

THE AMERICAN
BUSINESS SCHOOL

PARIS

**The American Business School
Course Catalog**

2012 – 2013

AMERICAN BUSINESS SCHOOL PARIS

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COURSE CATALOG 2012-2013

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The **American Business School** is an undergraduate level business school with affiliations with many American institutions (see the list of partner schools in the latest school brochure). The ABS program is international in scope, 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** has built its reputation on high academic standards as well as on the European and American perspective it offers to program participants.

The **American Business School** program is comprehensive in nature, enabling students to fulfill requirements in both business and non-business fields.

At ABS, the language of instruction is English and all courses are taught by highly qualified and experienced instructors. As a fundamentally American institution, ABS students benefit from the quality of an American business education in an international setting.

The BBA program was accredited by the **International Association for Business Education (IACBE, www.iacbe.org)**, which is located in Olathe, Kansas, in 2004.

The BBA program was also certified by the French Ministry of Labor in 2009 "Niveau II Manager International option Marketing/Vente ou Gestion/Finance" (decree 13 Nov.2009, JO 20 Nov.2009, code NSF310m).

MISSION STATEMENT

*The **American Business School** aims to train its students to become future business leaders who think internationally, take initiatives and can work on multicultural teams. The school will continuously improve its academic standards and at the same time instill in the students respect and tolerance for diversity, as well as a sense of social responsibility. The school will also encourage the students to apply ethical standards in all personal and professional decisions.*

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THE AMERICAN BUSINESS SCHOOL

FACULTY ROSTER

Academic Year 2012-2013

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AMERICAN BUSINESS SCHOOL

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 | D |
| A- | 3.67 | B | E |
| B+ | 3.33 | B | F |
| B | 3.00 | C | F |
| B- | 2.67 | C | F |
| C+ | 2.33 | D | F |
| | | F | F |
| | | I | Fx |

ABS grades in the A range are excellent, in the B range good, in the C range fair, and in the D range poor. Any grade under C- is considered a failure.

ABS requires students to maintain a minimum GPA of 2.5 during their studies at the school.

Percentage grades :

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

| | |
|----------|----------|
| 100 - 90 | A to A- |
| 89 - 80 | B+ to B- |
| 79 - 70 | C+ to C- |
| 69 - 60 | D+ to D- |
| < 60 | F |

Retake classes :

Any student receiving an ABS letter grade below C- in a course will have to retake that course, regardless of his/her GPA (and pay for it again).



COURSE TITLE : **PRINCIPLES OF FINANCIAL ACCOUNTING 1**

COURSE NUMBER : ACC 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING & WINTER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is the first part of a course designed to give the business student a solid foundation in accounting theory and practice. The first course assumes no previous background in accounting and is suitable as an introductory course.

INSTRUCTIONAL METHODOLOGY :

The course is developed through : lectures, oral case analysis presentations, the presentation of exercises by students in class, and tests and examinations. Students are responsible for preparing the reading material and accompanying exercises in advance of the class session, in order to participate in class discussion. In class are covered :

- Introduction to Accounting
- Entities & balance sheets
- Income measurement : the accrual basis
- Recording transactions
- Financial statements
- Cash & short-term investments
- Accounting for sales
- Inventories & cost of goods sold
- Long-lived assets & depreciation
- Time value of money & accounting valuations

TEXT : ***Financial Accounting***, Williams et al, 15th International Edition, McGraw-Hill, 2011

EVALUATION :

The final grade will be made up of class tests, class participation and the final examination.



COURSE TITLE : **PRINCIPLES OF FINANCIAL ACCOUNTING 2**

COURSE NUMBER : ACC 120

CREDITS : 3

PREREQUISITE : ACC 110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is the second part of a course designed to give the business student a solid foundation in accounting theory and practice.

INSTRUCTIONAL METHODOLOGY :

The course is developed through : lectures, oral case analysis presentations, the presentation of exercises by students in class, and tests and examinations. Students are responsible for preparing the reading material and accompanying exercises in advance of the class session, in order to participate in class discussion. In class are covered :

- Review of the work covered in the first course
- Liabilities & interest
- Valuing & accounting for bonds & leases
- Statement of cash flows
- Stockholders' equity
- Intercorporate investments & consolidations
- Financial statement analysis

TEXT : ***Financial Accounting***, Williams et al, 15th International Edition, McGraw-Hill, 2011

EVALUATION :

The final grade will be made up of class tests, class participation and the final examination.



COURSE TITLE : **PRINCIPLES OF MANAGERIAL ACCOUNTING**

COURSE NUMBER : ACC 130

CREDITS : 3

PREREQUISITE : ACC 110, 120

ECTS CREDITS : 6

OFFERED : SPRING & WINTER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is a course designed to give the business student a solid foundation in cost accounting theory and practice. The course builds on the foundations put into place in ACC 110 and 120.

INSTRUCTIONAL METHODOLOGY :

The course is developed through : lectures, oral case analysis presentations, the presentation of exercises by students in class, and tests and examinations. Students are responsible for preparing the reading material and accompanying exercises in advance of the class session, in order to participate in class discussion. In class are covered :

- Introduction to Cost terms
- Cost-Volume-Profit relationships
- Job Costing / Process Costing
- Activity based costing
- Master Budget ; Flexible Budget
- Direct Material / Direct Labor Variances
- Relevance in relation to Costs/Revenues/Decision Process
- Pricing Decisions
- Decentralizing / Centralizing
- Transfer Pricing
- Performance Measurement

TEXT : ***Introduction to Management Accounting***, Horngren-Sudem-Stratton, Pearson,
15th International Edition, 2010

EVALUATION :

The final grade will be made up of class tests, class participation and the final examination.



COURSE TITLE : **ART HISTORY / IMPRESSIONISM**

COURSE NUMBER : ART 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is a course designed to give students a foundation in the origins and developments of the impressionist art movement in Europe. The course assumes no previous background in art history and is suitable as an introductory course.

The objective of this course is to help students appreciate art and make students more aware of the legacy of art and its impact on human civilization.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures and use of slides. Students are responsible for preparing the reading material and research projects in order to participate in class discussion. In class are covered :

- Introduction to the 17th & 18th century styles of painting
- Neo-classicism & romanticism
- Realism
- Paris during the Second Empire - Manet
- Degas & his vision of contemporary life
- Monet, Renoir, Sisley, Pissaro during the 1860s
- The Impressionists as a group
- Neo-Impressionism – Cézanne, Gaughin, Van Gogh
- Legacy of Impressionism

TEXT : *Impressionism*, James Rubin, Phaidon Press, UK, 2001

EVALUATION :

The final grade will be made up of class tests, class participation, a research projects and the final examination.



COURSE TITLE : **ART HISTORY / POST-IMPRESSIONISM**

COURSE NUMBER : ART 120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This class explores the rich period in French art that follows the heyday of Impressionism and which is characterized by a great variety of styles and artistic ambitions. We will examine the later art of founding members of the Impressionist Movement like Monet, Renoir and Cézanne. We will look at Seurat's search for a scientific painting style in Divisionism, the expressive and symbolic use of colour by Van Gogh and Gauguin, the importance of myth and legend to the Symbolists (Moreau and Redon) and the search for a new decorative style in the art of the Nabis and Toulouse-Lautrec at the end of the 19th century.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures and use of slides. Students are responsible for preparing the reading material and research projects in order to participate in class discussion. In class are covered :

- overview of Early Impressionism
- Late Impressionism – Renoir, Monet, Cézanne
- Seurat's Neo-Impressionism
- Romantic symbolism – Moreau and Redon
- Modern symbolism – Gauguin & Van Gogh
- Art Nouveau and decorative painting – the Nabis
- The Poster and late Realism – Toulouse-Lautrec

TEXT : ***Modern Art : Impressionism to Post-Modernism***, Ed. D.Britt, Thames & Hudson, 2008

EVALUATION :

The final grade will be made up of class tests, class participation, a research projects and the final examination.



COURSE TITLE : **6 MONTH PRACTICAL TRAINING**

COURSE NUMBER : **BUS 450**

CREDITS : 3

PREREQUISITES : FOR ALL GRADUATING STUDENTS

ECTS CREDITS : 6

OFFERED : FALL & SPRING

COURSE DESCRIPTION :

This is a 6-month minimum or 12-month maximum practical training in a company which takes place at the end of the academic requirements for the BBA degree. Thus students finishing in December can carry out the practical training from January to June or December of the following year. Those students finishing the program in June have the option of carrying out their practical training from July to December, or from July to June of the following year.

During this period, a tutor will be assigned to the student to follow up on his/her performance in the company. Monthly progress reports will be required.

The student will also have to write a professional thesis on a subject agreed on by the school, the company, and the tutor.

The BBA degree will only be awarded once the BUS 450 requirements have been fulfilled.

EVALUATION :

The final grade will be made up of the monthly progress reports (20%), quality of the professional thesis (40%), and the oral presentation before a panel (40%).



COURSE TITLE : **PRINCIPLES OF MACROECONOMICS**

COURSE NUMBER : ECO 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is the first course which is a study of modern economic society, the economic role of consumers, businesses, governments, banks and other institutions. It includes a thorough introduction to economic analysis which aids the understanding of economic behavior.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To provide the student with a solid foundation in contemporary macroeconomic theory. The student learns about the tools government has at its disposal to manipulate the economy to bring about certain results.

The course consists of class lectures and outside reading assignments. Students will be expected to do class presentations on various assignments. Will be covered in class :

- Introduction : The Economic Way of thinking
- Supply & Demand : The Basics
- Elasticity
- Stability & Prosperity
- Circular Flow of Income & Product
- Measuring National Income & product
- Aggregate Supply & Demand Model
- Classical Keynesian Theories of Income Determination
- Fiscal Policy ; Money & the Banking System
- Supply & Demand for Money; Inflation

TEXT : **Economics**, Gregory Mankiw, Thomson South Western, 2nd Edition, 2011

EVALUATION :

The final grade will be based on class participation and homework assignments (25%), a mid-term examination (25%) and the final examination (50%).



COURSE TITLE : **PRINCIPLES OF MICROECONOMICS**

COURSE NUMBER : ECO 120

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE OBJECTIVES :

To introduce students to the basic concepts of microeconomics. The student learns about the theory of the firm and its activity under various types of competitive situations. The student also learns about consumer behavior under certain market conditions.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures and outside reading assignments. Students will be expected to do class presentations on various assignments. Will be covered in class :

- Consumer Choice ; Production Cost
- Supply under Perfect Competitive Conditions
- Theory of Monopoly
- Industrial Organization, Monopolistic Competition & Oligopoly
- Pricing in Resource Markets; Markets for Capital & Natural Resources
- The Economics of Information & Uncertainty
- Entrepreneurship and the Market Process
- Antitrust & Regulation; Externalities & Environmental Policy; Public Policy & Labor Markets; Unions, Discrimination & Equal Pay; The Problem of Poverty

TEXT : ***Economics***, Mankiw, Thomson/South Western, 2nd Edition, 2011

EVALUATION :

The final grade will be made up of class participation and homework assignments (25%), a mid-term test (25%) and the final examination (50%).



COURSE TITLE : **MACROECONOMIC ANALYSIS**

COURSE NUMBER : ECO 210

CREDITS : 3

PREREQUISITE : ECO 110

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course builds upon the foundations put into place in ECO 110. Economic problems facing society are studied more closely. The problems of inflation and unemployment are analyzed and the international monetary system is examined.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To provide students with a detailed analysis of applications of macroeconomic problems. Several major topics are chosen for review and are studied in-depth.

The course consists of class lectures and outside reading assignments. Students will be expected to do class presentations on various assignments. Will be covered in class :

- Macroeconomy : Growth & fluctuations
- Measuring Economic Performance : Output and Income
- Monitoring the Economy; The Long-Run Growth Models
- Effects of Fiscal & Monetary Policies in the Long Run
- Short Run Fluctuations & Spending Balance
- Financial Markets & Aggregate Demand
- Consumption Demand ; Investment Demand
- Foreign Trade & Exchange Rate ; Government Budget Deficit
- Monetary System
- Labor Market & Flexible Price Theories of Fluctuation
- The Firm & the Labor Market with Price & Wage Rigidities
- The World Economy

TEXT : ***Macroeconomics: Growth, Fluctuations & Policy***, Hall/Pappel, NORTON, 6th Edition

EVALUATION :

The final grade will be made up of homework assignments and class participation (25%), a mid-term examination (25%) and the final examination (50%).



COURSE TITLE : **INTERMEDIATE MICROECONOMIC ANALYSIS**

COURSE NUMBER : ECO 220

CREDITS : 3

PREREQUISITE : ECO 120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course builds upon the foundations put into place in ECO 120. It includes topics of current interest and incorporates the latest research in economic modeling.

COURSE OBJECTIVES :

To provide students with the knowledge and practical methods to apply the general principles of microeconomics to business problems.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures and outside reading assignments. Students will be expected to do class presentations on various assignments. Will be covered in class :

- Preliminaries
- The Basics of Supply & Demand
- Consumer Behavior
- Individual & Market Demand
- Choice Under Uncertainty
- Production; the Cost of Production
- Profit Maximization & Competitive Supply
- Analysis of Competitive Markets
- Market Power : Monopoly & Monopsony
- Pricing with Market Power
- Monopolistic Competition and Oligopoly
- Game Theory & Competitive Strategy

TEXT : ***Microeconomics***, Pindyck/Rubinfeld, Prentice Hall, 7th Edition, 2011

EVALUATION :

The final grade will be made up of a class participation, homework, case studies, a mid-term test and the final examination.



COURSE TITLE : **MONEY & BANKING**

COURSE NUMBER : ECO 324

CREDITS : 3

PREREQUISITE : ECO 110, ECO 120
ACC 110,120 FIN 210, 220

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

In this course, the student will acquire an understanding of the basis for monetary systems and the role played by banks in the creation and circulation of money. As this is a topic which is under constant evolution, current events in the financial world will be used to illustrate the various issues facing the banking industry in both a domestic and international context. Topics will include disintermediation, the origins and functions of the Federal Reserve System, central bank and EC controls, money-laundering regulations and the role of the global banking industry in LDC's.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, individual/group presentations on various assignments. Will be covered in class :

- Introduction : History of money and the origin of banks
Basic Financial Institutions, Role of Central Banks
- Federal Reserve System
- Development of Monetary Theory; Financial NGO's
- Payment Systems : Domestic & International
- Interest Rates ; FX Markets
- Deposits/Reserves; Lending Activities
- Reading a bank's financial statements;
Bank failures - causes and effects
- Financial Markets : stocks, bonds, futures, options
- Use and misuse of derivative instruments

**TEXT : *The Economics of Money, Banking and Financial Markets*, Mishkin, Pearson,
9th Edition, 2009**

EVALUATION :

The final grade will be made up of a class participation (10%), individual/group cases & project (20%), a mid-term test (25%) and the final examination (45%).



COURSE TITLE : **INTERNATIONAL ECONOMICS**

COURSE NUMBER : ECO 450

CREDITS : 3

PREREQUISITES : ECO 110, ECO 120

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The first part of the course examines classical and modern international economic theory. The second half will apply the theoretical framework to current world international trade issues such as fiscal and monetary policy, exchange rate systems and the international monetary system.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, individual/group presentations on various assignments. Will be covered in class :

- Introduction : Theory of Comparative Advantage
- International Trade & Equilibrium
- Factor Endowments, Complementary Trade
- Trade Restrictions
- Economic Integration : Customs Unions
- International Trade & Economic Development
- International Resource Movements / Multinationals
- Foreign Exchange
- Balance of Payments
- Price Adjustment Mechanism
- Income Adjustment Mechanism
- International Monetary System

TEXT : ***International Economics***, James Gerber, 5th International Edition, Addison-Wesley,2010

EVALUATION :

The final grade will be made up of a class participation (20%), two mid-term tests(20% each) and the final examination (40%).



COURSE TITLE : INDUSTRIAL ORGANIZATION, SPECIAL TOPIC: FRANCE’S TOURISM, FOOD, AND WINE INDUSTRIES

COURSE NUMBER : ECO 470

CREDITS : 3

PREREQUISITES : ECO 110

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE OUTLINE :

- Understand and apply core principles of industrial organization.
- Learn how to read, analyze, present, and critically think about industry issues in the wine, food, and tourism industries.
- Understand the factors leading to an expansion and decline in industries and particular segments of industries.
- Develop critical perspectives regarding how industries, firms, and industry associations operate in different cultural, regulatory, political, and market environments.
- Appreciate how globalization affects French consumers and producers in these three industries.

REQUIRED TEXTS AND READINGS

- **Two Classes: Introduction to Industrial Organization (1)** Instructor handouts.

• **Four Classes: France’s Tourism Industry**

- (1) James Mak, *Tourism and the Economy: Understanding the Economics of Tourism*. University of Hawaii Press, 2004. Selections
- (2) Jean---Michel Sahut, “The Impact of the Internet on Pricing Strategies in the Tourism Industry,” *Journal of Internet Banking and Commerce*, 14(1) April 2009.
- (3) Steve Charters and David Menival, “Wine Tourism in Champagne,” *Journal of Hospitality and Tourism Research*, 35(1) February 2011: 102---118. Sumner La Croix, *Syllabus ECON 470*, Univ. of Hawaii-Mānoa, Study Abroad Program, Fall 2012, p. 2 of 9.
- (4) Bertram Gordon, “The evolving popularity of tourist sites in France: what can be learned from French statistical publications?,” *Journal of Tourism History* 3(2) 2011: 91---107.

• **Four Classes: France’s Wine Industry**

1. (1) Mike Veseth, *Wine Wars*, Romeman & Littlefield, 2011. Selections
2. (2) Jonathan Nossiter, *Mondovino* (film), 2004.
3. (3) Benjamin Lewin, *What Price Bordeaux?* 2009. Selections.
4. (4) Alan Duncan and David Greenaway, “The Economics of Wine: An Introduction,” *The Economic Journal* 118 (June 2008): F137–F141.
5. (5) Olivier Gergaud and Victor Ginsburgh, “Natural Endowments, Production Technologies, and the Quality of Wines in Bordeaux: Does Terroir Matter?” *The Economic Journal* 118 (June 2008): F142–F157.
6. (6) H la Hadj Ali, S bastian Lecocq, and Michael Visser, “The Impact of Gurus: Parket Grades and *En Primeur* Wine Prices,” *The Economic Journal* 118 (June 2008): F158– F173.
7. (7) Orley Ashenfelter, “Predicting the Quality and Prices of Bordeaux Wine,” *The Economic Journal* 118 (June 2008): F174–F184.

• **Four Classes: Frances Food and Restaurant Industries**

1. (1) Michael Steinberger, *Au Revoir to All That: Food, Wine, and the End of France*.  2009.
2. (2) Kiefer, Nicholas M., “Economics and the Origins of the Restaurant,” *Cornell Hotel and  Restaurant Administration Quarterly*, August 2002: 5–7.
3. (3) Silviya Svejnova, Carmello Mazza, and Marcel Planellas, “Cooking up change in haute cuisine: Ferran Adria` as an institutional entrepreneur,” *Journal of Organizational Behavior* 28, 539–561 (2007)

EVALUATION :

A Report on An Industry Topic 15% Final Examination 35% Current Event Presentation 5% Hearings Testimony 30% Classroom Participation & Attendance 15%



COURSE TITLE : **GROWTH & CRISIS IN THE WORLD ECONOMY**

COURSE NUMBER : ECO 414

CREDITS : 3

PREREQUISITES : ECO 110

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

France was the world's largest economy in 1700, and today is the world's sixth largest economy and the second largest economy in the Eurozone. From Louis XIV to Napoleon to De Gaulle and now to Hollande, its leaders have grabbed the attention of the world. Its restaurants serve fresh food grown in France; its quality wines are still the best in the world (OK, debatable); and its fashion industry still amazing. But truth be told, France is not just about consuming goods produced in France—it's a big trader! Consider: Imports plus exports for Japan are 25 percent of its GDP and for France? 53 percent of GDP! Some of this is due to France's central place in the European Union (a free trade area of 23 countries with a common tariff) and the Eurozone (in which 17 EU countries uses a common currency, the Euro).

INSTRUCTIONAL METHODOLOGY :

In this course, we trace the history of France's economy and its integration with other world economies. The first half of the course examines growth and crisis (i.e., revolution, war, and depression) in the French economy from Louis XIV and his mercantilist policies to the French Revolution to De Gaulle's Fifth Republic and the rise of the European community. The second half of the course focuses on the French economy from 1968 to 2012 and will cover such issues as France's role in the European Union, the effect of the euro on France's economy, the persistence of centralized national institutions and on their effect on the French economy, France's policy toward foreign direct investment, and, finally, whether the French wine industry will be able to retain its preeminent position in a globalized economy with rising wine producers in South Africa, Chile, Australia, the United States, and so many other countries.

TEXT : **Modern France: 1880-2002**, James McMillan and William Doyle, (Short Oxford History of France), Oxford University Press, 2003.

