



STUDY & INTERN ABROAD PROGRAMS

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COURSE SYLLABI **American Business School** **Institut de Gestion Sociale** **Paris, France**

Updated: 20 January 2012

This document contains abbreviated syllabi for courses offered through KEI's study abroad program in Paris, France.

Courses are held at the American Business School (ABS) and taught by ABS faculty. The American Business School is an academic unit of The Institut de Gestion Sociale (IGS), one of France's largest private higher education institutions.

ABS and KEI reserve the right to modify course content based on current events and regular updates to the curriculum.

Please contact KEI or visit www.KEIabroad.org for a list of courses offered during the Fall semester, Spring semester and summer session.

COURSE TITLE: PRINCIPLES OF FINANCIAL ACCOUNTING 1

COURSE NUMBER: ACC 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *Introduction to Financial Accounting*, Horngren, Prentice Hall, 9th Edition, 2006

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *Introduction to Financial Accounting*, Horngren, Prentice Hall, 9th Edition, 2006

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

SEMESTER HOURS: 45

OFFERED: SPRING

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, Prentice Hall,

13th International Edition, 2005

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

SEMESTER HOURS: 45

OFFERED: FALL

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, 1999

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

SEMESTER HOURS: 45

OFFERED: SPRING

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. David Brill

EVALUATION:

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

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

COURSE NUMBER: ECO 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *Principles of Economics*, Gregory Mankiw, Thomson South Western, 4th Edition

Economics Study Guide, Hakes/Mankiw, Thomson/South Western, 4th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

COURSE DESCRIPTION:

This is the first course which is a study of modern economic theory. It covers 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:

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: *Principles of Economics*, Mankiw, Thomson/South Western, 4th Edition
Economics Study Guide, Hakes/Mankiw, 4th Edition

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

SEMESTER HOURS: 45

OFFERED: SPRING

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 their 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*, Hall/Taylor, NORTON, 5th 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

SEMESTER HOURS: 45

OFFERED: FALL

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, 6th Edition

EVALUATION:

The final grade will be made up of 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

SEMESTER HOURS: 45

OFFERED: FALL

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 disinter mediation, 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,
7th Edition

EVALUATION:

The final grade will be made up of 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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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, 3rd International Edition

EVALUATION:

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

COURSE TITLE: WESTERN EUROPEAN ECONOMIC SYSTEMS & SOCIAL POLICIES (EVOLUTION OF WESTERN EUROPEAN ECONOMIC SYSTEMS)

COURSE NUMBER: ECO 460

CREDITS: 3

PREREQUISITES: ECO 110, ECO 120

SEMESTER HOURS: 45

OFFERED: SUMMER

COURSE DESCRIPTION:

This course offers an introduction to the economic systems and social policies of the 5 largest Western European nations: Germany, France, the United Kingdom, Spain, and Italy. These 5 countries, all members of the European Union, will be compared to determine whether a “Western European” model of economic and social development has emerged. To the degree that such a model exists, the question will be raised whether it can survive in changing world economic conditions.

INSTRUCTIONAL METHODOLOGY:

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

- a comparison of macroeconomic indicators and microeconomic competitiveness
- processes of industrialization in the 18th & 19th centuries; emergence of welfare states in the post-war era
- external borrowing and budget equilibrium; the reform of tax systems
- problems of monetary management in an interdependent world; the status of central banks
- state-supported R&D and industrial policies; state aids competition policy and the defence of national champions
- unemployment and the regulation of labour; the role of trade unions
- reforming health care systems; income support systems
- the necessary coordination of macroeconomic policies; relations with countries outside the European Union
- costs & benefits of EU membership in economic terms; development of Euro-wide industrial & social policies
- the remaining divisions (Atlantic versus Rhine capitalism, North versus South) and the dominance of the German model

TEXT: *European Economies Since the Second World War*, Foley, St. Martin’s Press, New York, latest edition.

