American Business College, Paris
UNDERGRADUATE PROGRAMS

Academic Year 2026 - 2027
Course Catalog

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Last updated: 19-Feb-26

AMERICAN
BUSINESS COLLEGE

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AMERICAN
BUSINESS COLLEGE

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

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

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

VISION STATEMENT

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

MISSION STATEMENT

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

PROFESSIONAL DEVELOPMENT AT ABC PARIS

Workshops

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

Corporate Talks

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

ABC Paris Company Case Challenge

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

Networking & Job Fairs

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

Work Experience

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

International Professional Development

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

AMERICAN
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ACADEMIC CALENDAR

2026 FALL SEMESTER							
	M	T	W	TH	F	S	Important Dates – Tuesday (11 in-class + 1 livestream/asynchronous session)
SEPTEMBER		1	2	3	4	5	Sept 1-2: New Student Orientation
	7	8	9	10	11	12	Sept 3-4: Visiting Student Orientation (Boat Trip on Sept 4)
	14	15	16	17	18	19	Sept 10: Returning Student Welcome Event (15h30-17h30)
	21	22	23	24	25	26	Sept 8: Fall Classes Begin
	28	29	30				Sept 11: Add/Drop Deadline (BBA & Visiting Students Only)
OCTOBER				1	2	3	
	5	6	7	8	9	10	Oct 13: IGENSIA New Student Integration Day (no classes)
	12	13	14	15	16	17	Oct 17: Students must be available for makeup classes
	19	20	21	22	23	24	Oct 26: Withdrawal Deadline (BBA & Visiting Students Only)
	26	27	28	29	30	31	Oct 27-29: ABC Business Games (no classes)
							Nov 11: Armistice Day (no classes)
NOVEMBER	2	3	4	5	6	7	Nov 12: Oral Defense Workshop (Post-PPA Students ONLY)
	9	10	11	12	13	14	Nov 19: PPA Information Session (Final Semester Students ONLY – All Programs)
	16	17	18	19	20	21	Nov 26: HOPEN for 1st-Year Students (no classes)
	23	24	25	26	27	28	Nov 28: Students must be available for makeup classes
	30						
DECEMBER		1	2	3	4	5	Dec 2: IGENSIA Speed Matching (no classes)
	7	8	9	10	11	12	Dec 11: End of Fall Semester
	14	15	16	17	18	19	Dec 14-19: PPA Exam Period (Final Semester Students ONLY – All Programs)
Degree-seeking students will receive an invitation to attend a **mandatory career development workshop** on select Mondays.							
2027 WINTER SESSION							
	M	T	W	TH	F	S	Important Dates * No ADD/DROP in Winter Session *
JANUARY					1	2	Jan 1: New Year's Day
	4	5	6	7	8	9	Jan 6: Winter Classes Begin
	11	12	13	14	15	16	Jan 11: Start of Winter Luxury School
	18	19	20	21	22	23	Jan 15: End of Winter Luxury School
	25	26	27	28	29	30	Jan 22: End of Winter Session
The Winter Luxury School is an intensive short-term program that consists of classes, workshops and study visits.							

2027 SPRING SEMESTER							
	M	T	W	TH	F	S	Important Dates – Thursday (10 in-class + 2 livestream/asynchronous sessions)
FEBRUARY	1	2	3	4	5	6	Feb 2-3: New Student Orientation
	8	9	10	11	12	13	Feb 4-5: Visiting Student Orientation (Boat Trip on Feb 5)
	15	16	17	18	19	20	Feb 8: Company Case Launch
	22	23	24	25	26	27	Feb 9: Spring Classes Begin
							Feb 11: Returning Student Welcome Event (15h30-17h30)
MARCH	1	2	3	4	5	6	Feb 11: Company Case Meetings (no classes)
	8	9	10	11	12	13	Feb 12: Add/Drop Deadline (BBA & Visiting Students Only)
	15	16	17	18	19	20	Mar 6: Students must be available for makeup classes
	22	23	24	25	26	27	Mar 22-26: Spring Break (no classes)
	29	30	31				Mar 29: Easter Monday (no classes)
APRIL				1	2	3	Mar 30: Withdrawal Deadline (BBA & Visiting Students Only)
	5	6	7	8	9	10	Mar 30-31: Company Case Rehearsals (no classes)
	12	13	14	15	16	17	Apr 8: Company Case Final (no classes)
	19	20	21	22	23	24	Apr 15: Company Case Awards; Oral Defense Workshop (Post-PPA Students ONLY)
	26	27	28	29	30		Apr 22: PPA Information Session (Final Semester Students ONLY – All Programs)
MAY						1	Apr 24: Students must be available for makeup classes
	3	4	5	6	7	8	May 1: Labor Day; May 6-7: Ascension Day (no classes); May 8: Victory Day
	10	11	12	13	14	15	May 14: End of Spring Semester; May 17: Pentecost Day
	17	18	19	20	21	22	May 17-22: PPA Exam Period (Final Semester Students ONLY – All Programs)
Degree-seeking students will receive an invitation to attend a **mandatory career development workshop** on select Mondays.							
2027 SUMMER SESSION							
	M	T	W	TH	F	S	Important Dates * No ADD/DROP in Summer Session *
MAY	24	25	26	27	28	29	May 24: Summer Session 1 Orientation
JUNE	31	1	2	3	4	5	May 25: Summer Session 1 Begins
	7	8	9	10	11	12	
	14	15	16	17	18	29	June 4: Summer Session 2 Orientation
	21	22	23	24	25	26	June 7: Summer Session 2 Begins
	28	29	30				
JULY				1	2	3	July 2: End of Summer Session 1
	5	6	7	8	9	10	July 14: Bastille Day (no classes)
	12	13	14	15	16	17	July 16: End of Summer Session 2

AMERICAN BUSINESS COLLEGE

FACULTY ROSTER

ACH Morene BBA/BLUX	Bachelor of Journalism, Carleton University, Canada TESL Certificate, Vancouver, Canada
AYME-YAHIL Edna BBA/MS	PhD, History, University of California, USA MA, History, University of Notre Dame, IN, USA MA, History, University of California, USA BA, History, Stanford University, California, USA
BAKER Charles BBA	BS, Economics & Mathematics, Tulane University, USA MBA, Duke University, USA
BERASATEGUI Catherine BBA/BLUX/MS	BA, Economics, Montpellier Business School, France MA, Marketing & Communications, Montpellier, France
BOUSSARD Sylvain BBA/MS	Trainer Certification, SIPCA Wine & Spirit Education Trust, Level 3 Russian Studies, Polytech St Petersburg General Management Program, Cornell University Ecole Hôtelière de Lausanne
BRUNETEAUX-SWANN Catherine BBA/BLUX	Masters in Management, ESSCA School of Management, France
CADIO Yolene BBA/BLUX	Examiner TEF/TCF, DELF/DALF A1-C2, Alliance Française de Toronto, Canada Master 2 FLE, University of Nantes, France Bachelor LLCE, University of Nantes, France
CHABALIER LOUGHHEAD Gaelle BBA	PhD program in Clinical Psychology, Université Denis Diderot, Paris, France Post Graduate Degree in Clinical Psychology, Université Denis Diderot, Paris, France Master's Degree in Clinical Psychology, Paris, France Bachelor's Degree LLCE English, Université Sorbonne-Nouvelle, Paris, France
DE CASTRO Sarah BBA/BLUX/BSPORTS	BA, Linguistics, University of Auckland, New Zealand MA, Marketing & Communication, Auckland University of Technology, New Zealand
DEUTOU Gabriel BBA/BSPORTS	BA, BBA, ABC Paris, Paris, France MBA, International Finance & Marketing, ESG, Paris, France MPA, International Development, HEI PhD, International Relations, CEDS