EVALUATION :

Paper (Book Review) & In-Class Panel 20% Three Short History and Policy Essays 30% Attendance and Participation 15% Midterm Examination (Nov. 15) 35%



COURSE TITLE : **ACADEMIC METHODOLOGY**

COURSE NUMBER : ENG 101

CREDITS : 3

PREREQUISITES : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This is a mandatory class to help students organize their time, to develop efficient study skills and habits and to learn the techniques required in the production of an academic research paper and reports.

INSTRUCTIONAL METHODOLOGY :

Students will receive certain basic material in the form of a mini-lecture, but because this class is of a very practical nature, there will be ample opportunity for hands-on application of the study skills learned. The last 3 sessions of the semester will be devoted to the application of the skills you will have learned by writing a short research paper.

COURSE OUTLINE

- American higher education in comparison with other systems of education
- the value of 'liberal education' subjects
- calculating your grade point average (GPA)
- academic honesty and dishonesty
- academic survival skills and time management
- examination preparation
- taking notes from a text and in a lecture
- research and using the library
- organization of essay writing
- bibliographies and footnotes
- increasing your reading speed

TEXT : **MLA Handbook**, Gibaldi, 7th Edition, 2009

EVALUATION :

The final grade will be made up of class presence and participation (25%), surprise class quizzes (25%) and the final report/research paper (50%).



COURSE TITLE : **CRITICAL READING & WRITING 1**

COURSE NUMBER : ENG 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The objective of this class is to develop students' abilities to read analytically and write clearly, using literature to illustrate how messages can be conveyed and constructed. Special attention will also be paid to editing and peer analysis.

INSTRUCTIONAL METHODOLOGY :

The majority of classes will be devoted to the analysis of 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.

There are 3 different types of written work :

Rewritten texts are homework assignments that have been evaluated by the teacher and other students for effectiveness and language use, and then rewritten. **In-class essays** are written under controlled conditions during class time; students will be told when these will take place in advance so that they can bring a dictionary. **Single submissions** are essays that are written at home but may not be rewritten for a grade.

Vocabulary checks are short tests based on vocabulary items taken from texts discussed in class; **grammar checks** are short tests based on chapters in the assigned grammar book.

TEXTS : **Writing Academic English**, Oshima & Hogue, Addison Wesley Longman, 4th Ed, 2006
English Grammar in Use, Murphy, Cambridge University Press, 3rd Edition, 2004
Test Your Idioms, Watcyn-Jones, Penguin, 4th Ed, 2004
The Outsider, Albert Camus, Penguin

EVALUATION :

50% of the final grade will be based on written work, 25% on vocabulary and grammar checks and 25% on class participation. In this context, "participation" means that students demonstrate that they have read and thought about the text by contributing ideas to the class discussion in an orderly manner and by taking other people's contributions into account.



COURSE TITLE : **CRITICAL READING & WRITING 2**

COURSE NUMBER : ENG 120

CREDITS : 3

PREREQUISITE : ENG 110

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is the continuation of the first semester course. The objective of this class is to develop students' abilities to read analytically and write clearly, using literature to illustrate how messages can be conveyed and constructed. Special attention will also be paid to editing and peer analysis.

INSTRUCTIONAL METHODOLOGY :

The majority of classes will be devoted to the analysis of 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.

There are 3 different types of written work :

Rewritten texts are homework assignments that have been evaluated by the teacher and other students for effectiveness and language use, and then rewritten. **In-class essays** are written under controlled conditions during class time; students will be told when these will take place in advance so that they can bring a dictionary. **Single submissions** are essays that are written at home but may not be rewritten for a grade.

Vocabulary checks are short tests based on vocabulary items taken from texts discussed in class; **grammar checks** are short tests based on chapters in the assigned grammar book.

TEXT : **Writing Academic English**, Oshima & Hogue, Longman, 4th Edition, 2006

English Grammar in Use, Murphy, CUP, 3rd Edition, 2004

Test Your Idioms, Watcyn-Jones, Penguin, 4th Edition, 2004

Into the Wild, Jon Krakauer

EVALUATION :

50% of the final grade will be based on written work, 25% on vocabulary and grammar checks and 25% on class participation. In this context, "participation" means that students demonstrate that they have read and thought about the text by contributing ideas to the class discussion in an orderly manner and by taking other people's contributions into account.



COURSE TITLE : **COMMUNICATION TECHNIQUES / SPEECH**

COURSE NUMBER : ENG 130

CREDITS : 3

PREREQUISITE : ENG 101, ENG 110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is a highly participative course helping students to assess and improve their own communication competencies. Students will explore different techniques for public speaking and presentations in a variety of situations.

INSTRUCTIONAL METHODOLOGY :

The course will draw on role plays, debates, speeches, presentations, aural & video analysis, mime & drama, and listening techniques, in order for students to gain an insight into the diversity, depth and sophistication required in effective communication and public speaking. Students will get plenty of opportunity to apply and acquire confidence with the skills and techniques by working individually and in teams.

The class draws heavily on the student's involvement and participation as the learning process is cumulative. Therefore, a 100 % class attendance is mandatory. Will be covered in class :

- Introducing oneself, giving instructions, teaching a skill
- Coaching and giving feedback
- Developing a tool kit for communication
- Voice production, intonation and communicating emotions
- Working with the body
- Delivering speeches ; presenting a class paper
- Chairing a meeting ; debating
- Listening and mirroring

TEXT : Principles of **Public Speaking**, German et al, 17th Ed, Pearson, 2010

EVALUATION :

The final grade will be based on class involvement and participation (40%), individual speech and presentation (20%), a team debate (20%), and a group presentation (20%).



COURSE TITLE : **ADVANCED CRITICAL THINKING 1**

COURSE NUMBER : ENG 210

CREDITS : 3

PREREQUISITE : ENG 110, 120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This class has two main objectives : the first is to refine the student's ability to express himself clearly and in a manner which is appropriate to an American academic situation as well as his capacity to carry out deeper analysis of denser texts.

INSTRUCTIONAL METHODOLOGY :

The majority of class time will be devoted to the analysis of texts, both readings prepared at home and student essays. Students will work on mastering different types of academic writing; special attention will be paid to peer analysis.

There are 2 different types of written work :

In-class essays are written under controlled conditions during class time; students will be told when these will take place in advance so that they can bring a dictionary. **Single submissions** are essays that are written at home but may not be rewritten for a grade.

Research Paper and Presentation : it is an 8-10 page paper based on research of some aspect of current economic or political life in a chosen country. Students must describe the aspect they choose to write about, give its history and possible future consequences or development, and compare editorial perspectives concerning it. Sources must include both books and periodicals and should come from at least two countries and/or languages.

TEXTS : ***The Kite Runner***, Khaled Hosseini; ***The Autobiography of Malcolm X*** (Penguin)

EVALUATION :

30% of the final grade will be based on written work, 20% on the research paper, 15% on the presentation of the research paper, 25% on vocabulary and grammar checks and 10% on class participation. In this context, "participation" means demonstrating that students have read and thought about the text by contributing ideas to the class discussion in an orderly manner and by taking other people's contributions into account.



COURSE TITLE : **ADVANCED CRITICAL THINKING 2**

COURSE NUMBER : ENG 220

CREDITS : 3

PREREQUISITE : ENG 210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This class has two main objectives : the first is to refine the student's ability to express himself clearly and in a manner which is appropriate to an American academic situation as well as his capacity to carry out deeper analysis of denser texts.

INSTRUCTIONAL METHODOLOGY :

The majority of class time will be devoted to the analysis of texts, both readings prepared at home and student essays. Students will work on mastering different types of academic writing; special attention will be paid to peer analysis.

There are 2 different types of written work :

In-class essays are written under controlled conditions during class time; students will be told when these will take place in advance so that they can bring a dictionary. ***Single submissions*** are essays that are written at home but may not be rewritten for a grade.

Research Paper and Presentation : it is an 8-10 page paper based on research of some aspect of current economic or political life in a chosen country. Students must describe the aspect they choose to write about, give its history and possible future consequences or development, and compare editorial perspectives concerning it. Sources must include both books and periodicals and should come from at least two countries and/or languages.

TEXT : ***Reading Lolita in Tehran***, Azar Nafisi; ***The Big Sleep***, Raymond Chandler

EVALUATION :

30% of the final grade will be based on written work, 20% on the research paper, 15% on the presentation of the research paper, 25% on vocabulary and grammar checks and 10% on class participation. In this context, "participation" means demonstrating that students have read and thought about the text by contributing ideas to the class discussion in an orderly manner and by taking other people's contributions into account.



COURSE TITLE : **BUSINESS FINANCE 1**

COURSE NUMBER : FIN 210

CREDITS : 3

PREREQUISITES : ACC 110, 120

ECTS CREDITS : 6

OFFERED : FALL, SPRING & WINTER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is the first part of a course that provides a solid foundation in fundamental finance theory and practice. The course introduces such basic concepts as securities markets, interest rates and risk/return valuation models. In addition, the course concentrates on how managerial finance can be used to maximize the value of the firm.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, oral case analysis presentations and tests. Will be covered in class :

- Introduction & Overview
- Financial statement analysis
- Planning & forecasting
- Financial markets, institutions & interest rates
- Risk & Rates of return
- Time value of money
- Bonds & their valuation
- Stocks/shares & their valuation
- Cost of Capital; Capital Budgeting

TEXT : *Fundamentals of Corporate Finance*, Brealey/Myers, 6th Ed McGraw Hill Int., 2008

EVALUATION :

The final grade will be made up of class participation (20%), a mid-term test (40%) and the final examination (40%).



COURSE TITLE : **BUSINESS FINANCE 2**

COURSE NUMBER : FIN 220

CREDITS : 3

PREREQUISITE : FIN 210

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

A continuation of the first semester course that provides a solid foundation in fundamental business finance theory and practice. The course introduces such basic concepts as securities markets, interest rates and risk/return valuation models. In addition, the course concentrates on how managerial finance can be used to maximize the value of the firm.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, oral case analysis presentations and tests. Will be covered in class :

- Introduction & Review
- Cash flow estimation & risk analysis
- Capital structure & leverage
- Distributions to shareholders ; dividends & share repurchases
- Managing current assets
- Financing current assets
- Derivatives & risk management
- Multinational financial management
- Hybrid financing ; preferred stock, leasing, warrants & convertibles
- Mergers, LBOs, derivatives & holding companies

TEXT : ***Fundamentals of Corporate Finance***, Brealey/Myers, 6th Ed McGraw Hill Int., 2008

EVALUATION :

The final grade will be made up of class participation (20%), a mid-term test (40%) and the final examination (40%).



COURSE TITLE : **INVESTMENT ANALYSIS**

COURSE NUMBER : FIN 320

CREDITS : 3

PREREQUISITE : FIN 210, 220

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course first provides the student with an understanding of the various investment vehicles available to corporate, institutional and individual investors, as well as the functioning of the markets through which these vehicles can be acquired. These include a range of equity and debt instruments, commodities, as well as options and other products. Methods of arriving at specific investment decisions are presented, with emphasis on valuation models and risk assessment factors.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, oral case analysis presentations and tests. Will be covered in class :

- Introduction : Definition of the investment process
- Financial markets & instruments
- Investment companies
- Investors ; Assessing bond yields
- Valuation Methods
- Security analysis : macro/industry
- Security analysis : equity valuation
- Security analysis : financial statements
- Value-added & technical analysis

TEXT : *Essential of Investments*, Bodie/Kane/Marcus, McGraw Hill, 8th Edition, 2010

EVALUATION :

The final grade will be made up of a class participation (30%), a mid-term test (30%) and the final examination (40%).



COURSE TITLE : **INVESTMENT MANAGEMENT**

COURSE NUMBER : FIN 340

CREDITS : 3

PREREQUISITE : FIN 320

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course deepens the student's understanding of the various investment vehicles available to corporate, institutional and individual investors, as well as the functioning of the markets through which these vehicles can be acquired. Methods of arriving at specific investment decisions are presented, with emphasis on valuation models and risk assessment factors.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, oral case analysis presentations and tests. Will be covered in class :

- Risk & return
- Efficient diversification
- Arbitrage pricing ; efficient markets
- Managing fixed income investments
- Options markets ; options evaluations
- Futures markets
- Performance evaluation
- International diversification
- Active portfolio management

TEXT : ***Essentials of Investments***, Bodie/Kane/Marcus, McGraw Hill, 8th Edition, 2010

EVALUATION :

The final grade will be made up of a class participation (30%), a mid-term test (30%) and the final examination (40%).



COURSE TITLE : **INTERNATIONAL FINANCE**

COURSE NUMBER : FIN 450

CREDITS : 3

PREREQUISITE : FIN 210, 220

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course will enable the student to become familiar with the principal financial tools used by multinational corporations in the management of their business. After an overview of the international financial environment and the relevant institutions and markets, we will look at specific strategy options available to MNC's under various conditions. Emphasis will be given to related issues such as the effect of taxation, and the mitigation of political risk and FX exposure.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures, individual/group case analysis presentations and tests. Will be covered in class :

- Introduction : Basic Definitions
International Monetary System
- Balance of Payments
- Foreign Exchange ; Futures & Options
- Forecasting
- Managing Operating & Transaction Exposure
- Managing Accounting Exposure
- International Banking
- Debt Sourcing; Equity Sourcing
- Corporate Strategy; Management of Political Risk
- Capital Budgeting; Import/Export Financing
- Working Capital Management
- Performance Evaluation

TEXT : ***Multinational Business Finance***, Eiteman, Wesley, 12th International Edition, 2010

EVALUATION :

The final grade will be made up of a class participation, individual/group presentations of special assignments, a mid-term test and the final examination.



COURSE TITLE : **FRENCH CIVILIZATION**

COURSE NUMBER : FRE 320

CREDITS : 3

PREREQUISITES : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION

Wine, cheese, baguette, Hexagon, Marianne, Asterix, all symbols (recognizable or not) of France. This course is a look into what constitutes the roots of French society. An outsider is certainly familiar with some aspects of French culture, but in your stay here we will try to uncover the more subtle sides of French civilization that make the French so complex. The backdrop of the course is the History of Paris, and will be supplemented with field trips to help you discover the city and its environs.

Class time will be divided into 3 parts ;

- 1/ **Current events** – keeping track of current events, political, economic, social, etc. will give us insight into how the French function and what their preoccupations are.
- 2/ **History** – lectures will cover the major periods from Roman Gaul to the present day.
- 3/ **Culture & Institutions** – through student presentations, we will look at various artists, influential people and institutions that have forged France.

TEXTBOOK : *Paris : Biography of a City*, Colin Jones, 2006

EVALUATION :

30% **Press releases** : each week you will be required to write a press release summarizing a recent political, economic, or social event.

30% **Presentations/report** : each student will choose a topic and give a 10-15 minute presentation to the class, as well as write a 5-10 page report.

30% **Final Exam** : a cumulative exam will be given at the end of the semester. The questions will be chosen from a list of 10 topics handed out in the form of a worksheet at mid-semester.

10% **Worksheet** : a one-page summary of each of the 10 topics, from which will be drawn the final exam.



COURSE TITLE : **INTRODUCTION TO AMERICAN BUSINESS LAW**

COURSE NUMBER : LAW 210

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course provides a thorough look at the basic principles of contract law in the United States and England. The formation of contracts, the policing and remedial functions of the law of contract, will be examined through a review of the relevant case law and legislation.

COURSE OBJECTIVES :

To introduce the student to the field of business law by looking at the principles which underlie it. Concepts central to the notion of contract law will be manipulated in order to develop the capacity to identify the potential problems arising out of a contract.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures and case studies. Will be covered in class :

- Introduction to Law and the classifications of Law
- the American Legal System (Organization of the Federal & State Court Systems & Jurisdictions)
- Dispute Settlement - the Adversary System, Function of a Judge, Civil Procedure, Appellate Court Jurisdiction
- Intentional Torts - Interference with Personal Rights, Property Rights & Economic Relations
- Negligence & Strict Liability
- Contracts - Nature & Origins, Creating a Contract, Capacity to Contract, Voluntary Consent, Third Parties' Contract rights, Performance & Remedies
- Formation & Terms of Sales Contracts - Creation of Sales Contracts, Warranties & Product Liability, Performance of Sales Contracts, Remedies for Breach of Sales Contracts

TEXT : ***Business Law Today***, Miller & Jentz, WEST Publishing Co., 6th Standard Edition, 2003

EVALUATION :

The final grade will be made up of a mid-term test and the final examination. They count 50% each. (Students can hand in homework projects which will be taken into consideration where the student is between two grades Ex. B- and C+).



COURSE TITLE : **INTRODUCTION TO INTERNATIONAL BUSINESS LAW**

COURSE NUMBER : LAW 310

CREDITS : 3

PREREQUISITE : LAW 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course compares various law systems throughout the world, helping the student realize that one's own law system or that of the United States is not the only one. Law also grows out of historical and cultural values as well.

COURSE OBJECTIVES :

To introduce the student to the legal environment of international business by looking at the kinds of national and international legal structures a manager will encounter when doing business internationally.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures and case studies. Will be covered in class :

- Introduction : Growth of International Business & International Law
- Public International Law, International Organizations, Private International Law
- Common Law Tradition : Canada
- Civil Law Tradition : Germany
- Islamic Law : Saudi Arabia ; Japan, China
- Supranational Law : The European Union
- International Contracts - Incoterms
- Dispute Settlement ; Documentary Credits; Transport & Insurance
- Legal Structure of International Trade GATT; Regulation of Imports & Exports
- Forms of Business Organization - Proprietorship, Partnership, Corporation
- Agents, Distributorships, Licensinq, Franchising, Joint Ventures
- Regulating Global Competition; Protecting Business Property Rights

TEXT : ***International Business Law & Its Environment***, Schafer, Thomson , 6th Edition, 2005

EVALUATION :

The final grade will be made up of a class participation, a term paper, a mid-term test and the final examination.



COURSE TITLE : **PRE-CALCULUS MATHEMATICS**

COURSE NUMBER : MATH 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course provides the fundamental basis in mathematics necessary to prepare students who need an algebra-trigonometry review to bridge the gap between elementary algebra and the more advanced courses in precalculus mathematics. It is designed to meet the goal of developing mathematical skills, instill confidence, and incorporate an ability to solve problems quickly and accurately, relevant to the demands of modern business.

INSTRUCTIONAL METHODOLOGY :

Presentation of the material to be covered, exercises to be done at home and then presented and explained in class. Will be dealt with in class :

- Basic concepts and properties
- Equations and inequalities
- Polynomials
- Rational expressions
- Exponents and radicals
- Quadratic equations & inequalities
- Coordinates geometry & graphing techniques
- Functions
- Systems of equations & inequalities
- Basic concepts of trigonometry

TEXTS : ***Beginning Algebra with Applications***, Aufmann et al, 7th Edition, 2007
Explorations in College Algebra, Kime & Clark, Wiley

EVALUATION :

The final grade will be made up of a class tests and homework correction (20%), a mid-term test (40%) and a final examination (40%).



COURSE TITLE : **CALCULUS**

COURSE NUMBER : MATH 120

CREDITS : 3

PREREQUISITE : MATH 110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course is the continuation of the first-semester mathematics course. It is designed to illustrate the many applications of calculus to the management sciences. It will provide the first year student with knowledge of the tools that will be needed in Economics, Accounting or Statistics.

INSTRUCTIONAL METHODOLOGY :

Presentation of the material to be covered, exercises to be done at home and then presented and explained in class. Will be dealt with in class :

- Functions
- Derivatives
- Techniques of differentiation
- Applications of the derivative
- Exponential functions
- Application of the exponential functions
- Definite integral
- Functions of several variables

TEXTS : ***Brief Calculus***, Larson, Houghton-Mifflin, 8th Edition, 2008

Using & Understanding Mathematics, Bennett & Briggs, Addison-Wesley

EVALUATION :

The final grade will be made up of a class participation, homework correction, class quizzes and a final examination.



COURSE TITLE : **INTERCULTURAL STUDIES**

COURSE NUMBER : MGT 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

The objective of this course is to give every student an understanding of the complexity of the environment in which they find themselves at school, in their host country and in internships in foreign countries. Students will learn how to analyse the cultural framework in which they find themselves. They will learn how to work in harmony with people from different cultural environments. This growth in understanding will help students develop a much more open-minded approach to cultural differences and an tolerance for ambiguity. This tolerance & open-mindedness will later serve them in their international careers where the ability to adapt and integrate quickly are greatly appreciated.

INSTRUCTIONAL METHODOLOGY :

The course will be a series of lectures, class presentations & class exercises. Research will also be required on different subjects. Will be covered in class :

- Background to intercultural studies ; ethnocentrism ; culture shock
- Concepts developed by Edward T. Hall – high context/low context culture ; monochronic/polychronic
- Concepts developed by Geert Hofstede : power distance, uncertainty avoidance, individualistic/collectivist, masculine/feminine
- systems of education in different countries
- world religions – Buddhism, Hinduism, Judaism, Christianity, Islam, Protestantism

TEXTS : ***The Cultural Dimensions of International Business***, Ferraro, Pearson, 6th Ed, 2010

EVALUATION :

The final grade will be made up of class presentations & tests (20%), written reports/projects (30%), a mid-term test (25%) and the final examination (25%).