Students are also required to follow current events by reading *Business Week*, *The Economist*, *The Financial Times*, *The Wall Street Journal*, *Fortune*, and others

EVALUATION: 1/3 Mid-term examination; 1/3 research paper; 1/3 Final examination

COURSE TITLE: ACADEMIC METHODOLOGY

COURSE NUMBER: ENG 101

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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, 6th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL

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 Edition

English Grammar in Use, Murphy, Cambridge University Press, 3rd Edition

Test Your Idioms, Watcyn-Jones, Longman

The Catcher in the Rye, J.D. Salinger, 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

SEMESTER HOURS: 45

OFFERED: SPRING

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

The Great Gatsby, F.Scott Fitzgerald

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *Public Speaking*, Osborn & Osborn, Houghton Mifflin, 7th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL

COURSE DESCRIPTION:

This class has two main **OBJECTIVES:** the first is to refine the student's ability to express him 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 Dolphin Reader*, Houghton Mifflin, Ed. Douglas Hunt, 6th Edition

EVALUATION:

30% of the final grade will be based on written work, 20% on the research paper, and 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

SEMESTER HOURS: 45

OFFERED: SPRING

COURSE DESCRIPTION:

This class has two main **OBJECTIVES:** the first is to refine the student's ability to express him clearly and in 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: *The Dolphin Reader*, Houghton Mifflin, Ed. Douglas Hunt, 6th Edition

EVALUATION:

30% of the final grade will be based on written work, 20% on the research paper, and 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: THE AMERICAN WRITER IN PARIS

COURSE NUMBER: ENG 311

CREDITS: 3

PREREQUISITES: ENG 110, 120, 210, 220

SEMESTER HOURS: 45

OFFERED: SPRING

COURSE DESCRIPTION:

Gertrude Stein wrote in Paris, France “American is my country but Paris is my hometown.” Although few Americans lived in France as long as Stein or identified with Paris to the same degree, Paris has long attracted Americans who have sought to express in word, paint, photography and music their responses to this unfamiliar world. However, if Paris offered a glimpse into another culture, another way of life, it was also a mirror which revealed their own values, their own thoughts and concerns. Most writers, in other words, brought their “hometown” to Paris. In so doing they reveal to us a complex meshing of imagination and experience with which we can compare and glimpse our own presence in France.

In this course, we will first discuss the general theoretical issues addressed by the writers. Then, we will sample various short selections from various authors so as to gain some insight into the social, political and intellectual concerns that Americans have brought with them. Finally, we will read 4 novels written in the 20th century.

Although the “American Writer in Paris” is the focus of this course, we too are writers who have brought ourselves to the French capital. Not only, then, will we immerse ourselves in the haunts and places our writers have known, but we will also record our own impressions and share them with one another.

TEXTS:

- *Seven Ages of Paris, Alistair Horne*
- *Paris in American Literature, Jean Meral*
- *Americans in Paris : A Literary Anthology, compiled by Adam Gopnik*
- *The Autobiography of Alice B. Toklas, Gerturde Stein*
- *The Sun Also Rises, Ernst Hemingway*
- *Giovanni's Room, James Baldwin; Satori in Paris, Jack Kerouac*

EVALUATION: Take-home mid-term exam (20%); Final exam (30%); Critical Response to two novels (35%); Writing experience (15%).

COURSE TITLE: POST-WORLD WAR 2 FRENCH CINEMA & SOCIETY

COURSE NUMBER: ENG 494

CREDITS: 3

PREREQUISITES: ENG 110, 120, 210, 220

SEMESTER HOURS: 45

OFFERED: FALL

COURSE DESCRIPTION:

Students will study folklore, especially in relationship to storytelling and the fairy tale. A familiarity with myth/oral narrative, the contemporary legend, and the folk/fairy tale enables students to see themselves as part of a larger cultural story as well as recognize and validate particular stories that give meaning to their own experience. We will study how folklore motifs travel through history and genre. In addition, students will explore the theory and evolution of these genres in relationship to ideologies of culture such as gender and politics. As a result of this work, students will become aware of the power and intricacy of folklore and how pervasive fairy tale imagery is in the contemporary life of western culture.

INSTRUCTIONAL METHODOLOGY:

Field trips will be incorporated into the class. At the Louvre Museum, the students will observe the Greek, Roman, and French sculptures depicting gods and goddesses. The paintings of Botticelli, Raphael and Titian will be focused on for their use of mythic imagery. There will be visits to study the tombs in Père La Chaise cemetery, the sculptures of Notre Dame Cathedral, the statue of Saint Michel in Place Saint Michel. There will also be visits to St. Sulpice church and the Cluny Medieval Museum. There will be a day trip to Mont Saint Michel in Brittany.

As a writing intensive course, ENG 494 will give students practice at writing and revision. Students will exercise focused free-writes. Students will assess one another's writing and will keep a reading log, responses to readings, and a journal. Most class sessions will be in the form of workshops or field trips. Weather permitting, Paris will be the classroom.