DISCORS Elizabeth BBA/BSPORTS/BLUX/MS	BS, Biological Sciences, Murdoch University, Perth, Australia NEIS, Business Enterprise Center, Sydney, Australia Masters in Marketing, Curtin University, West Australia
FOX Benji BBA/BLUX	French and European Union Law, Focus: Taxation Law, Business Law and Compliance, Cergy Paris, France M.S. Corporate and Organizational Communication, Minor: Project Management, Northeastern University, Boston, Massachusetts, USA B.A. Political Science, Minor: History, University at Albany, New York, USA
HO Melody BBA/BLUX/BSPORTS	B.A. Foreign and regional Language, Literature and Civilizations, University of Paris, France M.S. Linguistics applied to the Didactics of French as Foreign Languages, University of Paris, France
KRYS Roman BBA	BA in Political Science, Fairleigh Dickinson University, Teaneck, New Jersey, USA MA in International Affairs, Columbia Univ., New York, New York, USA
LIBERAL Gaston BBA	International Business Administration Degree, University of Castilla la Mancha, Toledo, Spain, University of Neuchâtel, Switzerland, Ecole Supérieure de Gestion et Commerce International (ESGCI), Paris, France
MATHEY GARCIA-RADA Sandra BBA/BLUX	Associate Degree in Fashion Design, Universidad Peruana de Ciencias Aplicadas, Lima, Peru BA Fashion Studies, Mod'Art International, Paris, France & Lima, Peru Fashion Business Certificate, Pontificia Universidad Catolica de Peru, Peru MA in Fashion Studies, The New School Parsons Paris, Paris, France
MATUSINEC Nicole BBA/MS/MBA	BA, French, Luther College, USA MA, French, Middlebury College, USA
MCCARTHY Michael BBA	BA, History, University of Vermont, USA MFA, Major in Photography, Temple University, USA
MIRZA Mohamad Baber BBA/BLUX/BSPORTS	Bachelor of Business and Information Systems, Curtin University, Australia MBA, Marketing Major, Institute of Business Management, Pakistan
MROUEH Jade BBA/BLUX/BSPORTS	Masters, International Business and Management, ESDES, France Masters, French as a Foreign Language, Lyon 2 University, France Masters, Linguistics and Burmese, INALCO/Sorbonne, France
NAKHLE Gilles BBA/BLUX	AA in Business Administration, American University of Beirut, Lebanon Masters in Marketing and Brand Communication, Sup de Pub, Paris, France

PARK Sangwon BBA	BA in International Relations, University of Southern California, United States MSc in Development Administration & Planning, UCL, United Kingdom PhD in International Development, University of Edinburgh, United Kingdom
PARTHASARATHY Aparajit BBA/BSPORTS	MBA in Marketing and Communication, INSEEC Business School, Paris, France Masters in Nanotechnology, University of Manchester, Manchester, UK Bachelor's in electrical engineering, Anna University, Chennai, India
PAX Sara BBA/MBA/MS	BA, International Relations, American University, Washington DC, USA MBA, Marketing Statistics, University of Illinois, USA
REYES Rose Marie BBA/BLUX	MA in History & Literature, Columbia University New York MA in Contemporary Literature & Media, National University of Ireland Bachelor of Art in Interdisciplinary Studies & Comparative Literature, City College, New York, New York
RIEGER Carlotte BBA/BLUX/BSPORTS MBA/MS	BA, European History, University of Sydney, Australia Bachelor, Law, University of Sydney, Australia Master, Law, University of Sydney, Australia
SANCHEZ Maximiliano BBA/BSPORTS	Bachelor, Philosophy, University of San Juan, Argentina Master, Latin American Literature, University of Cincinnati, USA PhD, Hispanic Studies, University of Illinois at Chicago, USA
SANCHEZ ROJAS Ana Maria BBA/BLUX	BA Communication Design, Universidad de los Andes, Bogota, Colombia MA Fashion Studies, Parsons, Paris, France
SANTOS Nuno BBA/BLUX/BSPORTS/MS	BBA, Instituto Superior da Maia, Portugal MBA, Hospitality, Glion Institute of Higher Education, Switzerland
SILVA Tomas BBA/BLUX/BSPORTS/MS	MBA, Entrepreneurship and International Business Development, American Business College, Paris, France
SONG Emily BBA	BA, International Accounting & Finance, Shanghai Ocean University, China MBA, International Business, Ecole des Ponts Business School, France PhD, ABD, International School of Management, France
THOMPSON Richard BBA/MBA/MS	BSc in Mechanical Engineering, Cornell University, NY, USA MBA INSEAD, Fontainebleau, France
WULF Catharina BBA	BA, York University, Toronto, Canada MA McGill University, Montreal, Canada PhD, Communication, University of Burgundy, France

AMERICAN BUSINESS COLLEGE

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AMERICAN BUSINESS COLLEGE

GRADING SCALE

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

ABC Grade		ECTS Grade	ABC Grade		ECTS Grade
A	4.00	A	C	2.00	D
A-	3.67	B	C-	1.67	E
B+	3.33	B	D+	1.33	F
B	3.00	C	D	1.00	F
B-	2.67	C	D-	0.67	F
C+	2.33	D	F	0.00	F
			I	*Incomplete*	
			W	*Withdraw*	

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

Students who earn a cumulative GPA of less than 2.00 will be under probation.
Students who earn a cumulative GPA of 3.33 or higher will be mentioned on the Dean's List.

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

Percentage grades:
ABC Paris uses the following scale to convert the grades into letter grades:

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

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

AMERICAN BUSINESS COLLEGE

BACHELOR OF BUSINESS ADMINISTRATION ROADMAP From Fall 2025

Preparatory Courses		
Course Code	**Course Title**	**Credits**
ENGL 080	Writing & Methodology Fundamentals	0
MATH 110	Mathematics for Business I	0

Foundation Courses: 27 Credits		
Course Code	**Course Title**	**Credits**
COMM 130	Communication Techniques & Speech	3
COMP 120	Computer Skills for Business	3
ENGL 101	Academic Methodology	3
ENGL 120	Critical Reading & Writing	3
ENGL 212	Analysis & Communication	3
ENGL 225	Effective Business Communication	3
MATH 120	Mathematics for Business II	3
SOCG 100	Intercultural Studies	3
SOCG 110 or PSYC 110	Introduction to Sociology or Introduction to Psychology	3

Core Business Courses: 57 Credits		
Course Code	**Course Title**	**Credits**
ACCT 111	Financial Accounting	3
ACCT 211	Managerial Accounting	3
BLAW 230	International Business Law	3
BUSI 410	Strategic Management	3
BUSI 420	Entrepreneurship	3
DSCI 220	Artificial Intelligence in Business	3
DSCI 310	Operations Management	3
ECON 110	Macroeconomics	3
ECON 120	Microeconomics	3
FINC 215	Business Finance	3
MATH 210	Business Statistics	3
MGMT 101	Principles of Management	3
MGMT 180	International Business	3
MGMT 215	Organizational Behavior	3
MGMT 225	Human Resources Management	3
MGMT 310	Project Management	3
MKTG 130	Principles of Marketing	3
MKTG 240	Consumer Behavior	3
PHIL 290	Sustainability & Ethics	3

Elective or Minor Courses: 15 Credits		
Course Code	**Course Title**	**Credits**
		3
		3
		3
		3
		3
		3

Upper-Level Requirements: 18 Credits in Declared Major

Finance Major: 18 Credits		
Code	**Course Title**	**Credits**
COMP 395	Advanced Excel for Finance	3
ECON 315	Intermediate Economic Analysis	3
ECON 450	International Economics	3
FINC 315	International Investments & Portfolio Analysis	3
FINC 324	Money & Banking	3
FINC 345	Audit, Control & Risk Management	3
FINC 400	Corporate Finance	3
FINC 450	International Finance	3
XXXX 300/400	Other Pre-Approved Course	3

International Business Major: 18 Credits		
Code	**Course Title**	**Credits**
BUSI 395	Digital Transformation in Global Business	3
ECON 411	Global Trade & Emerging Markets	3
ECON 450	International Economics	3
FINC 450	International Finance	3
MGMT 351	Logistics & Supply Chain Management	3
MGMT 403	Sustainable Business & Global Innovation	3
MKTG 350	International Marketing	3
POLS 300	International Relations & Cooperation	3
XXXX 300/400	Other Pre-Approved Course	3

Marketing Major: 18 Credits		
Code	**Course Title**	**Credits**
COMP 311	E-Commerce & E-Business	3
MKTG 315	Digital Marketing & Web Analytics	3
MKTG 325	Integrated Marketing Communication	3
MKTG 340	Marketing Research	3
MKTG 350	International Marketing	3

MKTG 380	Personal Selling & Negotiation	3
MKTG 385	Advanced Customer Relationship Management	3
MKTG 391	Sponsorship & Event Marketing	3
XXXX 300/400	Other Pre-Approved Course	3

Experiential Learning: 5 Credits		
Code	**Course Title**	**Credits**
BUSI 450	Internship, Report & Defense	3
BUSI 455	Business Games	2

Minor in Sports Management: 12 Credits		
Code	**Code**	**Credits**
MGMT 321	The Logistics & Management of Mega Sporting Events	3
MGMT 390	Sports Agency & Representation	3
MGMT 411	The Business of Professional Football	3
MKTG 401	Creating & Developing Sports Brands	3

Minor in Luxury Fashion: 12 Credits		
Code	**Code**	**Credits**
FASH 110	Made in Paris: The Elements of a Brand	3
FASH 120	Sales Techniques for Luxury Brands	3
FASH 211	Luxury Cross Channel Marketing	3
FASH 225	Visual Merchandising	3
FASH 325	Creativity & Innovation in Fashion Luxury	3
MGMT 320	Management for Luxury Services	3
MKTG 215	The Fashion Business Revolution	3
MKTG 400	Creating & Developing Luxury Brands	3