COURSE TITLE : **PROCESS & FUNCTIONS OF MANAGEMENT**

COURSE NUMBER : MGT 210

CREDITS : 3

PREREQUISITE : MGT 110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course is a basic introduction to management, both in its theoretical components and its practice. This course examines basic management philosophy from a variety of perspectives.

Upon completion of this course, the student will have developed a basic understanding of the broad concepts that make up the field of management. The emphasis is on the essential functions that are necessary for the successful manager of the 1990s. Special emphasis will be placed on planning, organizing, leading and controlling. The student will also understand the role of the organization and its management in society and the external environment of the firm.

INSTRUCTIONAL METHODOLOGY :

The course is developed through class discussions and case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : What is management & why is it important ?
- Managers & their environments
- Social & ethical responsibility
- Management Decision Making
- The Planning Function
- Strategic management
- Change Management & Innovation
- Motivation ; Leadership
- Communication ; Group Dynamics & Teams
- Conflict Management
- Controlling Function, TQM
- Cross-Cultural & International Management

TEXT : **Management**, Robbins & Coulter, Pearson, 11th International Edition, 2011

EVALUATION :

The final grade will be made up of a class participation (10%), case studies (25%), a mid-term test (30%) and the final examination (35%).



COURSE TITLE : **ORGANIZATIONAL BEHAVIOR**

COURSE NUMBER : MGT 220

CREDITS : 3

PREREQUISITE : MGT 110

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

Upon completion of this course, a student will be able to demonstrate an understanding of the theories and applications of organizational behavior having gained insight into what makes an organization function. The student will begin to know the human beings who design organizations and work within them. The course provides keys to help students understand why some organizations work more effectively than others.

INSTRUCTIONAL METHODOLOGY :

The course is developed through class discussions, case studies, o,-class exercises, questionnaires, videos & simulations. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- The Individual -Introduction : What is OB ?
- Personality & emotions – implications for managers
- he Group understanding work teams
- Barriers to effective communication
- Power & Politics
- Conflict & negotiation
- The Organization Structure
- work design & technology ; Human Resource practices – performance evaluations
- union/management interface ; international HR practices
- Organizational Dynamics
- managing change/stimulating innovation
- managing stress

TEXT : ***Organizational Behavior***, Robbins & Judge, Pearson, 14th Edition, 2010

EVALUATION :

The final grade will be made up of class participation (10%), case studies, quizzes, presentations (40%), a mid-term test (20%) and the final examination (30%).



COURSE TITLE : **INTERNATIONAL BUSINESS**

COURSE NUMBER : MGT 230

CREDITS : 3

PREREQUISITE : NONE

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.

COURSE OBJECTIVES :

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.

INSTRUCTIONAL METHODOLOGY :

The course will be developed through lectures, case studies and individual/group presentations of various assignments. The following topics will be covered in class :

- Introduction ; International Trade & Foreign Investment
- Economic Theories of International Trade ; International Organizations
- International Monetary System & Balance of Payments
- Financial, Economic & Socioeconomic Forces
- Physical, Sociocultural & Legal Forces
- Labor, Competitive & Distributive Forces
- Market Assessment & Analysis; International Marketing
- Export & Import Practices
- Financial Management; Production Systems
- Labor Relations Policies & Management; Strategic Planning
- Control & Staffing; Trends & New Directions

TEXT : **Global Business**, Peng, South-Western, 2ND Edition, 2011

EVALUATION :

The final grade will be made up of a class participation (15%), individual/group presentations of cases (15%), a mid-term test (30%) and a final examination (40%).



COURSE TITLE : INTRODUCTION TO EUROPEAN BUSINESS

COURSE NUMBER : MGT 300

CREDITS : 3

PREREQUISITES : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The mission of this course is to explore the key issues facing European business today and to account for and to evaluate some of the strategic and operational responses to Europe's evolving environment.

Students are expected to read widely from a selection of leading European business magazines and to follow current events closely.

INSTRUCTIONAL METHODOLOGY :

A central part of the learning-by-doing approach is the European Business Project which will take the form of a business presentation (in Powerpoint) and an academic paper (in Word) on the European business issues that a European company is facing. The project will include a PEST analysis of the environment, a company SWOT analysis, options/courses of action available and recommendations to the CEO on what action to take.

Subjects covered in class will be :

- business & economy in the "new" Europe
- understanding the European Union
- the internal market; the Euro
- competition, aid & industry – EU policy action
- the European workforce : change & regulation
- strategy & the single European market
- marketing in the "new" Europe
- managing cultural diversity
- the greening of European business : environmental policies & sustainable development
- competing in the global marketplace

TEXT : course package contains case studies, and articles from various sources

EVALUATION : class tests 20%; project & presentation 40%; final examination 40%



COURSE TITLE : **ENTREPRENEURSHIP**

COURSE NUMBER : MGT 320

CREDITS : 3

PREREQUISITES : FIN 210, 220 MKT 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course focuses on all the aspects concerned with setting up and running a business. The legal forms of business are examined, then the market research necessary to prove the business is viable, then the various kinds of financing possible. The students are required to prepare a Business Plan on a fictitious or real idea of setting up a business.

COURSE OBJECTIVES :

To give the students solid know-how in the steps required for setting up a business – the researching, financing, starting, developing and perhaps selling a profitable business.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures briefly reviewing the aspects of marketing and finance highlighted in each case. The business plan is also the student project for the course. Will be covered in class :

- Definition of a Small Business; Ethics & Social Responsibility ; Entrepreneurship
- Preparing a Business Plan ; Legal Forms of Ownership
- Financial Statements & Business Ratios
- Desired Income Approach to Planning ; Planning the Pro Forma Balance Sheet
- Finding the Funds
- Marketing - Introduction ; Picking the Right Location
- Marketing : Promotion, Product, Pricing & Distribution
- Consumer Behavior ; Managing Human Resources
- Production & Operations Management
- Purchasing & Inventory Control ; Effective Control & Break Even Analysis
- Consumer & Business to Business Credit
- International Business for Small Business

TEXT : ***Managing Small Businesses***, Longenecker al al, Southwestern, 2010, 15th Int.Ed.

EVALUATION :

The final grade will be made up of a class participation, individual/group presentations of cases, a mid-term test, the final examination and the preparation of a Business Plan.



COURSE TITLE : **LOGISTICS**

COURSE NUMBER : MGT 350

CREDITS : 3

PREREQUISITES : MGT 230

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course gives the student an overview of the many dimensions of the complex and dynamic subject of logistics. The course focuses on a systems integration of physical distribution, manufacturing support, choice of transport modes, and presents a comprehensive description of materials management, inventory, information technology and location analysis.

INSTRUCTIONAL METHODOLOGY :

The course consists of class lectures briefly reviewing the different aspects of logistics. Groups of students will be responsible for presenting case analysis and solutions to the class. Will be covered in class :

- Logistics systems
- Supply-Chain concept
- Suppliers ; order management & customer service
- Protective packaging & material handling
- Traffic management
- Distribution centers, warehouses, and plant location
- International logistics
- Reengineering logistics systems
- Systems controls
- Supply-Chain integration & management

TEXT : ***Managing Supply Chains: A Logistics Approach***, Langley, South-Western, 8th Ed, 2010

EVALUATION :

The final grade will be made up of a class participation, individual/group presentations of cases, a mid-term test, and a final examination.



COURSE TITLE : EUROPEAN BUSINESS STRATEGIES

COURSE NUMBER : MGT 400

CREDITS : 3

PREREQUISITES : Upper-Level business courses

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The focus of this course is on structure and strategy of European business in both “old” and “new” Europe. Case studies are drawn from European companies active in the European market.

Students will work individually and in groups to prepare business cases in sectors experiencing rapid change including among others energy, steel, aviation, automobile, telecommunications, tourism, and “green” industries.

INSTRUCTIONAL METHODOLOGY :

Intensive lectures and broad-based business analysis primarily through the use of case studies.

Subjects covered in class will be :

- understanding the European Union & European Union institutions
- the internal market; the Euro
- strategy & the single European market
- basic strategy – travel & tourism
- Alternative strategies – energy
- EU competition policy – vertical integration & railways
- Developing in the New Europe
- the greening of European business : environmental policies & sustainable development
- competing in the global marketplace

TEXTS : Course package contains case studies, articles and current events in Europe

EVALUATION : participation 10%; mid-term exam 40%; final examination 50%



COURSE TITLE : **STRATEGIC MANAGEMENT & ORGANIZATIONAL POLICY**

COURSE NUMBER : MGT 410

CREDITS : 3

PREREQUISITE : MGT 210, MGT 220

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course is essentially a "capstone" on business education, incorporating all principles of prior business courses and applying these elements to practical, real-life models through assigned case analyses. Both subjective and objective judgement will be required for a complete and satisfactory resolution.

The general objective is the broadening of the understanding of the nature and dynamics of complex organizations and the interplay of the various business disciplines (accounting, finance, personnel, management, marketing, economics) in the successful management and leadership of these organizations. The particular objective is the development and utilization of skills in situational analysis and decision-making and in the oral and written communication necessary to effective implementation.

INSTRUCTIONAL METHODOLOGY :

Presentation of the theoretical material to be covered in lecture form, group presentations of cases studied in class, written critiques of these cases. Will be dealt with in class :

- Strategic Management Process; Case Analysis as a Method of Study
- General Management as a Conceptual Framework
- Manager as Strategist : Roles, Functions, Skills Required
- Tasks of Strategic Management - Defining company Mission; Setting Objectives
- Strategic Analysis : External Environment, Internal Environment, Forecasting
- Strategic Formulation : Alternative Strategies, Contingency Plans, Defensive Plans
- Strategic Implementation : Organization Structure, Performance Reward System, Support systems
- Strategic Evaluation : Control Systems, Personal & Ethical Values

TEXT : ***Crafting & Executing Strategy***, Strickland & Thomson, McGraw Hill, 16th Ed, 2009

EVALUATION :

The final grade will be made up of a class presentation, written case analyses, class quizzes and a final examination.



COURSE TITLE : EUROPEAN COMMUNITY LAW & BUSINESS IMPLICATIONS

COURSE NUMBER : MGT 420

CREDITS : 3

PREREQUISITE : LAW 210, 310

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course is essentially a « capstone » on business education, incorporating all principles of prior business courses and applying these elements to practical, real-life models through assigned case analyses.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To make the student keenly aware of the importance of the European Court of Justice in the business environment. The Court's decisions affect significantly all areas of company activity. Knowledge of the Court's role, scope, and judgments is indispensable for the European executive. The course is developed through lectures and case studies. Will be covered in class :

| | | |
|-----------------------------|---|---------------------------|
| Competition | - | United Brands |
| Monopoly | - | Continental Can |
| Free Trade | - | Parma Ham |
| Environment | - | Danish Throw-Away Bottles |
| Gender discrimination | - | Lisa Grant |
| Pensions | - | Barber |
| Trademark | - | Silhouette |
| Intercountry TV Advertising | - | De Agostini |
| Education | - | Humbel |
| Mergers | - | Air France |
| Cross Border Employment | - | Luxembourg Doctors |
| Taxation | - | Schumacker |

TEXT : This course is composed exclusively of cases decided by the European Union court of Justice covering the broad spectrum of the daily business activity in the European Union. As new landmark decisions are taken, cases are added or deleted. Additional reading : Common Market, Maastricht and Amsterdam Treaties.

EVALUATION :

The final grade will be made up of class participation (20%), a mid-term examination (20%), and a final examination (60%).



COURSE TITLE : **MANAGEMENT OF INFORMATION SYSTEMS 1**

COURSE NUMBER : MIS 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course will emphasize the use of computers in office work, problem solving and the preparation of documents. This requires an ability to know which applications can be best applied to which problems, as well as the ability to learn and implement new software packages. The course will introduce computer hardware, user's interface WINDOWS 98/2000 and applications software such as WORDPROCESSING and SPREADSHEETS. The classes will take place in a computer laboratory where each student will have an access to a PC.

INSTRUCTIONAL METHODOLOGY :

Most of the computer work will be presented in tutorials of various styles so that after this course the student should feel confident in learning any business application software through self-tutorial. At the end of the course, the students should be able to type their reports/projects and present them in a professional manner. Problem solving will be practiced in the assignments throughout the course. Will be dealt with in class :

- the Keyboard; WINDOWS 2000
- Word – General Formating, Pre-defined styles, Creating styles, Levels, Automatic summary, Mail Merge, Plan, etc.
- Excel – Simple Calculations, Addressing Cells & Intervals, Formulas, Graphs, Pivot Tables, etc.
- Embedding Excel into Word . Report writing.

TEXT : **Microsoft Office 2007 Plus**, Grauer et al, 7th Ed., Pearson

EVALUATION :

The final grade will be made up of class exercises and quizzes (30%), a mid-term test (30%) and a final examination (40%).



COURSE TITLE : **MANAGEMENT OF INFORMATION SYSTEMS 2**

COURSE NUMBER : MIS 120

CREDITS : 3

PREREQUISITE : MIS 110

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This is a continuation of the 1st semester's course. Students will master the ability to learn and implement new software packages. They will become experienced users of such products as EXCEL, POWERPOINT, and ACCESS. The purpose of this course is to help prepare future managers to provide leadership in managing the use of information system technology. The classes will take place in a computer laboratory where each student will have an access to a PC.

INSTRUCTIONAL METHODOLOGY :

Most of the computer work will be presented in tutorials of various styles so that after this course the student should feel confident in learning any business application software through self-tutorial. Problem solving will be practiced in the assignments throughout the course. Will be dealt with in class :

- advanced EXCEL (sophisticated formulae, Pivot tables, programming in Visual Basic, graphs)
- the management perspective of information systems
- Microsoft ACCESS– overview ; designing, creating & changing a database
- ACCESS – creating table relationships, adding/sorting data, retrieving data
- ACCESS – building screen forms, creating reports ; linking an access database to a Word document
- Finishing a case study report using the above techniques
-

TEXT : **Microsoft Office 2007 Plus**, Grauer et al, 7th Ed, Pearson

EVALUATION :

The final grade will be made up of class participation & exercises (60%) and a final project (40%).



COURSE TITLE : **PRINCIPLES OF INTERNET MARKETING**

COURSE NUMBER : MIS 310

CREDITS : 3

PREREQUISITE : MIS 110 & 120, MKT 210

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This objective of this course is to understand e-business from both theoretical and practical viewpoints. The instructor will present most material in lecture format. Students will be able to understand the concepts of successful e-business, and be able to apply these concepts to current business models on the internet.

INSTRUCTIONAL METHODOLOGY :

Lecture and discussion, with group reports that relate theory and practice to actual e-business sites. Emphasis will be on the practical application of theory and models, and students will be expected to contribute their personal experience on the internet as users and consumers.

GROUP REPORTS :

Students will present a wide variety of current topics on e-business today, such as the future of Moore's Law, the Amazon affiliate program, banner ad purchasing, Dutch auctions, Google, asynchronous learning, MIT OpenCourseware Project, cookies & privacy policies, Dell and extranets, ISO and the net, new laws affecting the internet, ICANN, etc.

Will be covered in class :

- the digital world, networks, individuals online, web business models
- customer support and online quality, personalization strategies, new product development on the web, traffic building, brand building
- online communities, pricing online, e-commerce strategies,
- internet marketing plans, organizing for the net

TEXT : *E-Commerce Business, Technology, Society*, Laudon & Traver, 7th Edition, 2011

EVALUATION :

The final grade will be made up of class participation (20%), group oral and written presentations (20%), and a final exam (40%).



COURSE TITLE : **PRINCIPLES OF MARKETING**

COURSE NUMBER : MKT 210

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the social and economic implications of marketing for profit and nonprofit institutions, market structure and behavior, marketing institutions, channels of distribution for consumer and industrial goods, pricing and promotion.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To give the student a basic overview of marketing and marketing management. The student will be expected to develop a sound understanding of the marketing environment, issues which need to be resolved prior to decision-making, and the implementation of marketing policies by means of the tools provided by the marketing mix.

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : What is Marketing ? The 4 P's
- Marketing Environment & Research; Consumer Markets & Consumer Behavior
- Organizational Markets & Organizational Buyer Behavior
- Measuring/Forecasting Demand & Market Segmenting
- Designing Products; Pricing Strategies
- Distribution Channels ; Retailing & Wholesaling
- Communication & Promotion; Advertising
- Personal Selling ; Competitor Analysis
- International Marketing ; Marketing & Society

TEXT : ***Principles of Marketing***, Kotler/Armstrong et al, Prentice Hall, 5th European Ed, 2010

EVALUATION :The final grade will be made up of class participation, articles and case studies handed in (40%), a mid-term test (30%) and the final examination (30%).



COURSE TITLE : **CONSUMER BEHAVIOR**

COURSE NUMBER : MKT 240

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course is a study of consumer decision processes, consumer behavior models and their impact on the development of marketing strategies.

The objective is to develop an understanding of the environmental factors that influence consumer attitudes and behavior. This helps the student to acquire a better understanding of how to assess how consumers make decisions and to define the impact of consumer behavior on the traditional marketing mix elements.

INSTRUCTIONAL METHODOLOGY The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction ; Market segmentation & consumer research
- Consumer needs & motivation ; Personality & consumer behavior
- Consumer psychographics ; Consumer perception
- Learning & consumer involvement
- The nature of Consumer attitudes ; Consumer attitude formation & change
- Communication & consumer behavior ; Group dynamics & Consumer reference groups
- The Family ; Social Class & Consumer Behavior
- The Influence of culture on consumer behavior
- Subcultural aspects of consumer behavior ; Cross-cultural consumer behavior
- Personal influences ; Consumer decision making
- Marketing Ethics & Public policy considerations

TEXT : *Consumer Behavior*, Blythe, 1st Ed, 2008, Cengage Learning

EVALUATION :

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.



COURSE TITLE : **EUROPEAN CONSUMER BEHAVIOR**

COURSE NUMBER : MKT 241

CREDITS : 3

PREREQUISITES : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

Any market has a huge diversity. Apart from individual differences (demographics) and a variety of psychological make-ups, consumers are subjected to many social and cultural influences. Every marketer tries to know how consumers behave before, during and after purchasing any item. This course takes a multi-disciplinary approach to the discussion of consumer behaviour theory and applications, and includes the latest trends and demographic data for profiling European consumers.

INSTRUCTIONAL METHODOLOGY :

Classes will be structured around formal lectures, group presentations, and class discussions.

Subjects covered in class will be :

- review of fundamental marketing terms and concepts
- introduction to the study of consumer behaviour
- role of consumer research, and research methodology
- intrinsic foundations of behaviour formation – personality, motivation, learning, perception & attitudes
- external influences on behaviour – family, reference groups, social class, culture
- influence of culture – subculture, cross cultural intermingling
- consumer decision-making process → the science of shopping
- role of technology in shaping consumer responses - E-commerce

TEXT : ***Consumer Behavior : A European Perspective***, Solomon et al, Pearson, 4th Ed, 2008

EVALUATION : class participation 20%; project & presentation 40%; final examination 40%



COURSE TITLE : **PRINCIPLES OF ADVERTISING**

COURSE NUMBER : MKT 320

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the various forms of marketing communication, both mass and personal, paid-for and free, are described and discussed. Examples of marketing communications are evaluated and the process of promotional planning is explored.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To develop an extensive understanding of the promotional process which includes both conceptual and real-world knowledge. In the end, a student should be able to construct and evaluate a media plan.

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction ; Ethics & Regulation
- Marketing Process ; Agencies
- Strategic Research; Planning; Psychology
- Media Planning; Broadcast Media
- Print Media; Media Buying
- Direct Response; Creating Directory and Out-of-Home
- Sales Promotion; Public Relations
- Business & Retail Advertising; International Considerations

TEXTS : ***Advertising***, Tony Yeshin, South-Western, 2006

EVALUATION :

The final grade will be made up of a class participation (10%), a research project (20%), a mid-term test (30%) and the final examination (40%).



COURSE TITLE : **MARKETING RESEARCH**

COURSE NUMBER : MKT 340

CREDITS : 3

PREREQUISITE : MKT 210, QNT 210, 220

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the acquisition of information for marketing management decision making, including the formulation of research problems, research design, data sources and collection methods, sampling design, data analysis and presentation of results.

COURSE OBJECTIVES :

To provide students with the fundamentals necessary to evaluate when marketing research is necessary, to determine the type of research required and to interpret and apply the results. To give students experience in designing and implementing a survey, and analyzing, interpreting and reporting results.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction ; Marketing Research Process
- Data Sources ; Measurement Process
- Data Collection Methods
- Sampling Plan ; Further sampling procedures & Field Operations
- Data Processing & Analysis
- Reporting Research Findings
- Demand Measurement & Test Marketing
- Testing Hypotheses & Database Marketing

TEXT : ***Marketing Research Essentials***, McDaniels & Gates, Wiley, 7th Edition, 2011

EVALUATION :

The final grade will be made up of class exercises and mini-projects (30%) a mid-term test (30%) and the final examination (40%).