TEXTS: Contemporary French Cinema, Austin, Manchester University Press, 2000

EVALUATION: a creative piece, a critical essay, a research paper

COURSE TITLE: BUSINESS FINANCE 1

COURSE NUMBER: FIN 210

CREDITS: 3

PREREQUISITES: ACC 110, 120

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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 Financial Management*, Brigham, Harcourt, 10th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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 repurchase
- 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 Financial Management*, Brigham, Harcourt, 10th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL

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, 5th Edition

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

SEMESTER HOURS: 45

OFFERED: SPRING

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, 5th Edition

EVALUATION:

The final grade will be made up of 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

SEMESTER HOURS: 45

OFFERED: SPRING

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, Addison-Wesley, 10th International Edition

EVALUATION:

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

COURSE TITLE: ELEMENTARY FRENCH

COURSE NUMBER: FRE 110, 120

CREDITS: 6

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *French for Mastery*; Valette & Valette, DC Heath & Co.
Vocabulaire Progressif Débutant, CLE International
Horizons, Manley/Smith/McMinn/Prévost
Vis-à-Vis, Amon/Moyskens/Hadly, McGraw Hill

EVALUATION:

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

COURSE TITLE: ELEMENTARY FRENCH

COURSE NUMBER: FRE 110, 120

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *French For Mastery* ; Valette & Valette, DC Heath & Co.

Vocabulaire Progressif Débutant, CLE International

Horizons, Manley/Smith/McMinn/Prévost

Vis-à-Vis, Amon/Moyskens/Hadly, McGraw Hill

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, 220

CREDITS: 3

PREREQUISITE: FRE 110, 120

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *French for Fluency*; Valette & Valette, Holt Reinhart & Winston
Ouvertures, Siskin/Field/Storm, Holt Reinhart & Winston
Vocabulaire Progressif Intermediaire, CLE ;

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, 220

CREDITS: 3

PREREQUISITE: FRE 110, 120

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *French for Fluency*; Valette & Valette, Holt Reinhart & Winston
Ouvertures, Siskin/Field/Storm, Holt Reinhart & Winston
Vocabulaire Progressif Intermediaire, CLE ;

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 250, 260

CREDITS: 3

PREREQUISITE: FRE 210, 220

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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: *Outlines of French Grammar*, Schaum ;
Vocabulaire Progressif Avancé, CLE ;
Conjugaison Progressive du Français, CLE International
Cyrano de Bergerac, Edmond Rostand;
Le Meurtre d'un Etudiant ou *Maigret et le Tueur*, Georges Simenon

EVALUATION:

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

COURSE TITLE: FRENCH CIVILIZATION (PARIS & FRENCH SOCIETY)

COURSE NUMBER: FRE 320

CREDITS: 3

PREREQUISITES: NONE

SEMESTER

HOURS: 45

OFFERED: FALL & SPRING

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: *Seven Ages of Paris*, Alistair Horne, Vintage Books, New York, 2004
Paris Biography of a City, Colin Jones, Penguin Books, 2004

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: INTERMEDIATE GERMAN 1

COURSE NUMBER: GER 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

COURSE DESCRIPTION:

This course is designed for those students possessing a basic knowledge of German. The focus is on perfecting oral and written skills in the German language.

COURSE OBJECTIVES:

This course is designed to enable the student to function in a German-speaking environment, particularly with regard to business situations.

TEXT: no required text; students will be working from photocopied material from a variety of sources.

EVALUATION:

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

COURSE TITLE: INTERMEDIATE GERMAN 2

COURSE NUMBER: GER 120

CREDITS: 3

PREREQUISITE: GER 110

SEMESTER HOURS: 45

COURSE DESCRIPTION:

This course is a continuation of the first-semester course. It reinforces and adds to what the students already know. The focus is on perfecting oral and written skills in the German language, with an additional focus on the German culture(s).

COURSE OBJECTIVES:

This course is designed to enable the student to function in a German-speaking environment, particularly with regard to business situations.

TEXT: no required text; students will be working from photocopied material from a variety of sources.

EVALUATION:

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

COURSE TITLE: AMERICAN HISTORY 1

COURSE NUMBER: HIS 210

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL

COURSE DESCRIPTION & OBJECTIVES:

The objective of this course is to acquaint students with the development of the United States from its colonial inception through the development and consolidations of its political, economic and social institutions by period up to the Reconstruction following the civil War.

