the history of management in Europe, innovation management, HR, project management, entrepreneurship & intrapreneurship practices, and corporate cultures of European enterprises and institutions.

The concepts covered in the class will be illustrated with numerous case studies of European enterprises and successful European business leaders. A field visit to a startup incubator (Station F in Paris) and a meeting with managers from a French international company will complement the class activities and provide for a hands-on experience.

COURSE OBJECTIVES:

It is expected that students will:

- understand the influence of European history, European Union policies and cultural diversity of European countries on managerial practices in Europe
- acquire a better understanding of the managerial practices considered successful in the European business environment
- be better prepared to identify and evaluate opportunities for business endeavors, networking and knowledge transfer between their home-countries and European companies
- be better prepared to build business relations and partnerships with European managers and companies.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- explain the influence of the different elements of the European business environment on managerial practices in Europe
- describe the characteristics of managerial and leadership styles practiced in European companies
- compare and assess the impact of cultural diversity in Europe on managerial practices
- debate about different approaches to management, their efficiency, and suitability depending on the societal, cultural and business contexts.



MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION

COURSE NUMBER : MGMT403

CREDITS : 3

PREREQUISITE : MGMT180

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

After completing the course, students will be able to:

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



MKTG240: CONSUMER BEHAVIOR

COURSE NUMBER : MKTG240

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

This course explores the history and development of Consumer Behavior from the post WWII era to the present day, differentiating the methods, structures and implications of each and the effects in all aspects of contemporary life; mainly economics and sociology.

To provide students with a working knowledge of the methods, tools and objects of both pre-and post-internet marketing practice and the growing impact of globalization.

COURSE OBJECTIVES:

To provide students with a working knowledge of the methods, tools and objects of both pre-and post-internet marketing practice and the growing impact of globalization.

EXPECTED LEARNING OUTCOMES:

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

- Recreate the evolution from early studies of Consumer Behavior to a Globalized Consumer Culture
- Elaborate the differences between Post WWII and Contemporary promotional tools and methods
- Appreciate the susceptibility of self-expression to individual and mass manipulation



MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER : MKTG400

CREDITS : 3

PREREQUISITE : MKTG130

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED LEARNING OUTCOMES:

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



MKTG411: EUROPEAN MARKETING

COURSE NUMBER: MKTG411	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: SUMMER	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Europe boasts some of the world's most powerful economies within relatively short distances of one another, yet the diverse languages and laws in each country can make such a geographic advantage a challenge. This distinguishes Europe from the rest of the world when it comes to business dealings and operations. We face some of the most significant challenges and benefits of conducting business in Europe.

Touching base with fundamentals of marketing principles, and brand management, the course will connect the students to theoretical ideologies of marketing management frameworks to applications with support from case studies, examples, and success stories. European marketing is the combination of addressing communities and their subcultures and profiling the customer bases for better positioning and hence which will allow the students to propose relevant value.

Our goal of this course is to address those questions and gain a deeper knowledge of what it means to research the market, establish our brand, and conduct business in the European region.

COURSE OBJECTIVES:

The objectives of this course are:

- To analyze and study different target groups in the European market
- To determine if the brand requires repositioning for the European sector
- To explain to students the business spectrums that exists in Europe
- To expand the meaning of Europeanization in the business environment
- To explore different business activities and functions in the European business sectors

EXPECTED LEARNING OUTCOMES:

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

- To be able to create relevant marketing action programs for the European market
- To build customer profiles from the European sub-regions which would align to our value propositions
- To analyze different European regions for business opportunities.
- To address business challenges in the European region.
- To provide key insights on European business environmental shifts.



POLS211: INTERNATIONAL RELATIONS & EUROPEAN STRATEGIES

COURSE NUMBER : POLS211

CREDITS : 3

PREREQUISITE : ECON110

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

Understand the historical economic and political reasoning behind Europe's integration

Engage and interpret current affairs with the knowledge of the background behind current strategies

Grasp the important of Europe on the world's stage, especially as it relates to international business

Appreciate the complexities of the relationships within the European Union and with its peers



SOCG100: INTERCULTURAL STUDIES

COURSE NUMBER : SOCG100

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 36

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.