COURSE TITLE : **INTERNATIONAL MARKETING**

COURSE NUMBER : MKT 350

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : FALL , SPRING & WINTER

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

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.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : The International Marketing Plan
- Internationalizing the firm ; Strategic options ; the socio-cultural environment
- Public policy environment ; Creating a competitive advantage
- Global, regional & emerging markets
- International markets & customers ; Analysis of international competitors
- Entering international markets ; Exporting as a strategy
- Competitive alliances; Entering markets through foreign direct investment
- Consumer products firm ; the services firm
- International distribution ; Selling & negotiating
- Managing international marketing operations

TEXT : ***Global Marketing Essentials***, Keegan & Green, Prentice-Hall, 6th Edition, 2010

EVALUATION :

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.



COURSE TITLE : **PUBLIC RELATIONS APPLIED TO BUSINESS COMMUNICATION**

COURSE NUMBER : MKT 360

CREDITS : 3

PREREQUISITES : MKT 210, 240

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course will focus on the growing importance of Public Relations in the 21st century. Starting with a definition of and a short background on the evolution of PR throughout history, we will examine the following topics : PR's distinct function in contrast to Advertising and Marketing, the impact of the Internet, the importance of ethics, how to handle the media, PR and crisis management, how to write a "gripping" press release and the down side of modern PR : the "spin" industry and PR as propaganda. We will discuss and compare various image films of international companies and talk about PR/communication within the context of Michael Moore's *Bowling for Columbine* and the documentary on Rupert Murdoch's media empire *Outfoxed*.

INSTRUCTIONAL METHODOLOGY :

Mixture of lecture, interactive discussion and case study analysis.

Subjects covered in class will be :

- introduction & history of PR
- research; fundamentals of PR writing
- using the media; employee communication strategies
- crisis management; the court of public opinion
- PR and the internet; government PR

TEXT : ***The Practice of Public Relations***, Seitel, Prentice Hall, 10th Edition, 2010

EVALUATION : class presentations 30%; group presentation 30%; class quizzes 40%



COURSE TITLE : **BUSINESS MARKETING**

COURSE NUMBER : MKT 370

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course examines industrial products and services, better known as “business-to-business” marketing in comparison to consumer product marketing. The student learns about the purchasing, promotion and pricing methods in BTB marketing, as well as the channels of distribution.

Provides students with in-depth exposure to the industrial marketing environment and addresses issues which need to be resolved prior to implementing industrial marketing strategies and policies.

INSTRUCTIONAL METHODOLOGY :

The course will include theoretical material, presented in lecture format, as well as real world issues through an extensive use of cases, videos and articles published in the business press. These will provide ample occasion for students to develop the analytical skills necessary for appropriate policy formulation.

- Introduction to course and the industrial marketing environment
- Industrial Markets (corresponding cases)
- Organizational buyer behavior
- Marketing Information, research & forecasting (corresponding cases)
- Industrial market segmentation
- Product & Brand Management Decisions
- Channels of distribution - Logistics
- Advertising, publicity and promotion
- Costing & pricing decisions
- The international environment

TEXT : ***Business Marketing Management***, Hutt & Spey, South Western, 10th Int. Ed, 2010

EVALUATION :

The final grade will be made up of a class participation and 2 assignments (30%), a research project (30%) and a final examination (40%).



COURSE TITLE : **PERSONAL SELLING**

COURSE NUMBER : MKT 380

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This course tries to furnish the student with an understanding of all aspects of the selling process from the sales management to the sales force point of view. It summarizes the effect of selling in a market economy and applies theories of buyer motivation. To examine effective selling techniques, you have to understand the company, its products and the selling environment. Students learn to demonstrate a product and/or service.

Students learn to develop applications of advertising and effective sales presentations in the preparation of a complete sales presentation step by step.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies and role plays. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Personal selling & the Marketing Concept ; Factors influencing the relationship
- Communication styles ; Acquiring Product Information ; Choosing a product & service
- Developing Product-Selling strategies ; Prospecting & opening presentations
- Understanding Buyer Behavior ; Developing a Prospect Base
- Approaching the Customer ; Securing Desire
- Conducting the Sales Demonstration; Negotiating Buyer Resistance
- Handling Objections ; Closing & Confirming the Sale
- Servicing the Sale; Closing the Sale & Building Customer Relations
- Management of the Sales Force ; Management of the Self
- Telephone prospecting
- Ethical Problems ; Career Opportunities

TEXTS : **Personal Selling**, Anderson, 2nd Edition, Houghton-Mifflin, 2007

EVALUATION :

The final grade will be made up of a class participation, articles and case studies handed in, role plays a mid-term test and the final examination.



COURSE TITLE : **EVENT & SPORTS MARKETING**

COURSE NUMBER : MKT 390

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

The aim of this course is to provide students with an introduction to the concepts and theories unique to event and sports marketing and review the basic principles of marketing in the context of sports. This course seeks to cover all of the relevant issues in designing an integrated marketing strategy.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction to sports marketing
- Conceptual sports marketing framework
- Sports product concepts
- Managing sports products
- Promotion
- Distribution
- Pricing
- Overall strategy

TEXTS : ***Successful Event Management***, Stone & Parry, Cengage, 3rd Edition, 2010

EVALUATION : The final grade will be made up of a class participation and presentations, a mid-term test and the final examination.

COURSE TITLE : **CREATING & DEVELOPING LUXURY BRANDS**

COURSE NUMBER : MKT 400

CREDITS : 3

PREREQUISITES : MKT 210 & 240

ECTS CREDITS : 6

OFFERED : SPRING & FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The course is very research-driven and prepares students to enter the workplace with knowledge and skills that can be immediately applied. The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today's leading as well as niche luxury brands.

INSTRUCTIONAL METHODOLOGY :

Lecture sessions will deal with luxury and branding theory; French luxury versus American approaches; the essentials of griffe, maison and place branding versus corporate brands. Workshop sessions will follow the lecture sessions. Case studies will be used during the workshops.

Will be covered in class :

- History of luxury brand marketing
- Global consumer behavioral models
- High luxury versus Luxury brands
- Brand stretching models
- Critical success factors
- Classical luxury pyramid factors
- Strategic collaborations; star products & brand universe

SUGGESTED TEXTS : *The Luxury Strategy*, Kapferer & Bastien, Kogan Page, 2008; *Global Brand Strategy*, Van Gelder, Kogan Page 2005; *Haute Luxe : Building your Luxury Brand Love Story*, Milhailovich, 12 steps online.

EVALUATION :

The final grade will be made up of : attendance, class participation, group work 30%; individual research projects 70%.



COURSE TITLE : **BUSINESS ETHICS**

COURSE NUMBER : PHI 310

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

Increasingly, emphasis is being placed by society on the need for the business community to behave in a "responsible" manner. Does this lead necessarily to conflict with a firm's legitimate drive to earn profits ? This course will provide a forum to examine the principal ethical areas which impact business, such as insider information, deceptive advertising, public health and safety. The discussion will focus on possible motivations behind "unethical" behavior, the legal environment, and the usefulness of internal measures to control this problem.

INSTRUCTIONAL METHODOLOGY :

We will use a case-study approach, in conjunction with role-plays, debates and presentations to highlight the issues at hand. As a consequence of the nature of the material, we will adopt a group approach is presentation of solutions to the problems assigned. Teamwork as well as individual preparedness will be critical in successfully accomplishing the tasks required. The cases covered will be :

- Introduction & Perspective
- Differences between moral/legal/conceptual/utilitarian/individual/corporate issues
- Ethics in Finance – specific practices – encouragement or bribery ?
- Monopolies & oligopolies
- Environmental issues – corporate vs consumer responsibility
- Employment & the workplace – discrimination ; harassment ; pressure
- Child labor & forced labor
- Conclusion

TEXT : ***Business Ethics***, Velasquez, Pearson International, 7th Edition, 2011

EVALUATION :

50% of the final grade will be made up of a class participation (20%), a group project (20%), a mid-term exam (30%) and a final examination (30%).



COURSE TITLE : **INTERNATIONAL RELATIONS**

COURSE NUMBER : POL 210

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL, SPRING & SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

Basic concepts and processes of world politics will be illustrated through the analysis of power rivalries, competing images and ideologies and transformation of world economic relations.

Students should acquire a basic understanding of the nation state system, power relationships, the balance of power, and of political and economic relations among nations so that they will be more aware and informed as world citizens.

INSTRUCTIONAL METHODOLOGY :

The class will be developed through lectures, reading and class discussions. One major research project and oral presentation will be made during the semester. Will be dealt with in class :

- Historic international systems; the contemporary global system
- The purpose of states : foreign policy goals & strategies
- Foreign policy actions : power, capabilities & influence
- Instruments of policy : diplomatic bargaining, propaganda, economic rewards & coercion
- Clandestine actions & military intervention
- Law and world opinion in explanations of foreign policy
- Ethics in explanations of foreign policy
- Interaction of states : conflict & conflict resolution
- International cooperation

TEXT : ***International Relations***, Goldstein, Pearson, 10th Edition, 2011

EVALUATION :

The final grade will be made up of a class presentation (20%), a research project (20%), a mid-term test (30%) and a final examination (30%).



COURSE TITLE : **IDENTITY, IMMIGRATION & NATION IN FRANCE**

COURSE NUMBER : POL 212

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This is a course exploring the nature and importance of ethnic (and other) identities. In the first part of this class we review both the basic concepts in ethnic identity and theoretical ideas. In the second, we will engage a book and articles casting some light on ethnic identity in France/Spain and the consequences those identities may have both on individuals and the larger society. We will be looking at how French identities have been formed over time, the dynamics of change, the impact of the recent immigrations on identity and current issues of identity affected by terrorism and economy. There will be a historical overview of French nation building and some focus on the notion of a French identity and immigration policy. Some attention will be paid to the alienation of Muslims and others and the recent riots in the Parisian suburbs. We will also be looking at the potential of transforming French identities to build a more peaceful, just society. Throughout the course we will be connecting issues of identity to broader political-social-economic concerns.

INSTRUCTIONAL METHODOLOGY :

Student Learning Outcomes

- Students will have a greater knowledge of the historical and social context of identity construction and the ability to cogently analyze issues of ethnic/racial identity in France and in general within a historical context
- Students will have a larger capacity to reflect on their own identities, the oneness and variability of human beings, and the importance of identity in various realms of human life.
- Students will demonstrate enhanced writing and critical thinking skills that show insight and knowledge of the implications of the theories of identity being discussed and clear exposition, correct grammar and spelling , a more analytical approach to problem solving, and more facility with making individual oral presentations of complex material.

TEXT : *Texts are communicated in the syllabus according to the different outcomes sessions*

EVALUATION :

The final grade will be made up of Personal Paper (10%), the mid-term exam (30%), three Reviews (45%) and a Class participation and presentations (15%).



COURSE TITLE : **TOPICS IN COMPARATIVE POLITICS**

COURSE NUMBER : POL 216

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION & OBJECTIVES :

This is a course exploring the political and social dynamics of the French Republic. It is a comparative course which examines the political history of France since the Revolution of 1793, using an American “lens” to try and understand opposing political forces and key institutions through various periods of the country’s history. Special attention is given to the Revolution, the Commune of 1871, the Dreyfus Case, World War One, the German occupation, the Algerian War, the upsurge of ’68, the Gaullist periods, the rise of the National Front as a political force, the most recent presidential election. The emphasis, however, will be on contemporary France. With the ongoing socio-economic and intellectual changes in France as context, we will examine the vital characteristics, mythologies and clashing ideological values of French society, locate the critical debates and viewpoints over salient issues, look at the rise of gender and sexual movements, the movement against globalization and the political ascendancy of Nicolas Sarkozy. What are the dominant political moods and trends in France in 2010 and where do we see this dynamic country headed?

STUDENT LEARNING OUTCOMES

- Students will have a greater knowledge of the historical and social development of France, the nation’s political culture and crises and conflicts and the ability to cogently analyze these issues.
- Students will demonstrate enhanced writing and critical thinking skills and a more nuanced analytical approach to problem solving, and more facility with making individual oral presentations of complex material.
- Utilizing the French experience, students will have a larger capacity to reflect on the history of the United States and the vagaries of historical experience in general

TEXT : *Texts are communicated in the syllabus according to the different outcomes sessions*

EVALUATION :

The final grade will be made up of final individual or team project/paper (20%), the mid-term exam (25%), FOUR Reviews (40%) and a Classroom work (15%).



COURSE TITLE : **OPERATIONS MANAGEMENT**

COURSE NUMBER : PRO 310

CREDITS : 3

PREREQUISITE : QNT 210

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course provides second year students with the broad concepts that make up the field of Operations Management. It focuses on the design, operation and control of productive systems.

COURSE OBJECTIVES :

To increase student understanding of the problems and opportunities faced by the operations manager in manufacturing and service organizations. To develop an ability to apply operations management concepts in a variety of settings. To develop an understanding of operations management techniques in order to be able to evaluate recommendations made by technical specialists in the field.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and numerical problem solving sessions. Students are expected to participate in class discussion. Will be covered in class :

- Productivity & Competitiveness
- Product Design & Process Selection
- Quality Control System
- Forecasting
- Capacity Planning & Location
- Job Design & Work Measurement
- Project Planning & Control
- Inventory Systems

TEXT : ***Operations Management***, Johnston, Financial Times, 6th Edition, 2010

EVALUATION :

The final grade will be made up of a class participation and homework (25%), a mid-term test (35%) and the final examination (40%).



COURSE TITLE : **INTRODUCTION TO PSYCHOLOGY**

COURSE NUMBER : PSY 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course is an introduction to the basic concepts and methods of psychology. Primary emphasis is on the study of human behavior, motivation, emotion, intelligence and personality.

COURSE OBJECTIVE :

To help the student become familiar with standard psychological vocabulary and understand the development of today's science of psychology through the different schools of thought.

INSTRUCTIONAL METHODOLOGY :

Because of the amount of material to be covered, this class will be primarily a lecture class. Students will be expected to ask and answer questions concerning the material covered, however, and are therefore expected to prepare the chapters in advance.

- Introduction to the vocabulary of psychology & psychopathology
- Abnormal psychology
- Psychology of crime
- Experimental psychology : methods & current research trends
- Social psychology : group phenomena
- Child development
- Psychology of other cultures – Eastern vs Western psychology

TEXT : ***Psychology***, Wade/Tavris, Harper & Collins, 10th Edition, 2010

EVALUATION :

The final grade will be made up of class participation (20%), group project & presentation (20%), a mid-term test (30%), and a final examination (30%).



COURSE TITLE : **BUSINESS STATISTICS**

COURSE NUMBER : QNT 210

CREDITS : 3

PREREQUISITE : MATH 120

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course provides second year students with an overall picture of the scope and structure of business statistics. The objective of this course is to provide the students with a practical understanding of some widely used statistical tools and methods and the ability to use this knowledge to *prepare* a quantitative study, *process* the gathered data and *interpret* its results.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and numerical problem solving sessions. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : What is statistics ?
- Methods for describing sets of data
- Measures of position ; measures of dispersion
- Relationships between qualitative variables
- Forecasting techniques
- Probability concepts
- Random variables ; probability distributions
- Normal distribution ; estimation of a population mean or proportion

TEXT : ***Business Statistics : A Decision-Making Approach***, Groebner, Pearson, 1st Ed, 2010

EVALUATION :

The final grade will be made up of a class participation and homework (20%), a mid-term test (40%) and the final examination (40%).



COURSE TITLE : **QUANTITATIVE ANALYSIS**

COURSE NUMBER : QNT 220

CREDITS : 3

PREREQUISITE : QNT 210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course provides second year students with an overall picture of the nature and scope of quantitative techniques. It describes several of the quantitative methods, explains how they work and shows how they can be applied and interpreted. It emphasizes real-world problems and the role of modeling in solving such problems. The focus will be kept on the relationship between problem and model.

COURSE OBJECTIVES :

To provide students with a sound conceptual understanding of the role that management science plays in the decision-making process.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and numerical problem solving sessions. Students are expected to participate in class discussion. Will be covered in class :

- Model and Modeling
- Linear Programming : Formal Models
- Linear Programming : Geometric Representation and Graphic Approach
- Analysis of LP Models
- The Simplex method
- Network models
- Inventory Control
- Decision Theory and Decision Trees

TEXT : ***Managerial Decision Modelling***, Ragsdale, Thomson, 1st Edition

EVALUATION :

The final grade will be made up of a class participation and homework, a mid-term test and the final examination.



COURSE TITLE : **ENVIRONMENTAL SCIENCE**

COURSE NUMBER : SCI 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course is an introduction to the basic concepts and methods of environmental science – study of the environment of Earth, man’s effect on the environment and solutions to environmental problems. Special stress is laid on the management of the environment in industry and on the economic effects of environmental degradation and improvement.

COURSE OBJECTIVES :

At the end of the course the student should understand the scientific mechanisms of key environmental issues (air pollution, water quality, greenhouse effect, biodiversity, ...), the impact that man has on the environment and the ways individuals and industry can change the environment for the better or for the worse.

A site visit, project work and classroom debate is intended to develop critical thinking, enabling students to ask the right questions, identify key issues, make proposals for action and evaluate them.

INSTRUCTIONAL METHODOLOGY :

Because of the amount of material to be covered, this class will be primarily a lecture class. Students will be expected to ask and answer questions concerning the material covered, however, and are therefore expected to prepare the chapters in advance. Subjects dealt with :

- environmental interrelationships ; ecosystems
- water management & watersheds
- soil, agricultural methods, land-use planning
- energy issues
- solid waste management ; hazardous materials
- air pollution ; noise pollution
- risks, decision-making & policies
- environmental management

TEXT : ***Environmental Science : Toward a Sustainable Future***, Wright, 11th Ed, 2010

EVALUATION :

The final grade will be made up of class participation and quizzes (10%), research projects (30%), a mid-term test (30%), and a final examination (30%).

COURSE TITLE : **INTRODUCTION TO SOCIOLOGY**

COURSE NUMBER : SOC 110

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This course is an introduction to the basic concepts and methods of sociology. It surveys the main theoretical approaches and problems in the study of social life. Topics include the basic processes of social interaction, class and stratification, political power, education and the family.

COURSE OBJECTIVE :

To help the student become familiar with standard sociological vocabulary and understand the development of today's science of sociology.

INSTRUCTIONAL METHODOLOGY :

Because of the amount of material to be covered, this class will be primarily a lecture class. Students will be expected to ask and answer questions concerning the material covered, however, and are therefore expected to prepare the chapters in advance.

- Introduction to Psychology ; Social Interaction
- Functionalism, structure and action
- Role theory & Models of Man
- Deviance and groups
- Social Stratification
- Global Inequality
- Economics & Politics
- Education & Schooling
- Religion & Secularisation
- Sex & Gender

TEXT : ***Society : A Global Introduction***, Macionis, Pearson, 5th European Edition, 2011

EVALUATION :

The final grade will be made up of a research project and a class presentation of it (40%), a mid-term test (30%) and a final examination (30%).



COURSE TITLE : **ENGLISH FLUENCY DEVELOPMENT**

COURSE NUMBER : UPG 112

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 language skills necessary to function in an American academic environment. This development will encompass a far-reaching, holistic approach extending into the totality of the communication engine by working reading, writing and speaking skills. Each class component will incorporate grammar and idiom work, a speaking workshop and reading comprehension work so as to master all aspects of communicative competence.

COURSE OBJECTIVE :

The objective of this course is to develop students' English proficiency in communicative competence so as to master fluency in writing, reading and speaking and acquire a 360° mastery of the English language culture suitable for an American academic environment. Course design is intended to establish groundwork for the pursuit of an academic framework entirely taught in English and the subsequent language skills necessary to function in a globalized, intercontinental work climate where English has emerged as the quintessential capital communication tool.

- Perfecting grammar skills to consolidate, remedy and advance the building blocks towards effective communication
- Improving speech fluency, spontaneity and eloquence
- Provide an introduction to business English
- Developing the capacity to use words as art and write coherent, well structured prose using nuance, subtleties and colourful descriptions.
- Exploring the IDIOMS universe so as to master the wordplay and codes so often used in daily living whether at work or at play.
- Learning to analyze and divine meaning, significance and symbolism inside words and thought patterns by reading and being exposed to different writing styles and contemporary phenomena.

TEXT : **English Grammar in Use** (intermediate) by Raymond Murphy, Cambridge University Press, 3rd edition(with answers), and **Test Your Idioms** by Peter Watcyn-Jones, Penguin English Guides, edition 2002. Literature: Albert Camus, **The Outsider**, Penguin Classics.

EVALUATION :

The final grade will be made up of In-house workshops : Sincerity Coefficient(speaking, writing) 25%, Writing Workshops 25%, Grammar/Vocabulary Work 25%, Final Exam 25%



COURSE TITLE : **ELEMENTARY FRENCH**

COURSE NUMBER : FRE 110

CREDITS : 6

PREREQUISITE : NONE

ECTS CREDITS : 12

OFFERED : FALL & SPRING

SEMESTER HOURS : 90

COURSE DESCRIPTION :

The study of French pronunciation, vocabulary and grammar at beginner's level. The student concentrates on mastering the basics of the French language through various exercises. The emphasis is on oral communication skills, but with attention to written French as well.