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BACHELOR IN FASHION & LUXURY RETAIL MANAGEMENT ROADMAP

1st Semester

FASH100	Fashion & Textile Trends through the Ages	3
MKTG130	Principles of Marketing	3
SOCG100	Intercultural Studies	3
COMM130	Communications Techniques/Speech	3
FASH105	The DNA of Fashion Trends	3
FREN110	Français Langue Etrangère ou LV2 pour les français	3

2nd Semester

FASH113	The Fashion Design Process	3
MGMT215	Organizational Behavior	3
ACCT107	Bookkeeping and Accounting for Management	3
FASH110	Made in Paris: The Elements of a Brand	3
ENGL115	English Composition	3
MGMT225	Human Resources Management	3

3rd Semester

FASH225	Visual Merchandising	3
MKTG391	Sponsorship and Event Management	3
MKTG240	Consumer Behavior	3
COMP220	Power Query and Dashboards	3
FASH120	Sales Techniques for Luxury Brands	3
MGMT310	Project Management	3

4th Semester

MKTG215	The Fashion Business Revolution	3
MGMT320	Management for Luxury Services	3
COMP311	eCommerce & eBusiness	3
BLAW230	International Business Law	3
MKTG380	Personal Selling & Negotiation	3
COMM230	Theater and Advanced Public Speaking	3

5th Semester

FASH325	Creativity and Innovation in Fashion Luxury	3
BUSI420	Entrepreneurship	3
MGMT354	Sourcing & Purchasing for Fashion Luxury	3
FASH211	Luxury Cross Channel Marketing	3
MKTG400	Creating and Developing Luxury Brands	3
MKTG385	Advanced Relationship Management	
BUSI455	Business Games	3

6-month Internship

BUSI350	Internship, internship report and presentation	3

AMERICAN BUSINESS COLLEGE

ACCT107: BOOKKEEPING & INTRO TO ACCOUNTING

COURSE NUMBER: ACCT107	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The objective of this course is to introduce students to the basic knowledge needed to understand the accounting process in a business, with a special focus on the analysis of accounting information for decision making. Students will be introduced to the basic accounting processes as well as what is the necessary knowledge that a manager must have in order to properly manage a company from a financial perspective.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain what are the basic accounts in a business
- Develop a complete workflow of accounts
- Develop a financial journal
- Develop a complete ledger
- Develop a trial balance and develop an income statement

AMERICAN BUSINESS COLLEGE

ACCT111: FINANCIAL ACCOUNTING

COURSE NUMBER: ACCT111	CREDITS: 3
PREREQUISITE: MATH120	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed uses a business context – a startup company called Global Grocer to help the students learn the fundamentals of accounting. Students will be introduced to the basic accounting equation and how to analyze and keep record of business transactions by using double-entry bookkeeping. Students will get plenty of opportunity to practice technical and analytical tools to describe and complete an accounting cycle.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Distinguish assets, liabilities, and owners' equity and their relationship in the accounting equation
- Explain the three main financial statements
- Analyze business transactions using the basic accounting equation
- Apply double-entry bookkeeping to record business transactions
- Prepare balance sheet and income statement for a specific accounting period

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ACCT211: ADVANCED MANAGERIAL ACCOUNTING

COURSE NUMBER: ACCT211	CREDITS: 3
PREREQUISITE: ACCT111	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course begins with the introduction of the concept of business costs and breakeven analysis. Students will learn how to calculate the breakeven point, define and calculate the margin of safety, and perform cost-volume-profit analysis to calculate the activity level to achieve targeted profit. In the incremental analysis session, students will learn to identify the steps in management's decision-making and how to use relevant financial data to determine and evaluate possible courses of action. Successful completion of the class will provide the students with an invaluable asset to make sound business decisions based on cost analysis.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the different types or cost categories including fixed, variable, and mixed costs
- Analyze the relationship between cost, volume, and profit
- Perform cost/volume/profit (breakeven) analysis
- Summarize the sales mix and its effects on break-even sales
- Determine sales mix when a company has limited resources and how to take an alternative course of action with incremental analysis

AMERICAN BUSINESS COLLEGE

ARTS113: IMPRESSIONISM TO POST IMPRESSIONISM

COURSE NUMBER: ARTS113	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course will introduce students to major currents in the visual art of Europe from late 18th century to the end of the 19th century, with a major focus on the Impressionism and Post-Impressionism movements in France. We'll look at the historic context of 19h century Europe with the rapid changes in society due to the expanding industrial revolution as well as the recurrent revolutionary events in France and how these interacted with and impacted changes taking place within the art world of the period. Students will be guided through this historical context while learning how to undertake a critical analysis of visual arts to gain a deeper understanding of these works. We'll explore the work of David, Goya, Géricault, Delacroix, Turner, Millet, Courbet, Manet, Monet, Morisot, Degas, Caillebotte, Seurat, Van Gogh, Gauguin, Toulouse-Lautrec, Cézanne among others with at least three museum visits scheduled to take advantage of the many world class collections in Paris.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify the important innovators in the visual arts of the 19th century
- Identify the main artworks studied in class and in the museums by artist and period and situate them within their respective artistic movement and historical context.
- Distinguish and understand major art movements from Romanticism through Impressionism, Neo-Impressionism, Post-Impressionism and Symbolism
- Summarize the importance of historical periods and artistic movements in the artistic worlds in the 20th century

AMERICAN BUSINESS COLLEGE

ARTS250: 20th CENTURY ART & PHOTOGRAPHY

COURSE NUMBER: ARTS250	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed for students with little or no background in art who would like to learn more about various forms of modern art in the Western world during the 20th century. This class will help students unlock the codes of modern art and photography to enable them to better understand and take more pleasure from the diverse and innovative creations of the last century. The class will benefit from being in Paris with three museum visits during the semester enabling students to see original artworks from some of the most important art collections in the world.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Summarize the different art movements of the 20th century
- Analyze art works in both verbal and written form
- Recall the notions of composition, rhythm, texture, color, tonality and the role these play in creating meaningful art pieces
- Recall and apply artistic terminology in their spoken and written analysis for class projects
- Exercise critical thinking while looking, reading, writing and speaking about 20th century art.

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BLAW230: INTERNATIONAL BUSINESS LAW

COURSE NUMBER: BLAW230	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course introduces students to the laws governing international business. Students will learn the essentials of law and how they apply to different kinds of business activity. The focus will be on learning practical skills that students can use to strategic advantage. By understanding what the law mandates, prohibits and permits, students can anticipate the benefits and risks inherent in common business transactions. Through group exercises, case studies and problem questions, students will have an opportunity to apply these insights to different business scenarios and gain a concrete understanding of how law impacts business.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Distinguish the different types of law that apply in international business
- Discuss the advantages and disadvantages of using certain legal forms to operate a business
- Explain the meaning and effect of common contract terms
- Compare the legal rights and obligations of parties in various business transactions
- Demonstrate an understanding of what the law mandates, prohibits and permits in international business

AMERICAN BUSINESS COLLEGE

BUSI390: THE COMPANY CASE CHALLENGE

COURSE NUMBER: BUSI390	CREDITS: 2
PREREQUISITE: FINC215, MKTG130	ECTS CREDITS: 4
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This capstone activity is designed to bring students into the real world in partnership with local companies. Company partners submit questions ("challenges") for students to work on in groups over 8 weeks. Students must develop solutions to the challenge based on hands-on research, interviews with company representatives, and creative business thinking. Students deliver a 15-minute video explaining their solutions directly to the company representatives at the end of the exercise. Students must pull from their academic learnings, company interviews, and on-the-ground research to develop solutions to real world problems. Companies give constructive criticism back to the students focusing on the relevance of the suggested solutions and the professional behavior of the students.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will be able to:

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

AMERICAN BUSINESS COLLEGE

BUSI395: DIGITAL TRANSFORMATION IN GLOBAL BUSINESS

COURSE NUMBER: BUSI395	CREDITS: 3
PREREQUISITE: COMP 120, MGMT 180	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course explores how businesses navigate AI-driven digital disruption and transformation in the global context. Students will develop hands-on skills in no-code AI tools, workflow automation, API and webhook integrations, and AI-powered business process optimization, enabling them to design and implement intelligent solutions for international markets. Through case studies and applied projects, students will examine how companies across different regions of the world leverage digital solutions to streamline operations, adapt to regulatory environments, and maintain a competitive edge in global business. Ethical considerations, AI bias, and responsible automation will also be addressed, equipping students with a strategic and globally aware approach to digital transformation.