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. Students are expected to make 15-20 minute presentations on a topic which has required personal research. Students will be marked on the quality of their presentations AND the quality of the research. Will be studied in class:

- American Before Columbus
- The Old West Meets the New
- Colonial Society Comes of Age; the Road to Revolution
- Launching the New Republic; Jeffersonian
- The Transformation of American Society
- Politics, Religion and Reform in antebellum American
- Immigration, Expansion & Sectional conflict, 1840-48
- From Compromise to Secession, 1850-61
- Reforging the Union: Civil War, 1861-65
- The Crises of Reconstruction, 1865-77

TEXT: *The Enduring Vision: A History of the American People*, Boyer, Heath, 5th Edition

EVALUATION:

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

COURSE TITLE: AMERICAN HISTORY 2

COURSE NUMBER: HIS 220

CREDITS: 3

PREREQUISITE: HIS 210

SEMESTER HOURS: 45

OFFERED: SPRING

COURSE DESCRIPTION & OBJECTIVES:

This is the second half of the first-year American history course. The objective of this course is to acquaint students with the development of the United States from the War of Secession up to the present day through its political, economic and social institutions.

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. Students are expected to make 15-20 minute presentations on a topic which has required personal research. Students will be marked on the quality of their presentations AND the quality of the research. Will be studied in class:

- The Frontier West
- The Rise of Industrial America
- The Transformation of Urban America
- Politics & Expansion in an Industrializing Age
- World War I: American's World Role, Mobilizing at Home, Fighting in France, Promoting the War
- Between the Wars
- Waging Global War, 1939-45; Mobilization, the Battlefield, Triumph & Tragedy
- Cold War America
- The Turbulent Sixties - The New Frontier, Civil Rights Movement, Vietnam
- Society and Politics from Ford to Regan
- The Cold War Ends

TEXT: *The Enduring Vision: A History of the American People*, Boyer, Heath, 5th Edition

EVALUATION:

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

COURSE TITLE: NATION, RACE AND CITIZENSHIP: AMERICA & FRANCE

COURSE NUMBER: HIS 344

CREDITS: 3

PREREQUISITES: European History courses

SEMESTER HOURS: 45

OFFERED: SPRING

COURSE DESCRIPTION:

In the late 18th century, two nations dedicated to the principles of Republican government burst open the political world. The one, United States of America, announced in the *Declaration of Independence* (1776) that “all men are created equal... endowed by their creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.” The other, France, claimed in the *Declaration of the Rights of Man* (1789) that “Men are born free and equal in rights.” And yet, America was a slave society and did not legally rule that discrimination was illegal until 1954. And France, constructed a world wide colonial system that included slavery in various of its territories.

In this course, we will explore in literature, film, essay, political discourse and popular culture questions of race and constructions of the national identity in both America and France in the 19th and 20th centuries. Particular attention will be given to the experience and writings of African, African American and Maghrebian (North African) writers in France. We will also make use of two landmark book stores, Shakespeare and Company and Présence Africaine (centers for literary readings and conversation) where we can engage those who live the content of this course.

The Paris and the France most Americans experience is the well traveled path to be found in the pages of travel guides. Political events and street demonstrations of the last few years, however, suggest that we need to pay attention to a Paris that does not appear in these travel guides.

TEXTS: Readings for this course will be compiled from various sources.

EVALUATION: response papers (two) to reading assignments (20%); mid-term exam (25%); response paper (one) to a film (15%); final paper (40%)

COURSE TITLE: MODERN FRANCE

COURSE NUMBER: HIS 431

CREDITS: 3

PREREQUISITES: European History courses

SEMESTER HOURS: 45

OFFERED: SUMMER

COURSE DESCRIPTION:

The objective of the course is to introduce students to the narrative history of modern France and to give them an understanding of France's role in European and world affairs since 1789.

We will accept the idea that something different and decidedly modern begins to emerge in France with the inauguration of the French Revolution. The time span of the course will run from 1789 to 1981. The course will trace the twists and turns of the French nation's attempt to hammer out, agree to and refine something akin to modernity.

The course will travel the path of modern France's historical evolution, encounter some of its most celebrated literary and political personalities and examine some of its most enduring obstacles to achieving the principles of its own revolutionary platform, "liberty, equality, and fraternity."