COURSE OBJECTIVES :

This course is designed to introduce students to French through a study of not only the language, but also the culture. Through much drilling and repetition, students will become familiar with the essentials of French and be able to manage most standard social situations.

TEXT : ***Taxi 1 Méthode de Français***, Capelle & Lenand, Hachette, 2003

La Grammaire Progressive du Français, niveau débutant, Grégoire, CLE International, Nouvelle Edition

EVALUATION :

The final grade will be made up of class exercises, homework correction, class quizzes and a final test.



COURSE TITLE : **LOWER & UPPER INTERMEDIATE FRENCH**

COURSE NUMBER : FRE 210

CREDITS : 4

PREREQUISITE : FRE 110

ECTS CREDITS : 8

OFFERED : FALL & SPRING

SEMESTER HOURS : 60

COURSE DESCRIPTION :

This is a continuation of the elementary French course. There will be a complete review of the structure of the French language with emphasis on the oral aspect of the language. Listening comprehension and reading skills are also stressed. Additional emphasis will be placed on mastering French grammar.

COURSE OBJECTIVES :

This course is designed to reinforce the student's knowledge of French while at the same time introducing new elements. Students will be encouraged to express themselves in French, and to use the structures and vocabulary learned. Through selected readings students will study various aspects of French life, to gain a better understanding of France and its people..

TEXT : **Taxi 1 Méthode de Français**, Capelle & Menand, Hachette, 2003

La Grammaire Progressive du Français, Niveau Intermédiaire, Grégoire & Thiévenaz,
CLE International, Nouvelle Edition

EVALUATION :

The final grade will be made up of class exercises, homework correction, class quizzes and a final test.



COURSE TITLE : **ADVANCED FRENCH**

COURSE NUMBER : FRE 350

CREDITS : 3

PREREQUISITE : FRE 210

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This is a continuation of the intermediate French course. There will be a complete review of the structure of the French language with emphasis on the oral aspect of the language. Listening comprehension and reading skills are also stressed. Additional emphasis will be placed on civilization and culture.

COURSE OBJECTIVES :

This course is designed to reinforce the student's knowledge of French while at the same time introducing new elements. Students will be encouraged to express themselves in French, and to use the structures and vocabulary learned. Through selected readings students will study various aspects of French life, to gain a better understanding of France and its people..

TEXT : *La Grammaire Progressive du Français*, Niveau Avancé par Michèle Boularès et Jean- Louis Frerot, CLE International, Nouvelle Edition
***Les 501 Verbes de Bescherelle* ; un bon dictionnaire unilingue ; un bon dictionnaire bilingue**
***La Leçon*, Eugène Ionesco**

EVALUATION :

The final grade will be made up of class exercises, homework correction, class quizzes and a final test.



COURSE TITLE : **CAREER MANAGEMENTPROGRAM**

COURSE NUMBER : **CMP 100-101**

CREDITS : 2

PREREQUISITE : None

ECTS CREDITS 4

OFFERED :FALL& SPRING

YEARLY SEMESTER HOURS :16

COURSE DESCRIPTION &OBJECTIVES :

The Career Management Program consists of training sessions that are designed to complement classroom academic ideology to strengthen the student's understanding of the key issues towards launching a career and in the building of a profound awareness of all themes related to the world of work. These interactive, performance-based seminars act as interconnecting ,multidisciplinary components which consolidate the understanding of the fundamental realities of an ever-changing business world in constant evolution. The Career Management Program accompanies the student throughout his/her studies to transform young people with ideas and dreams into charismatic, efficient job-seekers, with solid profiles, self-marketing skills and knowledge of how, why and whom businesses are recruiting today.

The First Year seminars serve as an introductory foundation module to young business students. The sessions will deal with how to find internships and jobs, how to develop an initial professional profile, how to write a dynamic CV, especially if there is not much to put in it, as well as a motivating cover letter. What to say in the first internship interview and how to deal with stress, as well as mapping-out professional and personal objectives so as to customize goals and build solid itineraries towards the construction of a solid business career. Students will analyse their strengths and weaknesses, gather information about themselves and work proactively on the public relations of self-promotion while developing ease and comfort in all aspects of communication.

TEXT :***What color is your Parachute ?***, Richard Bolles, Ten Speed Press, 2011 Edition

EVALUATION : Based on attendance, participation, and assignments



COURSE TITLE : **CAREER MANAGEMENT PROGRAM**

COURSE NUMBER : **CMP 200-201**

CREDITS : 2

PREREQUISITE : CMP 100-101

ECTS CREDITS 4

OFFERED :FALL& SPRING

YEARLY SEMESTER HOURS : 16

COURSE DESCRIPTION &OBJECTIVES :

The Career Management Program consists of training sessions that are designed to complement classroom academic ideology to strengthen the student's understanding of the key issues towards launching a career and in the building of a profound awareness of all themes related to the world of work. These interactive, performance-based seminars act as interconnecting ,multidisciplinary components which consolidate the understanding of the fundamental realities of an ever-changing business world in constant evolution. The Career Management Program accompanies the student throughout his/her studies to transform young people with ideas and dreams into charismatic, efficient job-seekers, with solid profiles, self-marketing skills and knowledge of how, why and whom businesses are recruiting today.

The Second Year seminars demonstrate to students how to capitalize on their first professional experience. Students will be asked to reflect on whether that sector of activity attracts them. The sessions will investigate the globalized business culture, the key characteristics of the Company Profile, while studying emerging trends in industry sectors and recruitment potential. The CV/professional profile will be updated to integrate the notion of transferable skills and competencies. More sophisticated role-plays and presentations will centralize and cement the promotion of self-image through an ever-growing concrete knowledge of how the world of work is piloted in its functioning and operations, and how as a young business actor one can develop the necessary self-branding persona to establish future professional goals in the here-and-now, on the journey to a 360° self-actualization of career construction.

TEXT :***What color is your Parachute ?***, Richard Bolles, Ten Speed Press, 2011 Edition

EVALUATION : Based on attendance, participation, and assignments

COURSE TITLE : **CAREER MANAGEMENT PROGRAM**

All third and fourth year students will have to complete both CMP 320 and CMP 420 before graduating (even if you have done CMP 300, CMP 400 in previous years).

COURSE NUMBER : **CMP 320**

CREDIT : 1

PREREQUISITE : CMP 200-201

ECTS CREDITS 2

OFFERED : FALL

SEMESTER HOURS : min 6

COURSE DESCRIPTION & OBJECTIVES :

The Career Management Program for 3rd and 4th year students consists of the following :

- **1 six hour Career Management seminar per semester** (Phase 1 = 3 workshops)

Also, you may take the following if extra guidance is needed (free and optional for more individualised coaching):

Atouts Carriere Workshops (Nov-Dec 2012)

Contact: Charles Antoine BERTHONNEAU cberthonneau@groupe-igs.fr

Program and planning will be sent to students by email.

Career Management Seminar Program CMP 320:

Date: Saturday 13th October (Gr 1) and 17th November (Gr2)

Phase 1: Preparatory Stage:

° *Refining your Professional Project : 2 hours workshop (15 students max)*

° *The Job Market: In France and abroad : 2 hours workshop (15 students max)*

° *Using your network to find a Job : 2 hours workshop (15 students max)*

These training sessions are designed to allow the students to formulate a professional project, and develop the student's job search skills. The workshops are facilitated by HR professionals and recruiters.

EVALUATION : Student Portofolio (Part 1), attendance.

No absence is tolerated. Change of group may be accepted for exceptional medical or professional reasons



COURSE TITLE : **CAREER MANAGEMENT PROGRAM**

All third and fourth year students will have to complete both CMP 320 and CMP 420 before graduating (even if you have done CMP 300, CMP 400 in previous years).

COURSE NUMBER : **CMP 420**

CREDITS : 1

PREREQUISITE : CMP 320

ECTS CREDITS: 2

OFFERED : SPRING

SEMESTER HOURS : min 12

COURSE DESCRIPTION & OBJECTIVES :

The Career Management Program CMP 420 consists of the following **three mandatory components**:

- 1 **six hour Career Management seminar per semester** (Phase 2)
- Mandatory attendance for **Corporate Relations week** (March 19th - 23rd)
Preparatory workshops: Contact for planning and registration : Ms Marie GAILLARD (mgaillard@groupe-igs.fr)
- **IGS Career Fair day**: March 23rd 2013 (6 hours)

Also, you may take the following if extra guidance is needed (free and optional for more individualised coaching):

Atouts Carriere Workshops (March-May 2013)

Contact: Charles Antoine BERTHONNEAU cberthonneau@groupe-igs.fr

Program and planning will be sent to students by email.

Career Management Seminar Program CMP 420:

*Phase 2: **Communication Stage:***

- ° *Powerful Resumes and Cover letters (in English) 2 hours workshop*
- ° *Powerful Resumes and Cover letters (in French) 2 hours workshop*
- ° *Interviews Simulations: 2 hours workshop*

These training sessions are designed to allow the students to formulate a professional project, and develop the student's job search skills. The workshops are facilitated by HR professionals and recruiters.

EVALUATION : 1. Student Portofolio (part 2), 2. Career Fair Day Report

No absence is tolerated. Change of group may be accepted for exceptional medical or professional reasons.

NB: All third and fourth year students will have to complete both CMP 320 and CMP 420 before graduating (even if you have done CMP 300, CMP 400 in previous years).

Should you have completed all your credits in December 2012, CMP 420 won't be mandatory, but optional.

Chapter 1

ACADEMIC REGULATIONS

BBA Program

Article 1.1 ACADEMIC PROGRAMS

THE “ BBA “ PROGRAM

In compliance with the Bologna Agreement directives on standardizing European post-secondary education, the American Business School has developed a curriculum design that allows students to continue their studies at the Master’s level either in Europe or in the United States.

The American Bachelor of Business Administration program is completed after validating the required American credits with a minimum GPA (Grade Point Average) of 2.5 over 4 (see Article 1.1.1 below). A student has to obtain all his/her academic and non-academic credits (see Article 1.1.2 below) in order to be awarded the American Business School BBA degree. A student also has to validate his/her attendance in the Business game which is administered to all graduating students at the end of the semester (see Article 1.17.2 below).

Article 1.1.1 ACADEMIC CREDITS

To obtain the American BBA degree, a student must obtain 138 American « academic » credits with a minimum overall Grade Point Average of 2.5 (see below, article 1.7.1, for grading system). The new students enrolled at The American Business School in the 1st Academic year must earn 120 credits to obtain the BBA (the upgrading courses & the mandatory CMP seminars are not included in the 120 credits). A credit corresponds to one hour of class work per week. Most courses are 3 hours of class per week, thus they have a value of 3 credits. The 138 credits mentioned above is the equivalent of 42 modules/courses of 3 credits each, plus 4 credits for a European high school diploma, plus 8 credits for the Career Management Program seminars.

Transfer students receive a certain number of transfer credits for coursework done before joining the American Business School program. Transfer students must complete the number of credits awarded for work done at previous post-secondary institutions to reach 138. (The equivalence between ECTS credits and American credits is approximately 1 American credit = 1.5 or 2 European credits. Thus, a 5-credit course in Europe would be the equivalent of a 3-credit course in the USA.)

Starting this Academic year, the American Business School students can take Foreign Languages courses during the whole year at the other Schools of IGS Group – ESAM & ICD – which are transferred as 3 Academic credits/course/year in the Electives courses category. The Languages are:

- Chinese
- Spanish
- German
- Russian

Article 1.1.2 PROFESSIONAL CREDITS

In addition to the 138 American « academic » credits (or 120 credits for the new 1st Academic year students), a student must also obtain between 25 and 30 “professional credits” to be awarded the BBA degree (25 professional credits for the new 1st Academic year students). These professional credits are given for fieldwork done outside the classroom (see articles 1.14, 1.15 and 1.16 below). The professional credits are given for the following work:

1st YEAR 1 trade show (1 credit), 2 cultural events (1 credit), sports activities (2 credits), Internship report (3 credits), Academic tutoring (1 credit/ 6 hours), School spirit team (1 credit/project), Humanitarian project (3 credits/year),

Associative commitment in the BDA (3 credits/year), Delegate's mission (3 credits/year), Artistic and Sport Performance (2 credits), Volunteer work outside the School (2 credits/year)

2nd YEAR communication Team (3), Internship report (3 credits), Academic tutoring (1 credit/ 6 hours), School spirit team (1 credit/project), Humanitarian project (3 credits/year), Associative commitment in the BDA (3 credits/year), Delegate's mission (3 credits/year), Artistic and Sport Performance (2 credits), Volunteer work outside the School (2 credits/year) 8

3rd YEAR communication Team (3), Internship report (3 credits), Academic tutoring (1 credit/ 6 hours), School spirit team (1 credit/project), Humanitarian project (3 credits/year), Associative commitment in the BDA (3 credits/year), Delegate's mission (3 credits/year), Artistic and Sport Performance (2 credits), Volunteer work outside the School (2 credits/year) 8

4th YEAR communication Team (3), Internship report (3 credits), Business Game (2 credits), Academic tutoring (1 credit/ 6 hours), School spirit team (1 credit/project), Humanitarian project (3 credits/year), Associative commitment in the BDA (3 credits/year), Delegate's mission (3 credits/year), Artistic and Sport Performance (2 credits), Volunteer work outside the School (2 credits/year) 8

MAXIMUM TOTAL OF PROFESSIONAL CREDITS

25-30

A student who spends 4 years at the American Business School must obtain all 30 professional credits (25 credits for the new 1st Academic year students). A transfer student must obtain the number of professional credits corresponding to the number of years he/she spends at American Business School. A transfer student entering into 1st year is required to obtain the credits for the trade show report and the cultural events. Transfer students into 2nd, 3rd, or 4th years, who take ENG 101 Academic Methodology, are required to hand in 1 trade show report.

Sports – all 1st year students are required to practice sports, since the sports activities have been built into the American Business School course program. The number of professional credits given will depend on the regularity of their participation and the progress made in the different sports activities. There are also school basketball, soccer and volleyball teams. Playing regularly on these teams can also bring a student non-academic credits. (See articles 1.16.3.1 and 1.16.3.2 below.)

Mandatory professional credits: 12 credits

Internships Pole: 3 credits (2nd year) + 3 credits (3rd year) = 6 credits (Coordinator: Mrs. Gaillard)

Business Game Pole: 2 credits (Coordinator: Dean Fadel)

Sports Activities: 2 credits/ 1st year students (Coordinator: Dean Fadel)

1 Trade Show: 1 credit (Coordinator: Professor Rukavina)

2 Cultural events: 1 credit (Coordinator: Professor Rukavina)

Elective professional credits: 13 credits for 120-credit curriculum; 15 credits for the 138-credit curriculum

Internships Pole: 3 credits/1st year students, (Coordinator: Mrs. Gaillard)

Communication Team Pole: 1 credit/10 commitment hours (Coordinator: Ms. Roshani)

Associative commitment Pole (BDA): 3 credits/year (Coordinator: Mrs. Bert)

School Spirit Team Pole: 1 credit/project (Coordinator: Mrs. Bert)

Humanitarian project: 3 credits/year (Coordinator: Mrs. Bert)

Volunteer work-Extra ABS: 2 credits/year (Coordinator: Mrs. Bert)

Academic assistance & tutoring: 1 credit/6 commitment hours (Coordinator: Dean Fadel)

Artistic or Sport Performance: 2 credits (Coordinator: Dean Fadel)

Delegate's mission: 3 credits/year (Coordinator: Dean Fadel)

Sports Team Pole: 2 credits/semester (Coordinator: Dean Fadel)

Article 1.2 ADMISSIONS

Students can join the BBA program immediately after secondary school studies. They must have a diploma for completing their secondary school studies: Baccalauréat, Abitur, A-Levels, Grade 12 or equivalent. If not native English-speakers, candidates must demonstrate an adequate level of English with a TOEFL score of 80 IBT (or 213

computer based) or take the American Business School English test. If a student's English is considered weak, he/she will be advised to take the Intensive English Course which precedes the beginning of the Fall Semester. If after the Intensive English Course, a student's English is still considered too weak to join the business program, he/she will be required to take a lighter course load during the semester which will allow him/her time to improve his/her English language competence.

Transfer students must have an end-of-secondary school diploma and provide transcripts and course descriptions from whatever post-secondary institutions they have attended if they wish to obtain transfer credits for the work done previously.

Article 1.2.1 CREDIT TRANSFER POLICY FOR STUDENTS JOINING THE BBA PROGRAM

Students transfer into the school from many different educational systems. Establishing course equivalencies involves thorough analysis of the program/courses previously followed by the student.

No course will be transferred with a grade below "C" in the American system. In other school systems, a grade under 50% will not be accepted for transfer. EFL or ESL courses (Intensive English) are not granted credit. Advanced Placement (AP) courses taken in high school can be granted credit. Students coming out of an International Baccalaureate Program can receive transfer credit for the Higher Level (HL) courses which receive a minimum grade of 5 (maximum 7).

Students need 138 credits to be awarded the BBA degree at the American Business School. Residency requirements also impact the number of transferable credits. Currently, the American Business School has an unrestricted 38 credit residency policy (12 courses + CMP 400 & 401). Thus, a maximum of 100 credits can be transferred.

1/ Students who have not completed a "business / commerce" degree, submit their transcripts which are evaluated on a course-by-course basis. They then complete the number of missing credits to obtain the BBA degree from the American Business School.

2/ Students who have completed degrees in non-business-related subjects – economics, medicine, history – submit their transcripts which are evaluated on a course-by-course basis, and they receive transfer credits for the subjects which correspond to the American Business School curriculum. They then complete the missing credits – especially the foundation business courses – to obtain the BBA degree.

3/ Students with 3-year business degrees (from China, India, etc.) submit their transcripts which are examined to make sure the foundation business courses are present. The students are admitted into the 4th year of the BBA program and they then take a minimum of 12 courses + CMP 400 & 401 seminars with the American Business School to complete the number of missing credits. The courses chosen either complement what they have already taken, or enlarge their business knowledge. For example, someone with many economics/finance courses might take more marketing courses, or someone with many marketing courses, might be more interested in taking finance & economics courses. Non academic credits will be granted.

4/ Students with Associate Degrees in business/commerce from North American community colleges or universities, submit their transcripts which are evaluated to make sure the foundation courses are present. They are then admitted into the 3rd year of the BBA program. They choose a major and then take a minimum of 20 courses + CMP seminars to complete the BBA degree. In some cases, certain business courses are mandatory, in addition to French language and civilization courses.

5/ Students, with 2-year degrees in business/commerce from European institutions (Germany, Denmark), or who have completed 2 years of a 3-year Bachelor's program, submit their transcripts. European institutions are on the ECTS credit system, and usually have a high number of classroom hours. In general, in the 2-year programs, or in 2 years of a 3-year program, they have the equivalent number of class hours as American students who have completed 3-years of a BBA program. If the completed courses correspond to the American Business School curriculum, these students may be admitted into the Senior/4th year of the program and take 12 courses (8 upper-level business courses, 2 liberal arts courses, 2 French language courses) + CMP 400 & 401 seminars to obtain the BBA degree from the American Business School.

Transfer credits are not included in the GPA of the American Business School students.

Article 1.2.2 POLICY FOR CREDITS EARNED OUTSIDE THE AMERICAN BUSINESS SCHOOL AFTER A STUDENT HAS BEEN ADMITTED INTO THE BBA PROGRAM

Students who wish to take courses for credit **exceptionally** outside the American Business School, whether as part of a study abroad program during summer school at another university, must secure written permission from the Dean **prior** to taking the intended courses. **The core business courses must be completed at the American Business School** and cannot be taken at an outside institution unless specific permission is obtained from the Dean. Otherwise, these unapproved credits will not be validated for transfer back to American Business School.

Most courses followed at other institutions with which the school has an institutional partnership are fully transferable and can be used to qualify for the BBA degree. No credit will be accepted for transfer for grades below C or for courses taken credit/no credit. Transfer credits are not included in the calculation of the GPA for the American Business School students.

Article 1.3 ORGANIZATION OF THE ACADEMIC YEAR

The academic year is divided into 2 semesters, a Summer Program and a Winter Session: the Fall Semester, beginning of September to the end of December; the Spring Semester, end of January to the middle of May; the Winter Session, beginning to the end of January; the Summer Program, beginning of June to the middle of July.

There are 13 or 14 weeks in each semester; the Summer Program is 5 weeks and the winter session is three weeks in January.

The summer program and the winter session are optional.

A student can take up to 7 courses/modules each semester **according** to his/her GPA, with the Dean’s approval; a module being 3 hours of class. A usual course load is 5 or 6 modules. Each hour of class requires a minimum of 2 hours of personal study/preparation. A student can take a maximum of 2 courses during the summer Program and one course during the Winter Session.

In addition to the coursework, all students are required to carry out certain fieldwork activities during the semesters. This fieldwork takes the form of Trade Show Report (1), Cultural Activities (2 per semester), sports activities, etc. for all first year students (see articles 1.16.1, 1.16.2, 1.16.3, 1.16.4, & 1.16.5 below). Professional credits are given for this work (see article 1.1.2 above).