EXPECTED LEARNING OUTCOMES:

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

- Understand concepts of No-Code and Agentic AI and their impact on global business
- Build and deploy AI agents that enhance efficiency and decision-making in international business environments
- Develop AI-driven business solutions that address the challenges of scalability, localization, and competitive advantage
- Optimize operations across diverse global markets, using AI-driven decision-making processes
- Evaluate ethical considerations in the use of AI, including cross-border regulatory compliance

AMERICAN BUSINESS COLLEGE

BUSI410: STRATEGIC MANAGEMENT

COURSE NUMBER: BUSI410	CREDITS: 3
PREREQUISITE: SOCG100, MKTG130, FINC215	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This is a capstone course focused on the strategic development of the course. Therefore, a high level of student participation is required to develop the necessary negotiation and public speaking skills. Students are expected to work in multicultural groups and overcome a complex strategic problem faced by a company by developing a strategic plan. The course will focus on creating an analysis of the strategic environment, scenario analysis, and strategic implications of plans of action that can help companies achieve better efficiencies and financial results.

EXPECTED LEARNING OUTCOMES:

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

- Analyze the external environmental forces that impact the strategic direction of companies
- Analyze the internal environment of a company and how it impacts the communications strategy and strategic directions of companies
- Critique and debate strategic plans and decisions of companies
- Distinguish the differences between strategic plans in a scenario analysis
- Development of strategic plans

AMERICAN BUSINESS COLLEGE

BUSI420: ENTREPRENEURSHIP

COURSE NUMBER: BUSI420	CREDITS: 3
PREREQUISITE: SOCG100, MKTG130, FINC215	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this course, students learn the essential attributes of being an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business. Entrepreneurs must develop the skills necessary to successfully develop product and service lines, implement marketing and branding plans; manage client accounts, and negotiate and manage human resources. Students will learn how to maximize their personal strengths, while mitigating their weaknesses and capitalizing on the strengths of others. And they will complete the course with the practical knowledge necessary to develop and launch their own business.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Describe and evaluate a business opportunity
- Demonstrate an understanding of the nature of entrepreneurship and evaluate their entrepreneurial interests
- Develop a business opportunity to the business plan phase
- Recall new business team building
- Present and pitch a fully-thought-through new business idea to potential investors

AMERICAN BUSINESS COLLEGE

BUSI455: BUSINESS GAMES (CAPSTONE)

COURSE NUMBER: BUSI455	CREDITS: 2
OFFERED: FALL	SEMESTER HOURS: 24

COURSE DESCRIPTION:

The Business Games is a mandatory end-of-study, inter-school group activity that involves the entire IGS Group. The business simulation is run very intensively over 3 consecutive days. The goal is to recreate a virtual world that matches as closely as possible the reality of running a business. The business games will create a competitive environment pitting all the teams in a race against the clock to complete a variety of essential business tasks, taking onboard new information and, also, incorporating feedback as a result of the consequences of their decision-making during the simulation. Students will apply their business knowledge, in order to enrich and develop their know-how. They will be required to work both individually and as a team while managing the pressure of working in a competitive environment and working with very tight deadlines. Like real managers, they will have to learn to evaluate different strategy options and make decisions in real time.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Apply their academic learnings to the professional workplace (drawing on a strategic analysis of a business, a marketplace, or an industry)
- Work effectively in a team
- Communicate with different types of stakeholders (finance, HR, marketing, etc.)
- Work effectively under pressure and make business decisions and reiterate business strategy based on new information
- Realize the full potential of their skills in order to help them decide on their next professional steps

AMERICAN BUSINESS COLLEGE

COMM130: COMMUNICATION TECHNIQUES / SPEECH

COURSE NUMBER: COMM130	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course is highly participative and helps students to develop the necessary skills for effective public speaking. Students will be encouraged to assess their own communication competencies using different techniques in relation to the demands of diverse public speaking situations. Students will get plenty of opportunity to gain confidence and apply the skills and techniques required for effective public speaking via speech & drama, role plays, debates, and listening techniques.

EXPECTED LEARNING OUTCOMES:

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

- Make communication anxiety work for you, not against you
- Use your voice effectively to communicate your ideas
- Use your nonverbal communication to communicate confidence and to emphasize your ideas in a compelling way
- Conduct genuine and rigorous research on a variety of topics
- Organize your ideas, evidence and examples into clear, coherent and engaging arguments

AMERICAN BUSINESS COLLEGE

COMM230: THEATRE & ADVANCED PUBLIC SPEAKING

COURSE NUMBER: COMM230	CREDITS: 3
PREREQUISITE: COMM130	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Drawing heavily on the techniques used in acting, students will learn how to craft compelling messages in a variety of improvisations and role plays. Students will be guided through a number of tools and techniques used by actors to gain knowledge about themselves & their communication styles and, also, how to read and understand the communication style of their interlocutors. Students will extend their confidence, competence and critical awareness as communicators.

EXPECTED LEARNING OUTCOMES:

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

- Create compelling messages that have impact on their audience
- Focus on the big picture as well as the details
- Draw on creativity to solve problems
- Think on their feet
- Work effectively in teams

AMERICAN BUSINESS COLLEGE

COMP120: COMPUTER SKILLS FOR BUSINESS

COURSE NUMBER: COMP120	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Introduction to computer business applications - Microsoft Windows 10, Word, Outlook, PowerPoint and Excel. Students will become comfortable working in a Windows 10 operating system, master beginner and intermediate Word and Excel and apply it to a business setting. Students will also master basic uses of Outlook, PowerPoint in a business environment. This course aims to help prepare future managers to achieve operational level in the use of business-oriented computer applications.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recall how to navigate Microsoft Windows 10
- Create and edit professional Word documents
- Use outlook for businesses emails needs
- Build powerful presentations with PowerPoint
- Be able to easily determine how to adapt Microsoft Excel tools to their needs

AMERICAN BUSINESS COLLEGE

COMP220: POWER QUERY AND DASHBOARDS

COURSE NUMBER: COMP220	CREDITS: 3
PREREQUISITE: COMP120	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Dashboards & Power Querry/Pivot. Using Excel Tools like Power Querry and Power Pivot, to build an Interactive and Dynamic Dashboard. Showcasing in a highly interactive and attractive visual format, your company's most important information to your organization, whether it's company financial health or future and current objectives or goals. Students will also master more advanced formulas necessary to build good Data Models to be used on the Dashboard

EXPECTED LEARNING OUTCOMES:

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

– To use tools and good practices to build data tables.
– Use the course materials to build an attractive dashboard for their own business.
– Create powerful financial presentations for small businesses
– Create and manipulate excel databases with power query and power pivot.
– Create data models in Excel to access multiple databases at the same time.

AMERICAN BUSINESS COLLEGE

COMP311: E-COMMERCE & E-BUSINESS

COURSE NUMBER: COMP311	CREDITS: 3
PREREQUISITE: MKTG130, COMP120	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The terms E-commerce and E-Business are usually used interchangeably, and in order for all e-commerce activities to be successful for any given business, it has to be backed by digital technologies. Meaning, without a proper e-business infrastructure, e-commerce will fail. E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speed up processes, reduce costs of business expenses, and also generate an increase in ROI: Leveraging technologies to benefit business.

EXPECTED LEARNING OUTCOMES:

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

- Show a deep understanding of the e-commerce value chain
- Analyze different business models that can be reconfigured for e-commerce
- Evaluate the best options for any business considering using leverage of e-business technologies
- Outline an e-commerce business plan for a given business

AMERICAN BUSINESS COLLEGE

COMP390: ADVANCED EXCEL FOR FINANCE

COURSE NUMBER: COMP390	CREDITS: 3
PREREQUISITE: COMP120, ACCT111	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Introduction to Excel for Finance. Using Excel to build a financial model and apply it to a business setting. Students will also master basic and more advanced formulas necessary to build a financial model for use in a business. This course aims to help prepare future managers and small business owners to achieve an operational level in the use of Excel 2019 to build and implement a financial model.