INSTRUCTIONAL METHODOLOGY:

Subjects covered in class will be:

- the rise and fall of Napoleon Bonaparte, 1789-1815
- the emergence of the industrial progress with a network of modern railroads, the pasteurisation of milk
- the development of modern ballet and a world-wide revolution in painting known as Impressionism
- the French middle class, eager to compete with its European and American rivals, embarked upon an ambitious project to colonize much of the world and its natural resources
- the rise of the working class, with the general political parties and revolutionary manifestos

TEXTS: *The Black Jacobins*, C.L.R. James; *Democracy in America*, Alexis de Tocqueville;

Bel-Ami, Guy de Maupassant, English translation; *France & the Dreyfus Affair*, Michael Burns; *Man's Fate*, André Malraux; *Flight to Arras*, Antoine de Saint Exupery; *The Lover*, Marguerite Duras; *A History of Modern France*, Jeremy Popkin

EVALUATION: class presentations 30%; research paper 20%, midterm 20%, and final essay 30%

COURSE TITLE: INTRODUCTION TO AMERICAN BUSINESS LAW

COURSE NUMBER: LAW 210

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: SPRING

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

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

SEMESTER HOURS: 45

OFFERED: FALL

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, Licensing, Franchising, Joint Ventures
- Regulating Global Competition; Protecting Business Property Rights

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

EVALUATION:

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

COURSE TITLE: BASIC MATHEMATICS

COURSE NUMBER: MATH 101

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

COURSE DESCRIPTION & OBJECTIVES:

This course is an overview of the basics of Mathematics. It should help students who have some difficulties in mathematical calculations and should enable them to follow easily the MATH 110 course. It should help students meet the requirements of business today. A strong emphasis is placed on exercises and individual work.

INSTRUCTIONAL METHODOLOGY:

Presentation of the material to be covered, exercises to be done at home and then presented and explained in class. Quizzes, homework, a mid-term test, and final examinations will be given. Will be dealt with in class:

- types of numbers
- sequences & percentages
- basic algebra
- formulae
- simple interest rates
- linear equations & graphs

TEXT: specific handouts will be distributed in class.

EVALUATION:

The final grade will be made up of class participation and homework correction (20%), quizzes (20%), a mid-term test (30%) and a final examination (30%).

COURSE TITLE: PRE-CALCULUS MATHEMATICS

COURSE NUMBER: MATH 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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

TEXT: *College Algebra & Trigonometry*, Aufmann, Houghton Mifflin, 5th Edition, 2005

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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

TEXT: *Brief Calculus*, Larson, Houghton-Mifflin, 7th Edition, 2006

EVALUATION:

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

COURSE TITLE: INTERCULTURAL STUDIES

COURSE NUMBER: MGT 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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 analyze 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 a 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, Prentice-Hall, 5th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL

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, Prentice Hall International, 8th International Edition

EVALUATION:

The final grade will be made up of 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

SEMESTER HOURS: 45

OFFERED: SPRING

COURSE DESCRIPTION & OBJECTIVES:

Upon completion of this course, a student will be able to demonstrate an understanding of the theories and applications of organizational behaviour 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

The 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, Prentice Hall, 10th Edition, 2003

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

SEMESTER HOURS: 45

OFFERED: FALL

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: *International Business*, Czinkota/Ronkainen/Moffert, South Western, 7th Edition

EVALUATION:

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

COURSE TITLE: EUROPEAN BUSINESS (INTRODUCTION TO)

COURSE NUMBER: MGT 300

CREDITS: 3

PREREQUISITES: ECO 110, ECO 120

SEMESTER HOURS: 45

OFFERED: SUMMER

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: *European Business*, Mercado, Welford, Prescott, Prentice-Hall, 4th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL

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: *Entrepreneurship*, Hisrich/Peters, McGraw-Hill, 6th European Edition

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

SEMESTER HOURS: 45

OFFERED: SPRING

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: *Management of Business Logistics*, Coyle et al, Thomson/South Western, 7th Edition

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 STRATEGY

COURSE NUMBER: MGT 400

CREDITS: 3

PREREQUISITES: FIN 220, ECO 110, ECO 120, MKT 210

SEMESTER HOURS: 45

OFFERED: SUMMER

COURSE DESCRIPTION:

European Business Strategy will be studied through intensive lectures and broad-based business analysis primarily through the use of case studies. The focus is on structure and strategy of European business in both “old” and “new” Europe. Case studies will include US and 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 the aviation, automobile, media, telecommunications and “green” industries.

COURSE TITLE: STRATEGIC MANAGEMENT & ORGANIZATIONAL POLICY

COURSE NUMBER: MGT 410

CREDITS: 3

PREREQUISITE: MGT 210

SEMESTER HOURS: 45

OFFERED: SPRING

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 judgment 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: *Strategic Management: Concepts & Cases*, Thomson, McGraw Hill, 13th Edition

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

SEMESTER HOURS: 45

OFFERED: SPRING

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: ART, CREATIVITY AND ENTREPRENEURSHIP

COURSE NUMBER: MGT 430

CREDITS: 3

PREREQUISITES: 3rd or 4th year business student SEMESTER HOURS: 45

OFFERED: SPRING, SUMMER

COURSE DESCRIPTION:

This course is a “capstone” on today’s visual arts putting the emphasis on both the variety and complexity of emerging artistic practices, and the very unique kind of entrepreneurs artists are.