Article 1.4.1 COURSE PLANS

Each student’s course plan is established by the Dean. There is a certain order to be respected when choosing courses, since certain courses have prerequisites. For example, Financial Accounting 1 & 2 must be completed before taking Fundamentals of Business Finance 1. Certain courses are considered « core courses » and must be included in a student’s course plan.

Article 1.4.2 THE ROAD MAP

BBA Curriculum for Academic years 2012-2013: 138 credits

| Career Management Program | |
|----------------------------------|--|
| <i>CMP 100</i> | |
| <i>CMP 101</i> | |
| CMP 200 | |
| CMP 201 | |
| CMP 300 | |
| CMP 301 | |
| CMP 400 | |
| CMP 401 | |
| Total | |

| 1. Foundation Courses: 30 Credits | |
|--|--|
| ENG 101 Academic Methodology | |
| ENG 110 Critical Reading & Writing | |
| ENG 120 Critical Reading & Writing 2 | |
| ENG 130 Speech | |
| ENG 210 Advanced Critical Thinking 1 | |
| ENG 220 Advanced Critical thinking 2 | |
| MATH 110 Pre-Calculus Mathematics | |
| MATH 120 Calculus | |
| MGT 110 Intercultural Studies | |
| POL 210 International Relations | |
| Total | |

| 3. Electives Courses: 12 Credits | |
|---|--|
| POL 212 Identity, Immigration & Nation | |
| POL 216 Topics in Comparative Politics | |
| ART 110 Impressionism | |
| ART 120 Post-Impressionism | |
| PSY 110 Introduction to Psychology | |
| SOC 110 Introduction to Sociology | |
| SCI 110 Environmental Science | |
| HIS 344 France & Old Regime | |
| HIS 431 France & Empire | |
| GEO 409 Cultural Biogeography | |
| GEO 422 Agricultural, Food & Society | |
| FRE 320 French Civilization | |
| FRE 110 French Language 1 | |
| FRE 210 French Language 2 | |
| FRE 220 Upper Intermediate French | |
| FRE 330 Paris on Film: An Affair of the Art | |
| FRE 340 Paris: Art, Culture, History | |
| FRE 350 French Language 3 | |
| Total | |

| International & Luxury Marketing Major | |
|--|--|
| <i>MGT 410 Strategic Management</i> | |
| <i>BUS 450 Practicum (Internship)</i> | |
| ECO 470 Industrial Organization: France's Tourism, Food & Wine | |
| MIS 310 E-Commerce | |
| MKT 241 European Consumer Behavior | |
| MKT 320 Advertising | |
| MKT 340 Marketing Research | |
| MKT 350 Int. Marketing | |
| MKT 360 Business Communication | |
| MKT 370 Business Marketing | |
| MKT 380 Personal Selling & Negotiation | |
| MKT 390 Event Marketing | |
| MKT 400-401 Luxury Marketing | |
| MGT 300 Introduction to European Business | |
| Total | |

| 2. Core Business Courses: 60 credits | |
|---|--|
| ACC 110 Financial Accounting 1 | |
| ACC 120 Financial Accounting 2 | |
| ACC 130 Managerial Accounting | |
| ECO 110 Principles of Macroeconomics | |
| ECO 120 Principles of Microeconomics | |
| FIN 210 Business Finance 1 | |
| FIN 220 Business Finance 2 | |
| MGT 210 Process & Functions of Mgt | |
| MGT 220 Organizational Behavior | |
| MGT 230 International Business | |
| MGT 320 Entrepreneurship | |
| MIS 110 Mgt of Information Systems 1 | |
| MIS 120 Mgt of Information Systems 2 | |
| MKT 210 Principles of Marketing | |
| MKT 240 Consumer Behavior | |
| PRO 310 Operations Management | |
| QNT 210 Business Statistics | |
| QNT 220 Quantitative Analysis | |
| PHI 310 Business Ethics | |
| LAW 210 Legal Environment of Business | |
| Total | |

| Finance/Economics Major | |
|---|--|
| <i>MGT 410 Strategic Management</i> | |
| <i>BUS 450 Practicum (Internship)</i> | |
| ECO 414 Growth & Crisis in the World Economy: France & the World Economy, 1650-2012 | |
| ECO 210 Macroeconomic Analysis | |
| ECO 220 Intermediate Microeconomics | |
| ECO 324 Money & Banking | |
| ECO 450 International Economics | |
| FIN 320 Investment Analysis | |
| FIN 340 Investment Management | |
| FIN 450 International Finance | |
| MGT 300 Introduction to European Business | |
| MGT 400 European Business Strategies | |
| Total | |

| International Business Major | |
|---|--|
| <i>MGT 410 Strategic Management</i> | |
| <i>BUS 450 Practicum (Internship)</i> | |
| ECO 414 Growth & Crisis in the World Economy: France & the World Economy, 1650-2012 | |
| ECO 470 Industrial Organization : France's Tourism, Food & Wine | |
| MKT 380 Personal Selling & Negotiation | |
| ECO 450 Intern. Economics | |
| FIN 450 Int. Finance | |
| LAW 310 Int. Law | |
| MGT 350 Logistics | |
| MGT 420 European Union Law | |
| MKT 350 Int. Marketing | |
| MGT 300 Introduction to European Business | |
| MGT 400 European Business Strategies | |
| Total | |

| Core courses : 60 credits | | |
|---------------------------|---|---------|
| Code | Name | Credits |
| ACC 115 | Financial Accounting | |
| ACC 130 | Managerial & Computing Accounting | |
| ECO 110 | Macroeconomics | |
| ECO 120 | Microeconomics | |
| FIN 215 | Business Finance | |
| LAW 200 | American Business Law | |
| LAW 215 | General & European Legal Environment | |
| MGT 215 | Functions of Management & Organizational Behavior | |
| MGT 225 | Human Resource Management | |
| MGT 230 | International Business | |
| MGT 320 | Entrepreneurship | |
| MGT 410 | Strategic Management | |
| MGT 450 | Practicum (Internship) | |
| MKT 210 | Principles of Marketing | |
| MKT 240 | Consumer Behavior | |
| PHI 310 | Business Ethics | |
| POL 210 | International Relations | |
| PRO 310 | Operations Management | |
| QNT 210 | Business Statistics | |
| QNT 220 | Quantitative Analysis | |
| TOTAL | | |

| Elective courses: 9 credits | | |
|-----------------------------|---|---------|
| Code | Name | Credits |
| ART 110 | Impressionism | |
| ART 115 | Theater & Advanced Public Speaking | |
| ART 120 | Post-Impressionism | |
| FRE 110 | Elementary French | |
| FRE 210 | Lower Intermediate French | |
| FRE 220 | Upper Intermediate French | |
| FRE 320 | French Civilization | |
| FRE 330 | Paris on Film | |
| FRE 340 | Paris & French Society | |
| FRE 350 | Advanced French | |
| POL 212 | Identity, Immigration & Nation in France | |
| POL 216 | Topics in Comparative Politics: French Society and Politics from an American lens | |
| SCI 110 | Environmental Science | |
| TOTAL | | |

| Major in Economics & International Finance: 24 credits | | |
|--|---|---------|
| Code | Name | Credits |
| ECO 215 | Macroeconomic & Microeconomic Analysis | |
| ECO 220 | Intermediate Microeconomics | |
| ECO 324 | Money & Banking | |
| ECO 450 | International Economics | |
| ECO 414 | Growth & Crisis in the World Economy: France & the World Economy, 1650-2012 | |
| FIN 225 | Business Finance II | |
| FIN 320 | Investment Analysis | |
| FIN 340 | Investment Management | |
| FIN 450 | International Finance | |
| MGT 300 | Introduction to European Business | |
| MGT 400 | European Business Strategies | |
| TOTAL | | |

| Major in International & Luxury Marketing : 24 credits | | |
|--|--|---------|
| Code | Name | Credits |
| ECO 470 | Industrial Organization: France's Tourism, Food & Wine | |
| MGT 300 | Introduction to European Business | |
| MGT 400 | European Business Strategies | |
| MIS 310 | E-Commerce | |
| MKT 241 | European Consumer Behavior | |
| MKT 320 | Advertising | |
| MKT 340 | Marketing Research | |
| MKT 350 | International Marketing | |
| MKT 360 | Business Communication | |
| MKT 370 | Business Marketing | |
| MKT 380 | Personal Selling & Negotiation | |
| MKT 390 | Event Marketing | |
| MKT 400 | Luxury Brand Marketing | |
| TOTAL | | |

| Career Management Program | | |
|---------------------------|-------------------------------|---------|
| Code | Name | Credits |
| CMP 100 | Career Management Program I | |
| CMP 101 | Career Management Program I | |
| CMP 200 | Career Management Program II | |
| CMP 201 | Career Management Program II | |
| CMP 300 | Career Management Program III | |
| CMP 301 | Career Management Program III | |

| Foundation courses : 27 credits | | |
|---------------------------------|--|---------|
| Code | Name | Credits |
| ENG 101 | Academic Methodology | |
| ENG 120 | Critical Reading and Writing | |
| ENG 210 | Advanced Critical Thinking 1 | |
| ENG 220 | Advanced Critical Thinking 2 | |
| ENG 130 | Communications Techniques / Speech | |
| MATH 120 | Calculus | |
| MGT 110 | Intercultural Studies | |
| MIS 120 | Information Technology | |
| SOC 110 or PSY 110 | Introduction to Sociology or Introduction to Psychology | |
| TOTAL | | |

| Upgrade Courses | | |
|-----------------|--|---------|
| Code | Name | Credits |
| UPG 110 | Pre-Information Technology | |
| UPG 111 | Pre-Calculus | |
| UPG 112 | Pre-Critical Reading & Writing | |
| UPG 113 | Pre-Industrial Organization France's | |
| TOTAL | | |
| ECO 450 | International Economics | |
| ECO 414 | Growth & Crisis in the World Economy: France & the World | |
| FIN 450 | International Finance | |
| LAW 310 | International Law | |
| MGT 300 | Introduction to European Business | |
| MGT 350 | Logistics | |
| MGT 400 | European Business Strategies | |
| MGT 450 | International Management | |
| MKT 350 | International Marketing | |
| MKT 380 | Personal Selling & Negotiation | |
| TOTAL | | |

Article 1.4.2.1 ORDER OF THE COURSES

A student beginning in first year must complete all the 100-level courses before going on to the 200-level courses (except for MKT 210 & 240 which are, in fact, considered as 1st year courses). The mandatory classes which must be completed in first two years are: ENG 101, ENG 110, ENG 120, ENG 130, MATH 110, MATH 120, MIS 110, MIS 120, MGT 110, ACC 110, ACC 120, ECO 110, ECO 120.

Transfer students benefit from more flexibility because of their academic backgrounds, in that a transfer student might be completing 100-level, 200-level, and 300-level courses simultaneously. However, since some courses have pre-requisites, students are required to complete certain courses before going on to others (for example, ACC 110 & 120 must be completed before going on to FIN 210.)

Article 1.4.3 DROPPING / ADDING COURSES

Students can request changes – change of groups, adding or dropping a class – till 5 days before the beginning of the semester. Once the student is **fully registered** (deposit paid and file completed), he/she can access to the online pre-registration. He/she will be advised by email regarding the password. Knowing that the online pre-registration process starts in June & July for the Fall Semester, and in November & December for the Spring Semester, students must systematically check their email messages for their passwords. It is the student's responsibility to contact the School if he/she has not received his/her password.

The school will only correspond with students on the school email address which is given to all new American Business School students at the beginning of the first semester they start the BBA program. (Until a student has been given his/her school email address, the school will correspond with him/her on the email address provided in the student's administrative file.) The school email address is in the form: firstname.lastname@abs.igsroupe.com

Article 1.4.4 WITHDRAWING FROM COURSES

Once the semester has started, a student can withdraw from a course up to week 7 of the semester. If a student decides to withdraw from a course, he/she must **fill out the class withdrawal request form and must have this form stamped by the Dean to make it valid**. Up to week 3, the student will pay half the tuition fees for the course and a "W" will appear on the transcript. Between weeks 4 - 7, the student will pay the whole course, even though he/she will receive a "W" on the transcript. It is not possible to withdraw from a course after week 7. If a student stops going to class or does not sit the final exam, the grade will appear as "F" on the transcript and enter into the calculation of the GPA.

If, the following semester, a student decides to register for a course he/she has withdrawn from, then the full tuition fee for the course is due.

Article 1.4.5 MAJORS

There are 3 majors offered at American Business School: International & luxury Marketing, International Finance & Economics, and International Business. Most students choose one of the majors and must complete a minimum of 12 credits (4 courses) in the major chosen.

Students who just complete the 4th year at American Business School, will have an International Business major.

Article 1.4.5.1 DOUBLE MAJORS

Some students want to do a double major. In this case, they must complete 12 more credits (4 courses) in the 2nd major. Thus, they will need to complete 150 American credits to graduate.

Article 1.5 TEXTBOOKS & SYLLABI

Every course usually has a textbook as a basis. Students are required to have the designated textbook. At the beginning of each course, the teacher will give the students a detailed syllabus indicating the objectives to be attained, the themes of the different classes, the chapters to be studied, the dates of the different tests, the system of evaluation and the extra reading to be done. Teachers take several factors into consideration to arrive at the final grade for a course. Each teacher decides the relative importance of class participation, class tests, mid-term tests,

projects, homework and final examinations. The students are expected to have the required textbook as of the 2nd class. Teachers will adopt a “no book – no class” policy, and students without textbooks will not be admitted into class.

The American Business School textbooks in the library are on reserve for American Business School students and can only be consulted on the premises. The American Business School textbooks cannot be taken out of the library.

It is against copyright law to photocopy complete books. (A maximum of 10% of a textbook and 30% of a magazine article can be photocopied). Students are not allowed to come to class with complete photocopied textbooks.

Article 1.6.1 ATTENDANCE

Orientation Day is mandatory for all the new and old American Business School students. Regular class attendance is mandatory. A student is allowed to miss 2 classes in any given course (for whatever reason and without having to justify his/her absence.) **If a student misses more than 2 classes, he/she will automatically receive a grade of « F » for the course.** If a student is absent for a class test or a midterm, he/she will receive an « F » for the test/mid-term (see article 1.18 below). Medical certificates are **not accepted** as a justification for missing classes, tests, exams and presentations.

This 2-absence policy **does not apply** to the CMP (Career Management Program) seminars where attendance is mandatory. **No absences will be tolerated in the CMP seminars.**

During the Winter and the Summer sessions **only one absence** is tolerated (3 hours).

Classes are NOT CANCELLED during transport strikes in the Région Parisienne. Generally, the transportation authorities warn the citizens several days in advance that there will be “problems” in the public transport system. Students have enough time to make arrangements to get to class on time. Thus missing a class on a strike day, counts as an absence.

Final examinations are not cancelled on transport strike days, either. If a student misses a final exam because of problems in the public transportation system, then he/she will receive “F” as a final grade for the class.

Article 1.6.2 PUNCTUALITY

Students are required to arrive on time for class. Students who are late will not be admitted into class and will have to wait for the break to enter the classroom. This will count as half an absence. Thus, a student who is late 4 times for the same class will have accumulated the total number of an absences tolerated for that class.

The same policy – half an absence – will be applied to those students who leave the classroom at the break and do not return to class.

Article 1.7.1 ACADEMIC STANDARDS & THE GRADE POINT AVERAGE

The final grade issued for a course is a letter grade, at times followed by a + or - sign. Each letter grade has a point value, and American Business School uses the following scale:

| <i>ECTS Grade</i> | | <i>ECTS Grade</i> | | | |
|-------------------|------|-------------------|----|------|----|
| A | 4.00 | A | C | 2.00 | D |
| A- | 3.67 | B | C- | 1.67 | E |
| B+ | 3.33 | B | D+ | 1.33 | F |
| B | 3.00 | C | D | 1.00 | F |
| B- | 2.67 | C | D- | 0.67 | F |
| C+ | 2.33 | D | F | 0.00 | FX |

Grades in the A range are excellent, in the B range good, in the C range fair, and in the D range poor. Any grade under C- (D+, D, D-, F) is considered a failure. To arrive at the GPA, the Grade Point Average, the final grade received in each course is multiplied by the number of credits given to that course. The results are added together and divided by the number of credits attempted.

Students are required to maintain a minimum GPA of 2.5 during their studies at the school.

Percentage grades:

Some professors issue percentage grades. The following scale is used to convert the grades into letter grades:

| | |
|----------|----------|
| 100 - 90 | A to A- |
| 89 - 80 | B+ to B- |
| 79 - 70 | C+ to C- |
| 69 - 60 | D+ to D- |
| < 60 | F |

Article 1.7.2 POSTING OF GRADES

Student results in individual subjects are sent by email after final examinations.

Article 1.8 RETAKE CLASSES

Any student receiving a letter grade below C- in a course will have to retake that course, regardless of his/her GPA. The student will pay the full course fee for each retake class.

Article 1.9 TRANSCRIPTS

Each student receives an official transcript at the latest one month after the end of each semester indicating his/her progress and Grade Point Average. This transcript will be a "Student copy". A student will not receive an "Official Transcript". Official transcripts are sent by the school to other institutions.

If a student has outstanding tuition fees, no documents of any sort will be issued to the student until all the tuition fees have been taken care of.

Article 1.10 ACADEMIC PROBATION

A student whose GPA falls below 2.5 will be placed on academic probation for one semester. The record of the student placed on academic probation will be reviewed at the end of the next regular semester, and only in the case of satisfactory performance and good results will the student be removed from probation. Otherwise, the school may decide either to continue the probation for one more semester or to dismiss the student from the school. **After 3 "Warning Letters" concerning academic probation, a student can be dismissed from the school.**

Article 1.11 INCOMPLETE WORK

A student who has not fulfilled all the requirements for the course will receive a mandatory F.

If a student does not complete certain requirements of a course because of a major illness, or a serious family event, he/she will be given "I" (incomplete) as a grade while waiting for the work to be completed. A final date is set by the school for the student to get the missing work in or take a make-up exam. Once the outstanding work has been completed, a final grade will be attributed for the course.

Article 1.12 CLASSROOM REGULATIONS

1) Tardiness:

Professors, or guest lecturers have the right to deny access to any student once class has started, in which case late students may be admitted at the break. This will be considered as half an absence for the class.

2) Language Spoken in Class:

English is the official working language of the school.

3) Attitude in Class:

Students are to be respectful to the teachers and fellow classmates. A student whose attitude is considered disruptive will be called before the Disciplinary Committee and receive a notice. Receiving 3 notices may result in being temporarily or definitively dismissed from the school.

4) Cell Phones and Laptop Computers:

Students are not allowed to use their laptops during a class. Teachers may ask students to close their laptops. Cell phones are not allowed in the classroom. They should be turned off and kept out of sight (not visible on the desk tables).

Article 1.13 ACADEMIC PERIODS ABROAD

All American Business School students who have grown up in France are required to spend a minimum of 1 semester abroad. Spending semesters abroad for American Business School students who are not French nationals or who have not grown up in France, is optional.

To be allowed to spend a semester or a full academic year abroad, a student must have a minimum 2.8 GPA and be up-to-date on all the professional work and have no outstanding financial issues. Students have to have completed 3 semesters at the American Business School and have taken and passed a minimum of 12 courses to be able to spend a semester abroad. This means that a student can petition to go abroad during his/her 3rd semester at the American Business School to spend the 4th semester at a partner school. The deadlines for application to study abroad are: October 15 for the Spring Semester and March 15 for the Fall Semester. Transfer students who demonstrate excellent academic performance during their first semester at the American Business School, can petition to go abroad during their 2nd semester in order to spend their 3rd semester at a partner school. This type of situation will be dealt with on a case-by-case basis.

1/ Students in the 4-year BBA program can opt to spend a semester at a partner school in a foreign country. In this case, the student remains an American Business School student, and the coursework done at the partner institution is incorporated into the American Business School transcript at the end of the semester. To validate the courses, the student must fulfill all the requirements and obligations of the partner school. Some partner schools have a lower minimum passing grade than the American Business School. The American Business School will only validate grades of « C » and above. The course plans during the semester abroad will be established with the Directors of Studies of both schools. Students still pay the tuition to the American Business School while abroad.

2/ There are 2 options for students who wish to spend their final BBA year on an American campus. Option 1: they become students of the partner school. They will be awarded the BBA degree by the partner school and receive a transcript from the partner school. They must satisfy all the requirements of the partner institution to graduate. They also pay their tuition fees directly to the partner institution. If graduation requirements correspond to the American Business School graduation requirements, students will receive a double degree, that's to say the degree from the partner school and the degree from the American Business School. Option 2: they remain students of the American Business School, but spend the last 2 semesters at the partner institution as Exchange Students. They will pay their tuition fees to the American Business School. They must satisfy the academic requirements of the partner school, as well as the academic and non-academic requirements of the American Business School to be awarded the BBA degree by the American Business School. They will receive a transcript from the partner institution, and the courses and credits earned will be incorporated into the American Business School transcript.

3/ The obligations of having a 2.8 GPA and having spent 3 semesters at American Business School also apply to students who are interested in the SMI program (Semestre de Management Interculturel) which is organized by ICD during the Spring Semester every year. There are now two options for the SMI program: Eastern Europe and Asia.