EXPECTED LEARNING OUTCOMES:

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

- Be able to understand and build a finance model
- Use the course materials to support their own business
- Create powerful financial presentations for small businesses
- Create and manipulate Excel spreadsheets and graphs to represent data in an easily understandable form.
- Design and Implement a Financial Model for a Startup or a M&A

AMERICAN BUSINESS COLLEGE

COMP395: ADVANCED EXCEL

COURSE NUMBER: COMP395	CREDITS: 3
PREREQUISITE: COMP120	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Students will master intermediate and advanced Excel tools to enable them to predict, forecast, and run a business from an Excel Worksheet. Students will be able to use appropriate strategies in Excel to solve real business problems, and master advanced tools in Excel to analyze and predict current and future business trends.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Create and manipulate Excel spreadsheets and graphs to represent data in an easily understandable form
- Create business forecasts and visualizations
- Transform raw data into desired results with the aid of Excel built-in functions, formulas, and functionalities
- Utilize Macros to automate tasks
- Work with other Microsoft Office applications within Excel

AMERICAN BUSINESS COLLEGE

DSCI220: ARTIFICIAL INTELLIGENCE IN BUSINESS

COURSE NUMBER: DSCI310	CREDITS: 3
PREREQUISITE: MATH110, MATH120, MATH210	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course is designed to provide students with a critical understanding of the scope and strategic importance of operations management, and the role of the operations manager. They will gain an appreciation of the interaction of operations with the organization, employees and customers. Students will gain a critical understanding of the nature and importance of operations management.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recognize the importance of operations managers and the role of operations management
- Distinguish between the need for effectiveness and the need for efficiency in organizations
- Demonstrate a critical understanding of the functional role of operations in an organization and its strategic importance
- Demonstrate knowledge and critical understanding of issues associated with the design and management of the operations of an organization
- Compare and critique different operations management approaches and demonstrate how these can help organizations meet their goals

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DSCI310: OPERATIONS MANAGEMENT

COURSE NUMBER: DSCI310	CREDITS: 3
PREREQUISITE: MATH110, MATH120, MATH210	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course is designed to provide students with a critical understanding of the scope and strategic importance of operations management, and the role of the operations manager. They will gain an appreciation of the interaction of operations with the organization, employees and customers. Students will gain a critical understanding of the nature and importance of operations management.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recognize the importance of operations managers and the role of operations management
- Distinguish between the need for effectiveness and the need for efficiency in organizations
- Demonstrate a critical understanding of the functional role of operations in an organization and its strategic importance
- Demonstrate knowledge and critical understanding of issues associated with the design and management of the operations of an organization
- Compare and critique different operations management approaches and demonstrate how these can help organizations meet their goals

AMERICAN BUSINESS COLLEGE

DSCI350: MANAGEMENT DECISION ANALYTICS

COURSE NUMBER: DSCI350	CREDITS: 3
PREREQUISITE: MATH210	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

From yield management practices through multicriteria decision aid to mathematical programming, quantitative decision-aiding techniques are pervasive in today's everyday business life, even if we rarely really notice it. This course introduces these techniques through various human-sized applications. The students will formulate a model for the problem at hand, use Microsoft Excel in order to solve the model and derive recommendations.

EXPECTED LEARNING OUTCOMES:

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

- Structure a decision-making process
- Formulate a model for a problematic situation
- Solve the model, using a computer
- Interpret the results
- Derive insights from the modelling process

AMERICAN BUSINESS COLLEGE

ECON110: PRINCIPLES OF MACROECONOMICS

COURSE NUMBER: ECON110	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

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

EXPECTED LEARNING OUTCOMES:

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

- Apply more informed decisions as managers, investors, consumers and savers because they have become more aware of the environment they are operating in
- Recall the economic press to make those decisions
- Distinguish the controversies and the arguments surrounding the economic situation and economic policies in the United States and Europe and other economies

AMERICAN BUSINESS COLLEGE

ECON120: PRINCIPLES OF MICROECONOMICS

COURSE NUMBER: ECON120	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION & OBJECTIVES:

Microeconomics is concerned with the behavior of the individual economic agents - consumers, households and businesses - that make up the overall economy. The goal of this course is to introduce students to the analytical tools and techniques used by economists to better understand the choices that economic agents make and how markets function.

EXPECTED LEARNING OUTCOMES:

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

- Explain the supply-demand model
- Describe the firm's cost structure and its link to profitability
- Distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly)
- Explain the profit maximizing level of output for each market structure, and
- Analyze the economic efficiency of each market structure

AMERICAN BUSINESS COLLEGE

ECON315: INTERMEDIATE ECONOMIC ANALYSIS

COURSE NUMBER: ECON315	CREDITS: 3
PREREQUISITE: ECON110, ECON120	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course builds upon the foundations put into place in Principles of Macroeconomics and Principles of Microeconomics. It provides students with the knowledge and practical methods to apply the general principles of microeconomics and macroeconomics to business problems.

EXPECTED LEARNING OUTCOMES:

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

- Analyze the firm's cost structure and its link to revenues and profitability
- Analyze the profit maximizing level of output for each market structure
- Analyze the economic efficiency of each market structure
- Analyze the factors affecting the economic performance of an open economy
- Analyze the factors attributable to long-term economic growth

AMERICAN BUSINESS COLLEGE

ECON411: GLOBAL TRADE & EMERGING MARKETS

COURSE NUMBER: ECON411	CREDITS: 3
PREREQUISITE: ECON110, ECON120	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course explores the fundamentals of global trade and market expansion strategies, with a focus on international trade agreements, economic policies, and their impact on emerging markets. Students will analyze multilateral frameworks such as the GATT and WTO, as well as regional trade blocs like the EU and NAFTA, gaining an in-depth understanding of important concepts such as tariffs, customs regulations, preferential trade arrangements, and free trade agreements (FTAs). Through case studies, students will also assess the role of trade policies in shaping economic development and competitive positioning in emerging markets such as BRICS countries, enhancing their ability to drive market expansion and strategic decision-making in international business.

EXPECTED LEARNING OUTCOMES:

After completing the course, the student should be able to:

- Assess the implications of tariffs, customs procedures, and trade barriers on market access
- Examine the benefits and limitations of FTAs and preferential trade arrangements
- Interpret the legal and regulatory frameworks governing global trade
- Analyze how both trade liberalization and protectionist policies impact emerging economies
- Compare trade policies across emerging markets to determine competitive advantages

AMERICAN BUSINESS COLLEGE

ECON450: INTERNATIONAL ECONOMICS

COURSE NUMBER: ECON450	CREDITS: 3
PREREQUISITE: ECON110, ECON120	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course approaches international trade and investment from a standpoint of integrating theory and policy. The factors determining the size, composition and direction of international economic transactions are analyzed in order to provide the students with the theoretical tools essential to understanding world economic events and national policies. The government's role in regulating, restricting, promoting, or otherwise influencing the conduct of international trade and investment is investigated from a policy perspective. The study of national policies leads to the interaction of international economics and international politics traditionally designated as the international political economy.

EXPECTED LEARNING OUTCOMES:

After completing the course, the student should be able to:

- Explain the principles, functioning, and role of institutions of international economic policy
- Explain international economic issues and impacts of international policy instruments on them
- Interpret the theory and practice of economic policy, world economy and regional integration

AMERICAN BUSINESS COLLEGE

ENGL080: WRITING AND METHODOLOGY FUNDAMENTALS

COURSE NUMBER: ENGL080	CREDITS: 0
PREREQUISITE: NONE	ECTS CREDITS: 0
OFFERED: Not offered in 2026/2027	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this course, students will develop awareness of current and effective research and writing practices in order to implement such practices into their writing and research. There will be a focus on the reading, writing, comprehension and verbal skills necessary to work in an American academic and business setting. English grammar, sentence structure, descriptive writing, active versus passive writing, and the reinforcement of outlining will be the focus.

EXPECTED LEARNING OUTCOMES:

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

- Punctuate a piece of writing correctly and build vocabulary and written expression
- Plan a piece of academic writing
- Research, evaluate, and reference credible sources
- Compare and analyze multiple sources
- Gain confidence in expressing opinions and asking questions in class discussion

AMERICAN BUSINESS COLLEGE

ENGL101: ACADEMIC METHODOLOGY

COURSE NUMBER: ENGL101	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

You will develop different learning styles, methodology and learn how to conduct academic research and referencing. You will learn how to approach a subject of your choice, and then organize your thoughts and time. This will require brainstorming and draft writing. We cover MLA formatting and citation. This will help you consider the ethical implications of collecting and handling qualitative and quantitative resources relating to human subjects within educational settings. The aim is academic integrity. Lastly, you will learn how to prepare and submit your papers for all ABC classes. Critical thinking as applied to research, writing, and creating coherent team presentations is also probed in depth.

EXPECTED LEARNING OUTCOMES:

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

- Recall the ethical value of academic honesty and apply this to all work
- Conduct research using library databases
- Reflect on your research
- Develop and present a convincing argument
- Select and use information from key sources related to your research aim

AMERICAN BUSINESS COLLEGE

ENGL115: ENGLISH COMPOSITION

COURSE NUMBER: ENGL115	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

English composition helps students build a foundation for university-level writing that is invaluable in the academic environment and applicable to professional life. Students will develop skills and confidence in analytical writing and foster their rhetorical awareness – their perception of where, how, and why persuasion is occurring. Writing is not only a mode of expression, but also a mode of inquiry and exploration. In this course, students will develop their skills in reading, writing effective arguments, critical thinking, and improving their writing process.