COURSE OBJECTIVES:

The objective of this course is on one hand to help students to apprehend current art works, to bring out and unleash their own artistic streak and to comprehend the society we live in through a different but, most of the time, accurate prism, i.e. *art*; on the other hand to grasp the idea that being an artist implies a specific type of management, based on intuition.

INSTRUCTIONAL METHODOLOGY:

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

- Introduction: is there a single definition of art?
- *Art Nouveau* and *Art Deco* : a radical break in the history of architecture
- *Pop Art*
- *Land Art*
- *Media Art*
- *Digital Art*
- *Video Art*
- *Bio Art*
- *Light as a medium*
- *Street Art*

TEXT: *The Art Firm: Aesthetic Management and Metaphysical Marketing*, Pierre Guillet de Monthoux, Stanford University Press, 2004 (408pp.)

EVALUATION: the final grade will be made up of individual/group presentations of cases (30%) and a final examination (70%).

COURSE TITLE: MANAGEMENT OF INFORMATION SYSTEMS 1

COURSE NUMBER: MIS 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL

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 Formatting, 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 2003*, Grauer, Vol.1, 6th Edition, Pearson, 2005

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

SEMESTER HOURS: 45

OFFERED: SPRING

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 2003*, Grauer, Vol.1, Pearson, 6th Edition, 2005

EVALUATION:

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

COURSE TITLE: INFRASTRUCTURE FOR ELECTRONIC COMMERCE

COURSE NUMBER: MIS 310

CREDITS: 3

PREREQUISITE: MIS 110, 120, MKT 210

SEMESTER HOURS: 45

OFFERED: FALL

COURSE DESCRIPTION & OBJECTIVES:

The aim of this course is to learn how to develop business web sites by using FrontPage, along with HTML, XML, CSS, SQL data base management, and other e-business software. The course is hands on, with students developing their own personal web site with multiple, hypothetical business applications, and a group site which simulates a successful e-business site.

INSTRUCTIONAL METHODOLOGY:

Courses take place in the computer lab. The instructor presents and clarifies content, design, and development of business sites. Students complete exercises and build components of typical e-commerce sites. Students use their own newly-created web site to post their completed homework. Assignments include both individual and group work.

Will be covered in class:

- networks & the internet; protocols, architecture, topologies, transmission media, html
- setting up a website, publishing a site, FTP
- navigation structure, banner creation, CSS & style sheets, colour schemes,
- picture & product displays, multimedia content, hotspots
- tables for layout & product presentation
- live data inclusion, updating, collaboration and SharePoint, FAQ questions
- form inputs for ordering and online surveys, informational site
- intranets and extranets, payment, real-time business systems, affiliation

TEXT: *Microsoft Front Page 2003*, Evans, 2004

EVALUATION:

70% of the final grade will be based on the completed exercises in the student's personal web site: 30% will be based on his/her group web site.

COURSE TITLE: PRINCIPLES OF INTERNET MARKETING

COURSE NUMBER: MIS 320

CREDITS: 3

PREREQUISITE: MIS 110 & 120

SEMESTER HOURS: 45

OFFERED: SPRING

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, 2nd Edition

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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, 4th European Edition

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

SEMESTER HOURS: 45

OFFERED: SPRING

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*, Schiffman & Kanuk, Prentice-Hall, 8th Edition, 2004

EVALUATION:

The final grade will be made up of 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

SEMESTER HOURS: 45

OFFERED: SUMMER

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, 3e Ed, 2007

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

COURSE TITLE: PRINCIPLES OF ADVERTISING

COURSE NUMBER: MKT 320

CREDITS: 3

PREREQUISITE: MKT 210

SEMESTER HOURS: 45

OFFERED: FALL

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 & Integrated Brand Promotion*, O'Guinn-Allen-Semenik,
Thomson South
Western, 4th Edition, 2005

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

SEMESTER HOURS: 45

OFFERED: FALL

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, 5th Edition, 2005

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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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*, Keegan & Green, 4th Edition, 2006

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: BUSINESS MARKETING

COURSE NUMBER: MKT 370

CREDITS: 3

PREREQUISITE: MKT 210

SEMESTER HOURS: 45

OFFERED: SPRING

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 To Business Marketing*, Vitale & Giglierano, South Western/Thomson, 2002