Article 1.14.1 COMPANY PLACEMENTS / INTERNSHIPS

The purpose of internships is to give students valuable hands-on experience which will make them more attractive to potential employers at the end of their studies. These internships must take place during the summer months AND at the end of the BBA program (BUS 450: "practical training" 6 month internship). According to IGS group professional orientation, all the students who are enrolled at The American business School have to give the **priority** during their summer period to do an internship.

1st year students must carry out a 2-3 month internship **during the summer** and submit a written report. They could apply to be enrolled in the Summer session if they didn't get a Summer internship. The final decision will be taken by the Dean.

2nd and 3rd year students must carry out a 2- 3 month internship **during the summer** and submit a written report.

4th year students must carry out a 6 month company placement at the end of the academic program to complete their degree. **This internship will be considered as a 3-credit course – BUS 450 – be graded, and will cost the same as the other courses (714 €). The student will be assigned a tutor for the internship, and he/she will have to hand in a written report on the experience and present it before a panel.**

The administration reserves all rights to validate all internships and the school must receive the Convention de Stage or Fiche de Mission in order to validate the internships.

The convention de stage and the fiche de mission are to be downloaded on E campus and MUST BE COMPLETED with all the required information (information on the company, dates, supervisor's name and email address...). A description of the mission carried out must also be filled in. 3 paper copies are to be submitted to the school after signature of the company and the student for approval. **No internship should start before the Convention de Stage is signed.**

If you fail to fulfill your internship requirements, in addition to do an internship during the academic semester, you will be automatically on probation list.

INTERNSHIP REPORTS

Article 1.14.2 INTERNSHIP REPORT GUIDE FOR 2-3 MONTH INTERNSHIP

The reports should be typed and a maximum of 15 pages, double spaced. They have to be presented before a panel regarding the 4th year students.. The report should be structured as follows:

| | |
|------------|--|
| cover page | name & email of the student (header left), name of company (header right), title of the mission, American Business School Internship Report mention, period of internship, date of writing (footers) |
| p.1 | table of contents |
| p.2 | executive summary of report with key points developed in the following chapters |
| p.3 | introduction stating clearly how, where, and when the internship was carried out; the name of the company, the name(s) of the supervisor(s) |
| p.4 | description of the company, the business model, the key figures |
| p.5-6 | what is the market and the competitors |
| p.7 | organizational chart |
| p.8 | brief description of the department where the student worked |
| p.9-10 | a description of each mission / task / how tasks / missions were carried out |
| p.11 | a reflection on what was learned about management / team work |
| p.12-13 | a self assessment of skills developed during the internship (using the list of skills provided during the CMP seminars) |
| p.14 | the business environment and one's own personality during the internship; comments, observations, positive and negative aspects |
| p.15 | acknowledgements / specific thanks to all the people who helped in the company during the internship |
| appendix 1 | more figures and diagrams about the company |
| appendix 2 | description of the main products/services |
| appendix 3 | description of competitors products/services |
| appendix 4 | documents illustrating each mission / task carried out by the student, with exact figures describing the quantitative aspects of the mission |
| appendix 5 | certificate from the employer corroborating the internship report, and evaluating the performance of the intern |
| appendix 6 | updated resume of the student |

The internships reports on the summer of 2012 have to be handed in as hard copy and an electronic version (PDF) to Ms. Gaillard by Sept. 30, 2012. The executive summary will be presented in the CMP seminars.

Article 1.14.3 INTERNSHIP REPORT GUIDE FOR “BUS 450” COURSE

Please refer to BUS 450 Guide sent to you by Ms Gaillard, the Corporate Relations Manager (also available on Ecampus/Career Center.

Article 1.15 CAREER MANAGEMENT PROGRAM SEMINARS (CMP 100, 101, 200, 201, 320 & 420)

The theme of CMP 100-200 is career perspectives and the theme of CMP 320-420 is personal branding. It is very important for students to go on to satisfying and productive careers and the Career Management Program is a means for students to reflect upon their strengths and weaknesses and have some guidance on how to orient their choice of careers after graduation. The professional experience gained during company placements serves as a base for these seminars. These seminars will be organized **in addition to** class work during the semesters. **Presence at all these seminars is mandatory and no absences will be tolerated.** The seminars will be organized on Wednesday afternoons during the semesters for CMP 100 & 200. The CMP seminars 320 & 420 will be held on Saturdays. CMP 420 also includes **mandatory attendance at IGS corporate week (March 19th to 22nd)**. One academic credit per CMP is allocated. **All third and fourth year students** will have to complete both CMP 320 and CMP 420 before graduating (even if you have done CMP 300, CMP 400 in previous years).

All degree-seeking students are required to attend the CMP seminars. There will be NO exceptions. (Mature students who have considerable work experience are required to attend the CMP seminars.)

The CMP classes will be registered on the academic transcript each semester as a one-credit course and be given a grade. A student who receives a failing grade (D, F) in the CMP classes will be required to retake the CMP seminar he/she has failed the following year and pay for it, as well as taking the next series of seminars, and paying for them as well. A 4th year student who receives a failing grade in the CMP 400 will not be allowed to graduate.

The dates for the CMP seminars during the Fall Semester 2012 and Spring Semester 2013:

- FALL: CMP 100 & 200 Wednesdays, Sept. 26, Oct. 3, 10, 17, 24, 31, Nov. 7 & 14
 CMP 320 Saturdays, October 13th & November 17th
- SPRING: CMP 101 & 201 dates to be announced
 CMP 420 dates to be announced

Article 1.16 FIELDWORK DURING THE SEMESTER

Article 1.16.1 TRADE SHOW

All first-year and transfer students into 1st year and any student taking ENG 101 Academic Methodology, will be required to visit at least one trade show per semester and hand in a 10 pages report on the visit. This is a useful exercise to help students get into contact with the "real" business world. This fieldwork will be monitored by the instructor who will be teaching the Academic Methodology course.

The trade shows are listed in the MOCI Magazine for October, and are often advertised by posters in the subway and train stations. The trade shows usually take place at Villepinte and Porte de Versailles. The entrance fee can be anywhere from 6 € to 40 €. There are professional trade shows for a specific sector or industry (computers, hairdressers, agricultural machinery, motor cycles, etc.) and trade shows for the general public (water sports, automobiles, la Foire de Paris, etc). There are a lot of shows in October and November. Be careful for December and January, as there aren't any after Dec. 15, and none before January 12.

The reports are individual, typed and a minimum of **10** pages long. Prepare the report according to the following instructions:

- title page - name of trade show, dates, student's name
- p.1 - a list of contents
- p.2 - **list** including the full name of the trade show, the dates, place, times, price of admission, number of exhibitors, number of stands/booths, number of visitors expected, special events, the name of the company that organized it...
- p.3-4 - a short presentation of the professional sector or industry represented (facts and figures here : for example, the automobile industry represents how many jobs in France, what is the turnover generated, how many automobile products are imported or exported, etc)
- p.5 - a short commentary on the exhibitors - where are they from, what kinds of companies they are (multinationals, local craftsmen...)
- p.6 - a summary of an interview (including the full name and function of the person interviewed) with one exhibitor (please include the person's business card)
- p.7 - personalized conclusion - enjoyable, interesting - why or why not

One « professional » credit will be given for each report handed in after it has been read and corrected by Mr. Rukavina. Reports that are not acceptable because of content or form have to be redone before the professional credit can be given. Thus, in the first year of the program, students must obtain a minimum of 1 professional credit for this report. Any transfer student into 2nd, 3rd, or 4th years who takes the ENG 101 class must produce 1 trade show report.

Article 1.16.2 CULTURAL CREDITS

Continuing on with the idea that Paris is a European cultural center, and that students coming from varied horizons should take advantage of the huge variety of cultural offerings, **all students** are required to attend 2 cultural events per semester to obtain one professional credit per semester.

The following are considered cultural events: concerts, theater, opera, conferences, amphi du savoir organized by the IGS Group, museums, exhibitions of all kinds (painting, sculpture, photographs, posters, icons...), lectures on historic or artistic matters, visits to historic buildings or chateaux, sports events.... **MOVIES/FILMS ARE NOT CONSIDERED CULTURAL EVENTS.**

Presence at each event must be justified (by a ticket stub, a program...) and a short written description of the event/experience (1 page maximum). All 2 events are to be handed in by December 16, 2012, and the events should have taken place between Sept. 1 and December 16. For the Spring Semester 2013, all 2 events must be handed in by May 16, 2013, and the events should have taken place between Jan. 1 and May 15. Events in other cities in France or in foreign countries are also acceptable.

One « professional » credit per semester will be given for this work.

Article 1.16.3.1 SPORTS ACTIVITIES

As an American institution, the American Business School has included sports activities into the timetables for all first year students. These activities take place at the Centre Départemental de Formation et d'Animation Sportives (CDFAS) at Eaubonne. Sports activities are a healthy outlet for stress and tensions accumulated during the academic term and also provide a different social setting for students to interact with each other. Sports activities are **mandatory** for all first year students. Students with medical certificates may be exempted but will be required to carry out Volunteer Work (see article 1.16.4 below) as a replacement activity to obtain the professional credits allotted for sports.

All students in the MKT 210 (Principles of Marketing) and MKT 240 (Consumer Behavior) classes for the Fall Semester 2012 & for the Spring Semester 2013 on Thursday mornings will have their classes at Eaubonne. MKT 210 g1 and MKT 240 g1 will have classes from 8:30-11:00 and sports from 11:30-14:00. MKT 210 g 2 and MKT 240 g2 will have sports from 8:30-11:00 followed by class 11:30-14:00.

Students must bring sports clothes, a towel for a shower, and **indoor sports shoes**. It is possible to have lunch at Eaubonne. Thursday afternoons are reserved for sports trainings for the American Business School /IGS teams and inter-school games.

The activities proposed during the Fall Semester will be various team sports; the activities during the Spring Semester will focus on track-and-field sports.

Article 1.16.3.2 SPORTS TEAMS

Thursday afternoons are reserved for sports activities. American Business School /IGS participates in the Ile de France inter-university sports association. The teams play each other on Thursday afternoons. American Business School /IGS has several teams: men's basketball, soccer, and volleyball teams; and a women's volleyball team. There are also a rugby and handball teams made up of players from the different IGS schools. American Business School students are welcome to play on these teams. There are also inter-school matches organized by IGS. American Business School strongly encourages participation in organized sports. Students learn about team work, self control and reliability through this experience. Non-academic credits can be gained through this experience. (Playing regularly on one of the teams can bring up to 3 credits/semester.)

Article 1.16.4 VOLUNTEER WORK, ASSOCIATIVE COMMITMENT, SCHOOL SPIRIT TEAM

Philanthropism being a basic American virtue, it is part of the philosophy of the school for students to do something for others. This volunteer work can take the form of working for such organizations as the Red Cross, Restaurants du Cœur, Médecins Sans Frontières... or can also be helping the Student Council organize events/activities for the American Business School student body. Students who do not obtain their professional credits for sports activities can substitute volunteer activities. One week per semester (35 hours) must be devoted to volunteer activities. The volunteer work must be agreed on with the Executive Director, Dominique BERT, and approved by her. In the case that a student works for an outside organization, a certificate will be sufficient to justify the number of days' work done. For Student Council activities, a student will hand in a summary of his/her work to the Student Council and the president of the Student Council will approve the student's evaluation of the work done.

Article 1.16.5 COMMUNICATION TEAM

A group of students will be selected and trained to represent the school at various education fairs in Paris, as well as open-house days on the IGS campus. This enables students to perfect their oral communication skills. Professional credits can be gained through this. (Two full days at an education fair = 1 professional credit.)

Article 1.17.1 GRADUATION

In order to graduate from the American Business School a student must have 138 academic credits, a minimum GPA of 2.5 over 4, and between 5 - 28 non-academic credits. (Transfer students must have completed the number of academic and non-academic credits which were determined upon transferring to the school.) The new students enrolled at The American Business School in the 1st Academic year must earn 120 credits to obtain the BBA and the CMP seminars (the upgrading courses that must be validated are not counted in the 120 credits). Students finishing in December will only be allowed to participate in the Graduation Ceremony the following March. The graduating students must also obtain satisfactory scores on the Comprehensive Test which is a graduation requirement.

No student will be allowed to participate in the Graduation Ceremony in March if he/she is behind in any coursework, professional credit work (internship reports, trade show reports, cultural event reports, volunteer work, sports activities, etc.) or in tuition fees.

In the extreme case that a student due to graduate fails **one** subject, then he/she will be allowed to take a make-up exam in the subject at a date fixed by the Administration. If the date of the make-up exam takes place after the Graduation Ceremony, then the student will not be allowed to participate in the ceremony. If the student passes the make-up exam and has the 2.5 minimum GPA required, then he/she will receive the BBA degree. There will be a 150 € fee charged for this service.

If a student fails this make-up exam, then he/she must repeat the course at the American Business School and pay for the course. Graduation will be deferred to the following year.

Article 1.17.2 BUSINESS GAME FOR ALL GRADUATING STUDENTS

All students completing the BBA & MA programs in December or May will be required to attend the Business Game which is organized by IGS Group on December 10th, 11th & 12th 2012. This Academic simulation replaces the Comprehensive test at The American Business School starting from the Academic year 2012-2013. The students have to be committed and attend the WHOLE program of the Business Game during December. Otherwise, they will not be graduated and will be asked to retake the Business game during the next year. The commitment and the attendance will be subject of Bonus (Academic & Professional credits).

Article 1.17.3 TRANSFERRING TO THE USA IN THE FINAL YEAR

Students wishing to transfer to the USA for their final BBA year must have a GPA of 2.8, be up-to-date on their non-academic credit work (internship reports, trade show reports, cultural event reports) and have no outstanding financial issues with the school. No official transcript will be sent to a partner institution until the student has completed all his/her work and has taken care of any monies owed the school.

Article 1.18 EXAMINATION CODE

1) Punctuality:

Students are required to arrive promptly at the scheduled examination time. Students arriving late may be permitted to take the exam, but will not have any extra time to complete the examination and must hand in their papers at the designated time.

2) Absence:

Absence in any class test or mid-term test will result in receiving a mandatory F grade for the missed test or mid-term. A student who is absent at a final examination will fail the course. (Medical certificates are not accepted as a justification for missing a test or examination.)

Problems in the public transportation system are not taken into account by the school administration. Students have enough advance notice to make arrangements to be at school in time for their examination.

3) Examination Rules:

Students are not permitted to:

- talk during the exam
- ask any questions of the proctor or anyone else
- look at any other students' papers
- leave the room

4) Material Allowed in the Examination Room:

Students should not have on them any paper, text, or other material bearing any information relevant to the exam unless it is an « open book » exam or unless certain documents have been authorized by the teacher. During an examination, students are authorized to have nothing but the following material with them:

- pen, eraser, pencil, ruler, calculator (only if a calculator is authorized by the professor for the examination)

Pencil cases, purses, bags of any kind, so called "cheat sheets", dictionaries, calculator covers and **cell phones** are not permitted in the examination room. Cell phones will be collected at the entrance to the examination rooms.

5) Borrowing Material

Students must bring with them all they need for the exam. No students will be allowed to borrow calculators, pencils, erasers, or any other material from other students.

6) Leaving the Examination Room

Students may NOT leave the examination room while the exam is in progress (for example, to go to the toilet). A student may leave the room only when he/she has finished his/her examination and has handed in his/her paper to the proctor. In this case, the student may not re-enter the examination room. If however, in case of illness or

« special need », a student may be allowed to leave the examination room accompanied by a proctor. This arrangement must be made with the American Business School administration **BEFORE** taking the exam.

7/ Special Arrangements

For students who need more time or need to use a laptop computer to write their exams, these special arrangements must be made **beforehand** with the school administration.

8) Proctor's Decision

It should be clearly understood that the proctor's decision concerning cheating will not be questioned, nor will it be subject to discussion. Students accused of cheating will follow the proctor's instructions.

Cheating will automatically result in dismissal from the examination, an F grade for the course, and the student concerned will appear before the Disciplinary Committee. Depending on the decision of this Committee, the student caught cheating may be temporarily or permanently expelled from the school.

9) End of Exam Period

Once the proctor announces that the time is over, students are to stop writing promptly, sit back and wait until the proctor collects their papers. The students will not get up to leave before the proctor authorizes them to do so.

Article 1.19.1 DISCIPLINE

Any of the following misbehaviors will result in a penalty varying from receiving a notice from the administration to being expelled from the school. The decision to dismiss a student is made by the Disciplinary Committee (see below, article 2.20), after having heard the student and all the other parties.

List of misbehaviors:

- cheating on exams or tests; cheating on research papers
- cheating on the reports handed in for non-academic credit
- using or bringing alcohol or drugs on the school's premises
- smoking on the premises
- disrupting order in class or on the premises
- disrespect towards professors, members of the administration, or fellow students
- causing damage to the school's property or premises
- using school premises or property in a way which is detrimental to the school or its image
- stealing from the institution, from members of the personnel or from fellow classmates
- using the terraces on the 5th floor
- using the school extranet to send false information regarding classes, school business, or internships
- giving a bad image of the school because of misbehavior during internships
- signing the presence list for somebody else

Misbehaviors are not limited to the above list and can include anything else that is judged by the American Business School administration to be disrespectful of persons and premises or against school regulations.

Article 1.19.2 ACADEMIC HONESTY

If a student cheats on research papers – that's to say downloads his work directly from the internet, copies directly from books and periodicals, or does not cite his sources correctly by footnotes, endnotes and bibliographies, he will automatically receive « F » for the research paper and will not be allowed to rewrite it. There will be neither discussion nor negotiation with the teacher concerning this. This « F » grade may result in failing the course.

If a student is caught cheating on mid-term exams or class tests, he/she will automatically receive « F » on the exam or test.

If a student is caught cheating on a final examination, he/she will automatically receive « F » for the course and will have to retake the course.

If a student is caught duplicating reports (trade show reports, internship reports, cultural events) for the non-academic credits, he/she will have to do all the work again. In the case of a 4th year student doing this, he/she will not be allowed to graduate and may be suspended for a period of time, or even expelled from the school.

In general, all cases of academic dishonesty or plagiarism are dealt with before the Disciplinary Committee. The students can appeal to the Disciplinary Committee in all the cases cited above regarding cheating.

Article 1.19.3 CLASS DELEGATES

For the 2012-2013 academic year, class delegates will be elected to facilitate communication between students, faculty and the administration. Their role is to communicate information among the different parties and they may be called upon to investigate matters if a student is called before the Disciplinary Committee.

Article 1.20 USING THE AMERICAN BUSINESS SCHOOL NAME AND LOGO

The students agree not to involve the school or the school's name in any way, unless authorized and approved to do so in writing by the Executive Director of the school. Any use of the school's logo or name, regardless of the objective, the media and the way used, is prohibited unless authorized and approved in writing by the Executive Director.

Article 1.21 COMPUTER ROOM

The American Business School students have access to room 419 as a computer room. Certain classes, such as MIS 110, 120, 310 and QNT 210, 220 will take place in this room. No food or drink is allowed in the computer rooms.

Article 1.22 E-MAIL ADDRESS

The American Business School uses an electronic blackboard called E-Campus. All school communication is done electronically. Each American Business School student will be given a school password and user code for the extranet.

The email address will be the **school email address** which is given to all new American Business School students at the beginning of their first semester at the school. (Many students reroute the messages sent to the school email address to their preferred personal email addresses.) All information concerning school business and courses will be diffused electronically, so it is necessary for students to consult their emails every day. If classes are cancelled at the last minute, it will be announced by email. The school email address is in the form: firstname.familyname@abs.igsgroupe.com, margaret.smith@abs.igsgroupe.com

It is against school regulations to impersonate a teacher or a member of the administration in an email message. The person caught doing this will be called up before the Disciplinary Committee.

NOTA BENE: The student is responsible for dealing with the spam filter of his/her personal web provider. For example, hotmail.com and hotmail.fr sometimes consider the emails from the school as "spam".

Article 1.23 PRESENTATION OF REPORTS AND ESSAYS

Students are required to follow the instructions for the presentation of all reports and essays as indicated in Mr. Rukavina's guidelines on report writing taught in ENG 101 Academic Methodology. (See attached documents at end of booklet, pages 98-101.)

Chapter 2

ADMINISTRATIVE REGULATIONS

Article 2.1 ADMISSION TO CLASS & ACCEPTANCE OF SCHOOL REGULATIONS

No student will be admitted to class if he/she has not fulfilled all his/her legal, administrative and financial obligations concerning the school.

Each student must fulfill registration requirements before he/she can receive his/her Student Card. Students agree to keep the school informed of all changes of address, telephone numbers, cell phone numbers, email addresses, etc.

Article 2.2 STUDENT STATUS

The American Business School, is an establishment « d'Enseignement Supérieur Technique Privé », and has the right to register its students for French Social Security (health insurance). Thus, all American Business School students have student status in France and have all the rights corresponding to this status - university restaurants, health centers managed by the LMDE or SMEREP, reductions on public transportation, movies, etc. A Student Card will be given to each American Business School student after he/she has signed the Codes of Conduct on the E-Campus.