EXPECTED LEARNING OUTCOMES:

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

- Read, analyze, summarize and evaluate a variety of text
- Develop vocabulary and demonstrate appropriate tone, voice and level of formality
- Conduct and reflect on research
- Recall the stages of the writing process (generating, revising, editing and proofreading)
- Present and develop convincing arguments
- Gather, summarize, synthesize and explain information from different sources
- Construct an essay outline

AMERICAN BUSINESS COLLEGE

ENGL120: CRITICAL READING & WRITING

COURSE NUMBER: ENGL120	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this course, students will develop awareness of current and effective research and writing practices in order to implement such practices into their writing and research. There will be a focus on the reading, writing, comprehension and verbal skills necessary to work in an American academic and business setting. English grammar, sentence structure, descriptive writing, active versus passive writing, and the reinforcement of outlining will be the focus.

EXPECTED LEARNING OUTCOMES:

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

- Learn how to read for context: scanning and skimming
- Infer meaning of words and contextualizing understanding of texts
- Develop opinions based on texts
- Acquire vocabulary and written expressions
- Gain confidence in expressing opinions and asking questions in class discussion

AMERICAN BUSINESS COLLEGE

ENGL212: ANALYSIS & COMMUNICATION

COURSE NUMBER: ENGL212	CREDITS: 3
PREREQUISITE: ENGL101	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Understanding what we, and others, think on an issue is increasingly complex. The sheer availability of multiple information sources e.g. user collaboration and generated content, and social networking as well as more traditional forms of information, pose a serious challenge. Therefore, it is vital that we be able to articulate and frame our own position effectively while identifying the real issues within multiple and conflicting points of view.

EXPECTED LEARNING OUTCOMES:

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

- Reason their way through to a position by considering the available evidence
- Anticipate what objections are likely to be raised to a position or to their point of view
- Be aware of the effects of emotions, feelings, prejudices, and biases in a position and in their own thinking
- Revise their position in light of new and compelling information and evidence
- Express their position clearly and persuasively

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ENGL225: EFFECTIVE BUSINESS COMMUNICATION

COURSE NUMBER: ENGL225	CREDITS: 3
PREREQUISITE: ENGL101	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In the business world a clear, concise and focused presentation of ideas is essential for success. This course will provide students with the essential knowledge and skills necessary for effective communication in a variety of business contexts using various mediums. Students will explore business communication and its various facets, including making effective presentations, examining cultural differences in business, self-presentation and portfolios, the fundamentals of the written document and formal and informal office environments. These topics will be examined through individual and group work, written assignments, role playing, public speaking and presentations.

EXPECTED LEARNING OUTCOMES:

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

- Coherently and confidently communicate in written and oral form in a business and international context
- Summarize and paraphrase documents, manage their time efficiently, communicate professionally via email
- Incorporate aspects of non-verbal communication into presentations and interviews.
- Professionalize your CV and Social Media Profile, succeed in interviews and manage business meetings
- Develop your public speaking skills individually and as part of a group

AMERICAN BUSINESS COLLEGE

FASH100: FASHION AND TEXTILE TRENDS THROUGH THE AGES

COURSE NUMBER: FASH100	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course examines fashion and trends as both a reflection of and as an influence on the cultural context of its respective time period. Students learn to connect the development of humankind with the emergence of clothing in order to think about fashion as the "mirror of an age." The course analyzes the development of the global fashion industry through key designers and trends throughout history, with a particular focus on the nineteenth and twentieth centuries. The sessions focus on the establishment of the canonical history of fashion, but also highlight non-European histories to explore the importance of fashion as a global phenomenon.

EXPECTED OUTCOMES:

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

- Explain the evolution of fashion, as well the relationship between the Industrial Revolution and the birth of modern fashion
- Describe the development of historical and modern trends as the embodiment of social and cultural ideas in a specific context
- Express critical perspectives about the history of fashion and reproduce their own ideas
- Recall the major components and key players of historic fashion until the twentieth century

AMERICAN BUSINESS COLLEGE

FASH105: THE DNA OF FASHION TRENDS

COURSE NUMBER: FASH105	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Students will examine the evolution of fashion trends and the key skills to understand the spirit of our times and its relation to trend development. They will explore the fundamental theories in the direction and movement of fashion in order to reach a deeper understanding of the dominant traits and themes in society which influence fashion, so as to better anticipate collections, merchandising and marketing at any fashion level.

EXPECTED OUTCOMES:

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

- Recall the spirit of our times: world events, economic conditions, social changes, entertainment, and technological innovations as the continuing catalyst agents acting upon fashion
- Recall the language of fashion and its development and prediction over time
- Describe the media's role (traditional and new media) in triggering and maintaining the trend environment
- Describe the process and methods of fashion trend analysis and forecasting

AMERICAN BUSINESS COLLEGE

FASH110: MADE IN PARIS: THE ELEMENTS OF A BRAND

COURSE NUMBER: FASH110	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is an introduction to the principles of branding “à la française” focusing on diverse brand strategies from mass market brands, to premium and luxury brands. It aims to train students to use professional brand and product management concepts and tools providing current know-how and practical insights into the real issues faced by brand managers. A variety of product categories will be covered, including fashion and accessories, fragrance, beauty, food and drink with brand, museum and store visits as a complement to lectures. This course is for self-motivated students with the willingness and curiosity to independently read, research, analyze, and make strategic and creative recommendations in the context of a “Made in France” brand launch project which they will manage from A to Z.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the fundamentals of product and brand management
- Demonstrate the ability to analyze marketing situations, to summarize information and to make recommendations
- Understand the specific nature of “Made in France” product and brand management
- Create a new fashion, fragrance or food brand concept that can succeed in Paris
- Develop a new brand presentation and present it in a convincing manner to investors

AMERICAN BUSINESS COLLEGE

FASH113: THE FASHION DESIGN PROCESS

COURSE NUMBER: FASH113	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this course we explore the creative process behind fashion design. In it we see why it is not just about what is made or how it is made but why? We will see that even if trends, and the designer's creative freedom are key to the design of a collection, a clothing collection responds to socio-cultural phenomena given by the place, and time in which it is created. This course provides students with practical knowledge of the fashion design process, while shedding light on how critical thinking is an essential component in the creative process of fashion.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand fashion design as a cultural phenomenon that affects the body, identity, social relations, and cultural narratives of people
- Develop a critical approach to the creative process of fashion design
- Engage with primary and secondary sources as main sources of research and inspiration.
- Translate research findings into creative outcomes
- Conceptualize and articulate design ideas through inspiration-, mood- and story-boards

AMERICAN BUSINESS COLLEGE

FASH120: SALES TECHNIQUES FOR LUXURY BRANDS

COURSE NUMBER: FASH120	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The market for luxury brands is expanding. it is crucial to analyze the nature of luxury brands and identify the rules for selling them. Being a sales technique course, there is a high level of participation required which helps students to develop their skills for being excellent Luxury Brands Ambassadors (culture, codes, words, attitudes) to sell not only a product or a service but also a brand image and provide a memorable experience. This course is retail oriented with a practical approach: students will understand in detail and practice the selling ceremony.

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

- Identify a luxury brand, distinguish the segmentation in Luxury brands (High Luxury /Luxury/ Premium/Fashion) and describe the main Luxury groups and key brands in each category
- Behave with Elegance in the 4 steps of Selling Ceremony in Luxury boutiques (Wording & Attitude)
- Adapt easily to a unique Client Path (playing with multi channels distribution, from digital to the boutiques via WhatsApp and We Chat)
- Describe this high demanding clientele (expectations, cultural specificities, worldwide citizens, versatile and using new codes (X, Y, Z generation)
- Stay up to date with developments on this specific market (new brands, new products launchings, special events) via dedicated webpages, blogs, forum and conferences

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FASH211: LUXURY CROSS-CHANNEL MARKETING

COURSE NUMBER: FASH211	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course will delve into the world of luxury, its complexities and evolution. Whilst focusing on the key leading multinationals in luxury fashion & accessories we will uncover the categories of luxury collectibles. This course will reveal the typology of luxury consumer and the hedonic and social motivations of luxury purchase. Light will be shed on special strategies taking place within the luxury marketing context. In addition, it will build on the use of a series of market examples, specific cases, retail experiences and industry visits in order to further exemplify the significance of all concepts described.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Categorize the marketing strategies of the leading businesses in luxury based on consumer behavior
- Discover the business model in luxury taking into consideration the different indicators that affect the evolution of this sector
- Explain the evolution of consumer behavior and describe the differences of the various luxury consumer typologies
- Develop a communication strategy which applies the most efficient communication tools targeting Millennials
- Summarize how the digital revolution has started to affect the marketing and communication strategies and the importance of influencers and social media it is gaining in the luxury segment through the use of recent case studies