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

SEMESTER HOURS: 45

OFFERED: SPRING

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: *Selling Today*, Manning/Reece, Prentice-Hall, 9th Edition, 2004

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: SPORTS MARKETING

COURSE NUMBER: MKT 390

CREDITS: 3

PREREQUISITE: MKT 210

SEMESTER HOURS: 45

OFFERED: FALL

COURSE DESCRIPTION & OBJECTIVES:

The aim of this course is to provide students with an introduction to the concepts and theories unique to 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: *Sports Marketing A Strategic Perspective*, Shank, Prentice-Hall, 3rd Ed., 2004

EVALUATION:

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

COURSE TITLE: INTELLECTUAL HERITAGE 1

COURSE NUMBER: PHI 210

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: FALL

COURSE DESCRIPTION:

This is an interdisciplinary course designed to provide common intellectual literacy for all *American Business School* students. Students encounter primary texts from the humanities, social sciences and natural sciences. Text choices and pedagogies are regularly reviewed and modified. The salient point is that the role and content of **Intellectual Heritage** cannot be fully grasped without reference to the rest of the core.

OBJECTIVES:

- 1 - to lay the groundwork for sequential learning by giving students mastery over a common body of knowledge and initiation into academic values and discipline.
- 2 - to empower students to read primary texts with increasing confidence
- 3 - to develop student ability to think critically and analytically
- 4 - to improve student ability to write coherently in response to primary texts
- 5 - to encourage students to make connections across the curriculum and between what they learn and how they live

INSTRUCTIONAL METHODOLOGY:

The student will read a variety of texts and be prepared to discuss these texts in class as well as prepare papers based on the primary texts discussed in class.

TEXTS: *The Holy Bible* (both Old & New Testaments), *The Koran*
 Sophocles : The Three Theban Plays
 Plato : The Republic
 Shakespeare : *King Richard III*

EVALUATION:

The final grade will be made up of class participation (20%), 4 in-class essays (15% each), and a research paper (20%).

COURSE TITLE: INTELLECTUAL HERITAGE 2

COURSE NUMBER: PHI 220

CREDITS: 3

PREREQUISITE: PHI 210

SEMESTER HOURS: 45

OFFERED: SPRING

COURSE DESCRIPTION:

This is the second half of an interdisciplinary course designed to provide common intellectual literacy for all *American Business School* students. Students encounter primary texts from the humanities, social sciences and natural sciences. Text choices and pedagogies are regularly reviewed and modified. The salient point is that the role and content of **Intellectual Heritage** cannot be fully grasped without reference to the rest of the core.

OBJECTIVES:

- 1 - to lay the groundwork for sequential learning by giving students mastery over a common body of knowledge and initiation into academic values and discipline.
- 2 - to empower students to read primary texts with increasing confidence
- 3 - to develop student ability to think critically and analytically
- 4 - to improve student ability to write contently and coherently in response to primary texts
- 5 - to encourage students to make connections across the curriculum and between what they learn and how they live

INSTRUCTIONAL METHODOLOGY:

The student will read a variety of texts and be prepared to discuss these texts in class as well as prepare papers based on the primary texts discussed in class.

TEXTS: Marx & Engels : *The Communist Manifesto*
Freud : *Civilisation and its Discontents*
Poe : *Tales of Mystery & Imagination*
Becket : *The Complete Works*
Huxley : *Brave New World*
Williamx : *A Streetcar Named Desire*

EVALUATION:

The final grade will be made up of class participation (20%), 4 in-class essays (15% each), and a research paper (20%).

COURSE TITLE: BUSINESS ETHICS

COURSE NUMBER: PHI 310

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

OFFERED: SPRING

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 in 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, Prentice-Hall, 5th Edition, 2002

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

SEMESTER HOURS: 45

OFFERED: FALL, SPRING & SUMMER

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, 7th Edition

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: THE ANTHROPOLOGY OF TOURISM

COURSE NUMBER: POL 333A

CREDITS: 3

PREREQUISITES: NONE

SEMESTER HOURS: 45

OFFERED: SUMMER

COURSE DESCRIPTION:

Tourism is the largest sector of the global economy and growing rapidly. Tourism travel is not the primary vehicle through which people traverse cultural spaces and encounter “other worlds”. What do tourism encounters say about “otherness” in a world where quickening flows of people and images continually threaten to dissolve differences? What are the aesthetics and politics of creating difference in today’s globalized tourism? This course will pose these questions with special reference to Paris, the world’s most famous tourist destination.