If a student loses his/her Student Card, it will only be replaced if he/she produces a declaration of loss made out at the local police station and has paid a replacement fee of 20 €.

During the periods of company placements, the student maintains his/her student status if he/she has signed a « Convention de Stage » which is an agreement between the company and the school.

Article 2.3 STUDENT SOCIAL SECURITY

Every student under the age of 28, irrespective of nationality, must register for French Social Security/health insurance for the academic year (Oct. 1, 2012 - Sept. 30, 2013) or produce proof that he/she is covered by an equivalent insurance. The health insurance must be paid before the student receives his/her Student Card. For the 2012-2013 academic year, the cost is 207 €.

Article 2.4 RESIDENCE CARDS

All students (including those from other countries of the European Union) are obliged to apply for a Residence Card as soon as they arrive in France. The American Business School cannot accept students who arrive in France on a Tourist Visa. The International Department processes Residence Cards for the students living within Paris (département 75) only. Students living in the suburbs have to take care of this at the Préfecture of the department they live in.

Article 2.5 COMPANY PLACEMENTS / INTERNSHIPS

Students in company placements maintain their Student Status if they are taken on with a « Convention de Stage » which is an agreement between the company and the school. The student's missions/responsibilities and the dates of the internship will be defined and approved by the Corporate Relations Manager, Ms. Marie Gaillard. This agreement is signed by the 3 interested parties : the student, the company and the school.

THE CONVENTION DE STAGE MUST BE FILLED IN ONLINE with all the required information (information on the company, dates, supervisor's name and email address...).

If a student carries out a company placement as a salaried employee with a CDD (Contrat à Durée Déterminée), the missions and dates of his/her presence in the company must be approved by the Corporate Relations Manager to be considered as fulfilling internship requirements.

The student, the school or the company can put an end to the agreement established if the internship does not correspond to what has been defined as the student's mission or if the student's behavior is unacceptable.

Article 2.6.1 TUITION FEES

The tuition fees are fixed by semester and payment is demanded each semester according to an established calendar.

The registration fee is non-refundable (except in the case that the student visa is refused by the French authorities) and is the first payment of the tuition fees for the semester. Payment of tuition fees for a semester that has been started are due in full even if the student decides to leave the school after a few weeks.

If a student falls seriously ill or has a major accident during the semester, then he/she can "withdraw" from the semester with a medical certificate. The tuition fees paid for the semester will then be applied to the following semester when the student returns to school.

The payment schedule which is established in the Registration File must be respected and checks or bank transfers must reach the school by the agreed dates.

If family circumstances make it necessary to defer payment of tuition fees, the student must make a **written request** asking for a new payment schedule.

Students have **5 days** from the date their timetables have been communicated to them electronically for the semester to drop/add or change courses. Students must notify the Dean's Office in writing that they are dropping, adding, or changing a course. After this date, they will be billed in full for any courses listed on their course plan that they may have dropped and will not receive credit for any courses they have added.

Once the classes have started, students may withdraw from a class up to week 7 of the semester. Up to week 3, they will be invoiced 50% of the tuition fee for the course. Between weeks 4 – 7, they will be invoiced the total amount of the tuition fees (see Article 1.4.4.). In both cases, they will receive "W" on their transcript in place of a grade.

Article 2.6.1.1. SURCHARGE FOR CERTAIN COURSES

There is a surcharge added to certain courses to cover the cost of museum visits and professional guides.

There is a 45 € surcharge for the following 3 courses:

| | |
|---------|---------------------|
| ART 110 | Impressionism |
| ART 120 | Post-Impressionism |
| FRE 320 | French Civilization |

Article 2.6.2 SCHOLARSHIP POLICY

The American Business School has the following policy regarding scholarships. Every semester there is a certain budget available for students who demonstrate financial need and have academic merit. Only students with a minimum semester GPA of 3.33 will be considered. To demonstrate need, there are 2 categories of student:

- i) those still dependent on the family for financing must show the school their parents' or (according to the case) their grandparents' tax forms ;
- ii) students financially independent of their parents must hand in a file containing their own tax forms, their bank statements for the last 4 months and their monthly budget (rent, food, EDF, water, tuition, transportation, etc.)

A student must have spent one year at the American Business School before applying for an American Business School scholarship and have passed 12 courses.

A student who is admitted as a 1st year student to American Business School, has a good academic record and has a French « *bourse d'état* » from the CROUS will have his American Business School tuition fees reduced the amount of his/her state scholarship. The student will receive 50% of the reduction for the Fall Semester and the 2nd half of the reduction the following semester.

All students who receive American Business School scholarships or reductions of tuition fees because they are *boursiers d'état* CROUS are expected to have part-time jobs and work a half day per week for the school helping weaker students in organized workshops/review sessions, or by working on the Communication Team or with the Student Council. A student who does not maintain his/her GPA from one semester to the next can have the amount of scholarship reduced, or even lose the scholarship.

2012-2013 scholarship students at American Business School will be granted their scholarships again for the Spring Semester 2013 if they have maintained their GPA. This policy is also applied to students receiving financial aid from the CROUS.

Students granted scholarships by American Business School because they qualify for CROUS financial aid must register for student social security via American Business School (to be covered for illness & accidents during internships.)

The scholarship application must be submitted by June 30th for the fall and December 10th for the spring. Students receiving scholarships, as well as those whose applications have been refused, will be informed electronically by the administration.

Article 2.7 TRANSCRIPTS / CERTIFICATES

No transcripts or other official documents will be given to students who are not up to date with their tuition fees or administrative matters. This also pertains to documents from the previous semesters (transcripts) where the student might have been up to date on tuition payments.

THE PARODI CAMPUS

Article 2.8 NEUTRALITY OF IGS PREMISES & DRESS CODE

The IGS group is a private school and all its buildings are non-denominational. Thus, students, faculty, and staff are required to respect religious neutrality.

Students on the Campus are required to be correctly dressed at all times as future young professionals. All headgear (baseball caps, stockings, caps, scarves) must be removed before coming on the Campus.

Article 2.9 THE PARODI CAMPUS

There are many different schools on the Parodi Campus : ICD, ISCPA, ESAM, IGS, ISTECH, IBIA, CFA Bureautique, CFA Sup....

Students are required to respect the premises, the equipment and the other people in the building.

Article 2.10 OPENING / CLOSING HOURS OF THE CAMPUS

The Parodi Campus is open every day, Monday to Friday, from 7:30 am to 8:00 pm non-stop. Only on certain Saturdays, the Campus is open from 8:30 am to 17:30 pm. Classes begin at 8:30 am on weekdays. The Campus is open on the following Saturdays during the 2012-2013 academic year:

- FALL 2012: October 13 – November 17 – December 01
- SPRING 2012: dates to be announced

Depending on the events planned by other schools of the IGS Group during the academic year, the Campus will be open on other Saturdays. It is best to check with the Campus Manager's Office to find out which Saturdays the buildings are open, before planning to study/work at the school.

Students must enter and leave by the main entrance. There are security agents posted at the main entrances and students will be required to show their student cards to be able to enter the building. This measure was established to reduce the number of thefts in the building often committed by outsiders.

Article 2.11 MOVING ABOUT THE PREMISES

There are 3 stairways which lead to the different floors: a central staircase by the elevators, and two others at each end of the building. STUDENTS ARE REQUESTED TO USE THE STAIRS TO ACCESS THE FIRST AND SECOND FLOORS, AND TO GO DOWNSTAIRS TO THE LIBRARY/INFORMATION CENTER.

Article 2.12 TELEPHONES

Office telephones are reserved for administrative personnel. Cell phones can be used downstairs in the lobby. **Under no circumstances are cell phones allowed in the classrooms.** It is impossible for people outside the school to call students. Only in the case of an emergency will a student be called by a staff member to the telephone.

Article 2.13 HYGIENE AND CLEANLINESS

The Campus Parodi is a NO SMOKING building. **Food and drink cannot be taken into the classrooms, the computer rooms or the Library/Information Center.** Paper cups, napkins, etc should be thrown into the waste paper bins at the disposal of the students.

The students, teachers, and administrative personnel are asked to make an effort to keep all parts of the building clean.

Article 2.14 SAFETY REGULATIONS

a/ Evacuation procedures in the case of a fire are posted in the corridors. Students should be familiar with the location of the emergency exits and the fire extinguishers on each floor. In case of fire, the stairs should be used - not the elevators - and all windows should be closed. Fire drill and evacuation exercises are held periodically on the campus.

b/ Since the Parodi Campus is open to a public of over 1500 people, there are occasionally thefts of private belongings. Students are advised never to leave their personal belongings (handbags, wallets, laptop computers, leather coats, etc) without supervision and not to bring valuable possessions to the school. The Parodi Campus cannot be held responsible for the theft of belongings.

Anyone caught stealing from the campus, from members of the personnel, from faculty or from fellow classmates will be immediately suspended from the school and called before the Disciplinary Committee.

c/ For reasons of security, valuable class equipment (video cameras, VCRs, overhead projectors, slide projectors, computers...) cannot be left without surveillance. All the equipment should be taken back to the office it was borrowed from.

d/ There is always someone at the main reception during the day and security personnel supervise the campus during the day.

Article 2.15 PHOTOCOPIES

There is a photocopy machine for the students downstairs in the lobby and outside the Documentation Center. Students can buy cards for photocopies in the Documentation Center (2.50 € for 50 copies ; 5 € for 100 copies, 10 € for 200 copies). A deposit of 1 € will be required to obtain the photocopy card and be returned to you when you hand back the card. There are also shops near the school that do photocopies.

Article 2.16 PRINTING DOCUMENTS

Students will be given a code at the beginning of their first semester at the school to be able to print documents in the computer rooms. (It is the same code used to activate the school email address.) All students begin with a credit of 200 pages. Once the 200 pages have been used, students go to the library to recharge their print credit. 10 € renews the credit for 200 pages, 5 € for 100 pages (copies are 0.05 € per page).

Article 2.17 LIBRARY / INFOTHEQUE

The Library/Information Center is a place of study where silence is required. No smoking is allowed in the room, no food and no drink. Cell phones are strictly forbidden. The opening and closing times are indicated on the door.

Article 2.18 PUTTING UP NOTICES

Students can put up notices on the notice boards provided for that use. It is forbidden to put up notices or posters on spaces not planned for this use.

Article 2.19 STUDENT ASSOCIATIONS

The Student Council plays an important role in the community of the American Business School and represents all the students. It organizes events and cultural activities for the student body. The officers of the Student Council are responsible to American Business School for any acts which may cause prejudice to the school.

Article 2.20 DISCIPLINARY COMMITTEE

It is a committee made up of two members of the American Business School /IGS staff and can include faculty members. This committee makes decisions concerning any administrative or academic matters which come to their attention, as well as problems of behavior or misdemeanors committed by the students.

A student who is called to appear before the Committee may be accompanied by a peer or a member of the Student Council. The Committee's decisions may lead to a suspension or a dismissal of the student. In some cases, the student may not be awarded the BBA degree. All matters concerning individual students are recorded in their school files. After hearing the student's explanation of the misdemeanor he/she is being accused of, the Committee will deliberate outside of the student's presence. The Committee's decision will be announced immediately, followed by an official letter.

Students may appeal a decision in front of a new Committee composed of 2 original members of the initial Committee and 2 new members from the American Business School /IGS staff. Again, the Committee's decision will be announced immediately before being officially notified in writing.

In certain cases a student may be suspended immediately prior to being called before the Disciplinary Committee. In the case of permanent exclusion, a student will not be allowed to take final examinations and will receive a grade of "F" for all the subjects being taken that semester.

GUIDELINES FOR ACADEMIC WRITING
The American Business School
Methodology ENG 101

Copyright & notes prepared by Mr. D. Rukavina Terms: Fall 2012 & Spring 2013

PRESENTATION OF ESSAYS

1. The essays must be typed, **double-spaced**, and typed on one side of the paper only. Indent the first word of a paragraph one-half inch (or five spaces if you are using a typewriter) from the left margin.
2. Leave a 1 inch (2.5 cm) margin (top & bottom and left & right hand sides) for the person correcting the essay to make comments.
3. In some essays (where requested by the instructor), include a synopsis before the first page and a bibliography at the end. A synopsis is a brief (about 100 words) summary of the intended argument and conclusion of an essay.
4. Include a bibliography at the end of the essay. The bibliography is an alphabetical listing of the references used in the essay. For each reference note all the details except specific page numbers.
5. Appendix (the plural form of the word may be either appendixes or appendices): It contains material at the end of a report, essay or book that supplements or clarifies some aspect contained in the main body of the work. Information contained in the appendix is usually too detailed or voluminous to appear in the text without impeding the clear presentation of ideas.
6. Attach a title page to the outside of the essay. This should state all details necessary for the identification of the essay: your name, subject (the class title) instructor's name, essay topic, and date.
7. Number and staple the pages together. Number all pages consecutively throughout the essay in the upper right hand corner. Type your last name before the page number, as a precaution in case of misplaced pages.
8. Make and keep a copy of the essay and the rough notes used in its preparation. You may be asked to produce these.

RESEARCH WRITING
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THE USE AND CITATION OF REFERENCE MATERIAL

When you refer to data or ideas in your essay that you have obtained from sources such as published material or the Internet, and when you quote authors, you should always cite the source of those data, ideas and quotations.

There are two prevalent conventions for citation. Either convention may be used. However, you should understand both conventions (for reading) and you must be consistent and use just one convention when writing a research paper.

The first convention involves citing your sources in parenthesis, in the body of the text, immediately after the statement to which the citation relates. The contents of the parenthesis consist of the surname of the author concerned (although this may be dropped if the text makes it clear which author is being cited) followed by the page number (s). The full details of the cited work are then contained in the bibliography to which the reader can refer.

An (imaginary) example might look like the following:

In discussing political variations between urban and rural Australia the author notes the differences in the distribution of social and economic attributes (Aitkin, The Country Party 95-116). In a subsequent work, Aitkin further observed that:

Those who live in the country have had less formal education than their city cousins, they are more likely to be Protestants, to be good churchgoers, and to be conservative in their social attitudes. (Stability and Change 185)

Consequently when the reader looks up Aitkin in the bibliography, the following should appear:

Aitkin, Donald. The Country Party in New South Wales: A Study in Organization and Survival. Canberra: A.N.U. Press, 1972.

Aitkin, Donald. Stability and Change in Australian Politics 2nd ed. Canberra: A.N.U. Press, 1982.

The second convention employs footnotes or endnotes rather than parenthesis in the body of the text. Full details of a work cited are given in the footnotes, unless that work has already been cited. Using the same imaginary example, the second convention would look like the following:

In discussing political variations between urban and rural Australia the author notes the differences in the distribution of social and economic attributes.¹ In a subsequent work, Aitkin further observed that:

Those who live in the country have had less formal education than their city cousins, they are more likely to be Protestants, to be good churchgoers, and to be conservative in their social attitudes.²

Then at the bottom of the page or, collected together in order at the end, the reader would find: (See footnotes 1 & 2 below)

¹ Donald Aitkin, The Country Party in New South Wales (Canberra: A.N.U. Press, 1972) 95-116.

² Donald Aitkin, Stability and Change in Australian Politics 2nd ed. (Canberra: A.N.U. Press, 1982) 185.

Note Form versus Bibliographic Form (Page 299ff)

A bibliographic entry has three main divisions, each followed by a period: the author's name reversed for alphabetizing, the title, and the publication data.

Tannen, Deborah. You Just Don't Understand: Women and Men in Conversation. New York: Morrow, 1990.

A documentation note (footnote) has four main divisions: the author's name in normal order, followed by a comma; the title; the publication data in parenthesis; and a page reference. There is a period only at the end.

³ Deborah Tannen, You Just Don't Understand: Women and Men in Conversation (New York: Morrow, 1990) 52.

⁴ Subsequent reference

⁵ Subsequent reference

Bibliography Form

Bibliographies are always in alphabetical order, alphabetized according to the first letter of the citation (i.e. the author's last name). In a bibliography *include all works consulted* that were of value to you, even if the work was not directly cited in your essay.

Sample entries

1. The Basic Entry:

Author's name. Title of the book. Publication information.

Eagleton, Terry. Literary Theory: An Introduction. 3rd ed. Great Britain: Basil Blackwell, 1983.

2. A Translation:

Dostoevsky, Feodor. Crime and Punishment. Trans. Jessie Coulson. Ed. George Gibian. New York: Norton, 1964.

3. A Multivolume Work:

Blanco, Richard L. , ed. The American Revolution, 1775 – 1783: An Encyclopedia. 2 vols. Hamden: Garland, 1993.

4. A Published Dissertation:

Valentine, Mary-Blair Truesdell. An Investigation of Gender Based Leadership Styles of Male and Female Officers in the United States Army. Diss. George Mason U. 1993.

5. An Article in a Newspaper:

Feder, Barnaby J. "For Job Seekers, a Toll-Free Gift of Expert Advice." New York Times 30 Dec. 1993, late ed.: D1+

6. An Article in a Magazine:

³ Deborah Tannen, You Just Don't Understand: Women and Men in Conversation (New York: Morrow, 1990) 52.

⁴ Aitkin, Stability and Change 86.

⁵ Aitkin, The Country Party 382.

Bazell, Robert. "Science and Society: Growth Industry." New Republic 15 Mar. 1993: 13-14.

7. A Television or Radio Program:

1) Title of the episode or segment, if appropriate, "in quotation marks". 2) Title of the program underlined. 3) Title of the series if any (neither underlined nor in quotation marks. 4) Name of the network. 5) Call letters and city of station (if any). 6) Broadcast date.

"Frederick Douglass." Civil War Journal. Narr. Danny Glover. Dir. Craig Haffner. Arts and Entertainment Network. 6 Apr. 1993.

8. A Lecture, a Speech or an Address:

1) Speaker's name. 2) Title of presentation, if known (in quotation marks). 3) The meeting and sponsoring organisation (if applicable). 4) Location and date. Note, if there is no title, use an appropriate descriptive label e.g.: address, lecture, keynote speech, reading etc.

Atwood, Margaret. "Silencing the Scream." Boundaries of Imagination Forum. MLA Convention. Royal York Hotel, Toronto. 29 Dec 1993.

9. Material Accessed Via the Internet: the basic entry

Electronic texts are not fixed and stable as their print counterparts. Therefore, references to electronic works must provide more information than print citations generally offer. The recommendations that follow for the basic entry apply to sources for which a considerable amount of relevant publication information is available.

Whereas the basic entry for print publications, like books and articles in periodicals, typically have three main divisions – author's name, title and publication information – a citation for an electronic publication, such as a document from an internet site, may have as many as five divisions: (For a detailed account refer to pp. 207 – 216)

Author's name. "Title of the document." Information about print publication. Information about electronic publication. Access information.

(Author known)

Zeki, Semir. "Artistic Creativity and the Brain." Science 6 July 2001: 51 -52. Science Magazine. 2002. Amer. Assn. for the Advancement of Science. 24 Sept. 2002 <<http://www.sciencemag.org/cgi/content/full/293/5527/51>>.

(Author unknown)

"City Profile: San Francisco." CNN.com. 2002. Cable News Network. 14 May 2002 <<http://www.cnn.com/TRAVEL/atevo/city/SanFrancisco/intro.html>>.

"Reebok International Ltd." Hoover's Online. 2002. Hoover's, Inc. 19 June 2002 <<http://www.hoovers.com/co/capsule/6/0,2163,11266,00.html>>.

Bibliography

(N.B. Bibliographies always start on a new page in essays.)

Gibaldi, Joseph. MLA Handbook for Writers of Research Papers. 7th ed. New York: The Modern Language Association of America, 2009.



THE AMERICAN BUSINESS SCHOOL, PARIS
Academic Year 2012-2013

ACADEMIC HONESTY POLICY

The purpose of the Academic Honesty Policy is to provide the students and the faculty with a clear statement of the American Business School's expectations in terms of Academic Honesty and to set forth procedures for its enforcement.

All students are expected to observe generally accepted principles of scholarly writing in examinations, compositions, papers, essays, tests, quizzes and reports whether written in or outside the classroom. Secondary sources or information used by a student in the preparation of work submitted (by him/her) as a basis for credit or for a grade, shall be clearly documented in some conventional manner, such as by the use of quotation marks, footnotes and bibliographies. Sources of information taken from the Internet must also be indicated.

Students are forbidden to submit as their own any project, paper, report or creative work that is in whole or in part the work of another person.

The use of a term paper writing service is dishonest and violates the rules of scholarship.

All examinations and quizzes are to be completed without reference to books or notes, except when the instructor of a course has given explicit authorization for an "Open Book Examination" or some other specified sort of assistance. Except as authorized by the instructor, no student is to give or receive assistance in the completion of an examination or a quiz.

Other examples of academic dishonesty include the falsification of academic documents such as transcripts, registration materials, withdrawal forms, or grade reports, as well as the unauthorized reading, removing or copying of any academic document or record maintained by any staff or faculty member. If a violation under this section is discovered it shall be reported directly to the Dean and the student will appear before the Disciplinary Committee.

I agree to everything stipulated in the above pages :

date :

place :

Student's Name :

Student's Signature :