AMERICAN BUSINESS COLLEGE

FASH225: VISUAL MERCHANDISING

COURSE NUMBER: FASH225	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Students will understand the core principles of one of the main components of the Brand DNA's marketing mix: Visual Merchandising. Students will analyze the history of retail, understand why we buy, get in touch with visual merchandising techniques and tools, while gaining foresight into consumer trends and the future of the retail experience.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Trace the history and evolution of the retail experience
- Identify the main visual merchandising tools and mechanics
- Discuss the new retail experience and its components
- Forecast the future of VM and its trends
- Integrate Current and Upcoming Consumer Trends

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FASH325: CREATIVITY & INNOVATION IN FASHION LUXURY

COURSE NUMBER: FASH325	CREDITS: 3
PREREQUISITE: ACCT107	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The luxury industry faces new challenges and new trends, such as ultra-luxury, and there are so many contenders for so few places. If they want to succeed, brands have to reinforce their distinctiveness and to differentiate themselves from the other competitors. Creativity and innovation are the main ways to develop a brand's business. This subject will be taught through academic lessons, cases studies, workshops and excursions. It will give a global overview from a professional side and offer the opportunity to apply it on a personal project.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Apply their knowledge and understanding to building a fashion related brand
- Have a better sense of how fashion, art, and luxury manifest in its commercial and artistic form, and realize that not all fashion is art but can be applied as an artistic statement
- Master the different notions and tools used by the luxury industry today

AMERICAN BUSINESS COLLEGE

FINC215: BUSINESS FINANCE

COURSE NUMBER: FINC215	CREDITS: 3
PREREQUISITE: ACCT111	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is an undergraduate course in Business Finance, introduces you to concept of cash, time value of money, risk and return and net present value. The course covers also cash flow and the resulting financing decision. Students will learn about debt and working capital and how to build a simple financial planning model. The course introduces the students to the world of Finance, both in business and entrepreneurial environment. It provides the student with the basic skills to understand simple finance and make good financing decisions. It prepares you for further Finance courses.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain key factors associated with investing decision
- Evaluate project by Calculating Net present value. Understand basic Financial Theory
- Recall the key concepts associated with financing decisions
- Construct a simple financial business plan
- Explain securities as sources of finance and how firms issue securities and construct a planning model, trace a firm's sources and uses of cash and evaluate its need for short term borrowing; decide whether it makes sense to give credit to a customers

AMERICAN BUSINESS COLLEGE

FINC315: INTERNATIONAL INVESTMENTS

COURSE NUMBER: FINC315	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course is an introduction to the complex and growing field of international investments. Finance students and motivated non-finance students will be introduced to the theory and practice of investing in financial assets in world markets. The emphasis will be on risk and return and portfolio management as well as equity valuation. Though the course is designed to meet the needs of students who might want to pursue a career in the investment field, it will prove useful for personal investing.

EXPECTED LEARNING OUTCOMES:

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

- Recall asset classes and their related risk
- Determine asset allocation between risky and riskless assets
- Calculate return and associated risk of investments
- Determine valuations of stocks and companies
- Perform macro-economic and industry analysis

AMERICAN BUSINESS COLLEGE

FINC324: MONEY & BANKING

COURSE NUMBER: FINC324	CREDITS: 3
PREREQUISITE: FINC215	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course provides insight into the role financial markets play in the business environment that students will soon be facing. It explores the application of economic and financial principles to everyday events often faced by actors in financial markets such as bankers, fund managers, and financial directors. Course material is provided via lectures, videos and articles from the financial press.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain the different elements of financial markets and how they are linked together
- Demonstrate interest rate movements and their impact on bond and stock markets
- Analyze bank operations and risk
- Discuss the changing role of commercial and central banks in the world economy and the trends in banking industry including the regulatory environment

AMERICAN BUSINESS COLLEGE

FINC345: AUDIT, CONTROL & RISK MANAGEMENT

COURSE NUMBER: FINC345	CREDITS: 3
PREREQUISITE: FINC215	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Audit, control & risk management focuses on the major activities performed during an audit. Therefore, a good working knowledge of accounting is useful. Most sessions will be based on specific issues and will involve existing companies. Several cases will describe poor accounting practices, frauds, underperforming risk control that weakens global performance, and sometimes may lead to bankruptcy. This very practical approach should help students to ask questions and get a better understanding of the challenges that regulations, risk control and compliance raise. Dialogue will be encouraged. Students should be in a position to think critically and interact. They should be developing interpersonal skills, here and now, and beyond.

EXPECTED LEARNING OUTCOMES:

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

- Compare the financial crisis of 1929 and 2008 and demonstrate why rising prices of assets may lead to speculation and "irrational exuberance"
- Discuss the main consequences for the banking industry and the actions of regulators as well as the common points of accounting, risk control, compliance, internal control, underlining the differences
- Explain the principals of risk analysis, the implementation of risk mapping and the various alternatives for a firm to reduce risks
- Explain the pros and cons for a large domestic firm to aim at becoming a MNF
- Describe the motivations of actors in several cases of accounting frauds and to what it usually leads

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FINC400: CORPORATE FINANCE

COURSE NUMBER: FINC400	CREDITS: 3
PREREQUISITE: FINC215	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is an advanced undergraduate course in Finance, intended for finance majors. The objective of this course is to develop an understanding of the decisions financial managers face. In this course we will approach problems from the perspective of the CFO. We will focus on putting together and building on all skills acquired in previous courses, with focus on reporting and analysis, raising money and spending money. The course will also deal with transverse projects and final part we will talk about M&A and the market for corporate control and other advanced subjects from the perspective of working within a company.

EXPECTED LEARNING OUTCOMES:

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

- Use the tools of a financial manager
- Explain key factors with investing and sources of finance and how firms issue securities
- Risk management, perform hedging from corporate perspective
- Acquisitions process, evaluation and constructing a model to evaluate the acquisition
- Perform financial analysis in area important to CFO

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FINC450: INTERNATIONAL FINANCE

COURSE NUMBER: FINC450	CREDITS: 3
PREREQUISITE: FINC215	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

With the rapid globalization of the world economy, the managers of a firm must understand that their decisions will be greatly influenced by variables such as exchange rate policies, trade policies, international accounting standards, etc. The course will provide students with the theory and practice of how managers of a firm function in this increasingly uncertain environment. This course will focus on four main areas of international finance: (1) key economic theories, (2) financial instruments for risk management, (3) exchange risk management, and (4) international financing and investment issues.

EXPECTED LEARNING OUTCOMES:

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

- Explain the economics of foreign trade and currency markets
- Calculate spot and forward foreign exchange transactions
- Analyze exposure risk of international transactions
- Mitigate risk using hedging techniques

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FREN110: ELEMENTARY FRENCH I

COURSE NUMBER: FREN110	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed for complete beginners in French. We focus on the essential aspects of the French language - phonetics, grammar, and vocabulary. The course content is based on the A1.1 level of the Common European Framework of Reference for Languages. This course requires active participation during on site sessions and outside the class through simple assignments always focused on communication.
No extra-credit will be offered in this course.

EXPECTED LEARNING OUTCOMES:

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

- Recognize familiar words and basic phrases concerning themselves, their family members
- Understand simple greetings, introductions, and expressions of thanks
- Use simple phrases and sentences to introduce themselves and others, ask and answer
- Discuss tastes, habits, and intentions
- Gain in autonomy and self-confidence while communicating in French

AMERICAN BUSINESS COLLEGE

FREN120: ELEMENTARY FRENCH II

COURSE NUMBER: FREN110	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed for beginners in French with some basis in the language. We focus on the essential aspects of the French language - phonetics, grammar, and vocabulary. The course content is based on the A1.2 level of the Common European Framework of Reference for Languages. This course requires active participation during on site sessions and outside the class through simple assignments always focused on communication.

EXPECTED LEARNING OUTCOMES:

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

– Understand familiar words and very basic phrases concerning themselves
– Write short, simple notes and messages relating to immediate needs
– Have a basic grasp of grammatical structures and sentence patterns related to personal details
– Speak about tastes, habits, and intentions
– Gain in autonomy and self-confidence while communicating in French

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FREN220: INTERMEDIATE FRENCH

COURSE NUMBER: FREN220	CREDITS: 3
PREREQUISITE: FREN110	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 48

COURSE DESCRIPTION:

In this class, students will be engaged in both individual and group work designed to improve their intercultural and conversational abilities. The course is to learn the ins and outs of life in Paris. Outside of the class, students will have independent work and exercises on a regular basis in order to strengthen skills acquired in class. During the semester, there will be grammar and vocabulary quizzes, based on grammar points and language situations taught in previous classes. Four outings will give the students the possibility to discover some typical places of Paris.