INSTRUCTIONAL METHODOLOGY:

The course will focus especially on sites of cultural tourism such as museums, historic sites, memorials, and theme parks, as well as events that put culture on display in bodies and performances. In these context, how have other peoples, times, and places been represented through history? What do these representations say about those doing the representing? The course will include fieldwork that involves observing the actual practices of tourism.

Subjects covered in class will be:

- cultural tourism in a global world
- Parisian tourist history
- cultural tourism – museums & memorials
- the art museum as a cultural encounter – the Louvre
- displaying of indigenous art – Musée de quai Branly
- theme parks

TEXTS:

Culture on Tour: Ethnographies of Travel, Bruner, 2005; *Loney Planet Paris*, 2002;
The Tourist : A New Theory of the Leisure Class, MacCannell, 1999;
Paris Primitive : Jacques Chirac’s Museum on the Quai Branly, Price, 2007;
We’ll Always Have Paris : American Tourists in Paris Since 1930, Levenstein, 2004

EVALUATION: class participation 20%, written assignments 40%, final research paper 40%

COURSE TITLE: GLOBAL CITIES - PARIS

COURSE NUMBER: POL 333

CREDITS: 3

PREREQUISITES: NONE

SEMESTER HOURS: 45

OFFERED: SUMMER

COURSE DESCRIPTION:

This course will treat Paris as a text for investigating some of the tensions between a modernist and post-modernist experience of the global city. Utilizing both readings about urban space and experience, and empirical investigations of Paris, this course will try to frame the central questions that global cities and their citizens now face. Thus, rather than treat Paris as a city unto itself, it will examine Paris as a site of contested meanings, diverse flows of people, competing orders of governance : as a city of the globe.

INSTRUCTIONAL METHODOLOGY:

The course will proceed philosophically, culturally, and empirically. The class will also explore the modern city through culture, primarily architecture, music, and street art. There will be lectures and students presentations.

Written work will include a daily journal and assigned issues to explore. The journal will be turned in for review weekly. In addition, there will be a final paper designed to explore an aspect of the city which will be written responding to a list of central questions designed to help orient student methods.

Subjects covered in class will be :

- public spaces and the cultivation of citizenship
- cultural migrancy and the distinction of social differences
- jazz, street music, and social harmonics
- public order and governance in and beyond the law
- religious symbols

TEXTS: Readings for the course will be compiled from contemporary journals and from various books

EVALUATION: journal entries 50% and the final paper 50%

COURSE TITLE: PRODUCTION & OPERATIONS MANAGEMENT

COURSE NUMBER: PRO 310

CREDITS: 3

PREREQUISITE: QNT 210

SEMESTER HOURS: 45

OFFERED: SPRING

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, 4th Edition, 2004

EVALUATION:

The final grade will be made up of 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

SEMESTER HOURS: 45

OFFERED: FALL & SPRING

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, 8th Edition

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

SEMESTER HOURS: 45

OFFERED: FALL

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, Prentice-Hall, 6thEdition

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

SEMESTER HOURS: 45

OFFERED: SPRING

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: *Spreadsheet Modelling & Decision Analysis*, Ragsdale, Thomson, 4th 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

SEMESTER HOURS: 45

OFFERED: FALL

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, Prentice-Hall, 9th Ed.

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

SEMESTER HOURS: 45

OFFERED: SPRING

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 students 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 & Secularization
- Sex & Gender

TEXT: *Society : A Global Introduction*, Macionis, Prentice Hall, 2nd European Edition, 2002

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: INTERMEDIATE SPANISH 1

COURSE NUMBER: SP 110

CREDITS: 3

PREREQUISITE: NONE

SEMESTER HOURS: 45

COURSE DESCRIPTION:

This course is designed for those students possessing a basic knowledge of Spanish. The focus is on perfecting oral and written skills in the Spanish language.

COURSE OBJECTIVES:

This course is designed to enable the student to function in a Spanish-speaking environment, particularly with regard to business situations..

TEXT: no required text; students will be working from photocopied material from a variety of sources.

EVALUATION:

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

COURSE TITLE: INTERMEDIATE SPANISH 2

COURSE NUMBER: SP 120

CREDITS: 3

PREREQUISITE: SP 110

SEMESTER HOURS: 45

COURSE DESCRIPTION:

This course is a continuation of the first-semester course. It reinforces and adds to what the students already know. The focus is on perfecting oral and written skills in the Spanish language, with an additional focus on the Spanish culture(s).

COURSE OBJECTIVES:

This course is designed to enable the student to function in a Spanish-speaking environment, particularly with regard to business situations..

TEXT: no required text; students will be working from photocopied material from a variety of sources.

EVALUATION:

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