EXPECTED LEARNING OUTCOMES:

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

- The correct use of regular and irregular verbs
- The expression of time in the present, the past and the future
- Understand basic notions of business French
- Use of prepositions and adverbs
- Appropriate use of modal verbs

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FREN350: ADVANCED FRENCH

COURSE NUMBER: FREN350	CREDITS: 3
PREREQUISITE: FREN220	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this class, you will be engaged in both individual and group work designed to give you grammatical and conversational basic abilities. Outside of class, you will have independent work and exercises on a regular basis, in order to strengthen skills acquired in class.

EXPECTED LEARNING OUTCOMES:

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

- Introduce themselves and ask questions
- Converse about family and friends
- Live out daily activities
- Discuss tastes, habits and intentions

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MATH110: MATHEMATICS FOR BUSINESS I

COURSE NUMBER: MATH110	CREDITS: 0
PREREQUISITE: NONE	ECTS CREDITS: 0
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed to equip students with essential mathematical skills and their practical applications in business contexts. Starting with a review and application of basic mathematics, the course ensures a strong foundation before progressing to algebraic concepts. Students will learn to calculate and interpret percentages and percentage changes, vital for financial analysis. The course also covers ratios and proportions, essential for comparing quantities and understanding relationships. Additionally, the mathematics of merchandising will be explored, providing insights into pricing strategies and profit calculations. The course concludes with practical applications of linear equations, equipping students to solve real-world business problems.

EXPECTED LEARNING OUTCOMES:

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

- Reinforce their understanding of fundamental mathematical concepts and apply them to solve practical problems.
- Solve algebraic equations and apply algebraic methods to analyze and interpret business scenarios.
- Calculate and interpret percentages and percentage changes, essential for financial decision-making.
- Apply ratios and proportions to compare quantities and determine relationships in various business contexts.
- Apply mathematical techniques to merchandising, including pricing strategies, markups, and profit calculations.

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MATH120: MATHEMATICS FOR BUSINESS II

COURSE NUMBER: MATH120	CREDITS: 3
PREREQUISITE: MATH110	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is designed to provide students with a comprehensive understanding of fundamental and advanced financial concepts and their mathematical applications. Beginning with the principles of simple interest and its various applications, the course then delves into compound interest, exploring both future and present value calculations. Students will further their knowledge with advanced topics and applications of compound interest. The course also covers ordinary annuities, including calculations for future value, present value, periodic payments, number of payments, and interest rates, as well as annuities due. Finally, students will learn about loan amortization with a focus on mortgages, equipping them with the skills necessary for financial planning and analysis.

EXPECTED LEARNING OUTCOMES:

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

- Apply simple interest formulas to solve real-world financial problems, such as loans and investments.
- Calculate the future value and present value of investments using compound interest formulas.
- Calculate the future value and present value of ordinary annuities and determine periodic payments, the number of payments, and the interest rate for ordinary annuities.
- Apply the principles of loan amortization, focusing on mortgage calculations, including payment schedules and interest components.

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MATH210: BUSINESS STATISTICS

COURSE NUMBER: MATH210	CREDITS: 3
PREREQUISITE: MATH120	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this course, students will learn that managers need to make business decisions based on facts. Data is a name for measured facts. In today's business environment, data is everywhere, but data is not the same as information. Information has meaning, while data by itself has none. Statistics is essentially the art of extracting information out of data. This course is an introduction to this art and science.

EXPECTED LEARNING OUTCOMES:

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

- Use graphs and numerical measures to summarize and compare data sets
- Explain basic probability concepts
- Recognize sample statistics variability
- Assess estimates of population proportions and means

AMERICAN BUSINESS COLLEGE

MGMT101: PRINCIPLES OF MANAGEMENT

COURSE NUMBER: MGMT101	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course will cover the world of management concepts, organizational theory, and organizational behavior. In addition to coverage of the traditional management functions of planning, organizing, directing, and controlling, coverage will be given to ethics, international management, human resources, and interpersonal communication. Lessons will be studied from the success and failures of different well-known companies through case studies, which will showcase qualities to become better leaders for the future.

EXPECTED LEARNING OUTCOMES:

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

- Develop and describe with examples, appropriate management terminology
- Explain basic understanding and knowledge of management principles
- Explain and discuss managerial issues with respect to the four pillars of the principles of management
- Describe managerial concepts with respect to the case studies being evaluated

AMERICAN BUSINESS COLLEGE

MGMT180: INTERNATIONAL BUSINESS

COURSE NUMBER: MGMT180	CREDITS: 3
PREREQUISITE: SOCG100	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This module is based on the assumption that today modern businesses are subject to various competitive forces as well as increased regional integration and globalization processes. In turn, awareness of these challenges makes it possible to better plan and implement international business activities. The objective of this course is to provide students with a high-level overview of the key factors affecting international business. Using a mix of theory, cases, and current world events, this course will provide students with a realistic view and what it takes for MNEs to succeed in an international environment.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Develop a sound and critical understanding of the international business operations
- Demonstrate analytical thinking and the capacity to perform in a multicultural culturally environment
- Exhibit Leadership, interpersonal and communications skills
- Understand and integrate basic management elements affecting IB such as economic, politics, culture, and global institutions
- Developing a strategic perspective

AMERICAN BUSINESS COLLEGE

MGMT190: INTRODUCTION TO SPORTS MANAGEMENT

COURSE NUMBER: MGMT190	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The global sports industry is estimated at 1.3 billion dollars ranging from team sports, merchandising, media and betting. This field is being transformed by fans and their ability to have more access to information through mobile technology up to the point where fans can own sports information and media in the form of non-fungible tokens (NFTs). Due to these recent changes, this course will explore the evolution of sports management with a focus on marketing and the management of information by working on case studies related to sports as an entertainment industry, as a service industry and as a driver of the goods industry.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Evaluate the evolution of various sports leagues and their commercialization
- Analyze the concept and strategic positioning of a sports project
- Apply the core elements of market analysis product concept and positioning to a sports brand
- Analyze the different types of sports consumers, fan motivation and behavior
- Monitor general market trends and measure impact on sports

AMERICAN BUSINESS COLLEGE

MGMT215: ORGANIZATIONAL BEHAVIOR

COURSE NUMBER: MGMT215	CREDITS: 3
PREREQUISITE: SOCG100	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The students will explore the fundamentals of management applied to the impact individuals, groups and structures have on the performance of a company, so as to maximize productivity, efficiency and profit.

EXPECTED LEARNING OUTCOMES:

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

- Recall the key concepts of organizational behavior and apply them to developing solutions to improve organizational performance.
- Ascertain the importance of motivation in optimizing employee engagement
- Investigate Organizational Culture and Structure
- Investigating Work-Life Balance
- Describe Human Resource Management Issues

AMERICAN BUSINESS COLLEGE

MGMT225: HUMAN RESOURCES MANAGEMENT

COURSE NUMBER: MGMT225	CREDITS: 3
PREREQUISITE: MGMT215	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course will give students valuable insight as to the role an HR executive will play or even an entrepreneur can assume with respect to hiring, evaluating, motivating, and managing their employees and staff. Although traditionally, the course would follow the route of managerial and also sometimes orthodox teaching subjects such as legal, salary, and other HR related issues, this course is designed to allow students to gain some knowledge as to the workings of HR and also how to manage issues which are more current and relative to our times such as Diversity, Conflicts, and Change.

EXPECTED LEARNING OUTCOMES:

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

- Clearly describe human resource management and understand the managerial nature of allocating resource to suitable work processes
- Explain and analyze the strengths and weakness of any candidate through various aspects such as reviewing their CV, interviewing, and appraisals.
- Reproduce the importance of hiring team players and managing conflicts.
- Demonstrate the importance of integrating international candidates into the local workforce

AMERICAN BUSINESS COLLEGE

MGMT310: PROJECT MANAGEMENT

COURSE NUMBER: MGMT310	CREDITS: 3
PREREQUISITE: COMP120	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Project Management examines the organization, planning, and control of projects and provides practical knowledge on managing project scope, schedule and resources. The goal of the course is to help students understand how to manage the four aspects of a project: scope, schedule, resources and people.

EXPECTED LEARNING OUTCOMES:

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

- Apply a project initiation procedure
- Calculate a project budget and a project schedule
- Apply a scope planning procedure
- Create and apply a communication plan
- Apply a project closure procedure

AMERICAN BUSINESS COLLEGE

MGMT320: MANAGEMENT FOR LUXURY SERVICES

COURSE NUMBER: MGMT320	CREDITS: 3
PREREQUISITE: FASH220, MKTG240	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Luxury clients no longer wish to be simply satisfied, but "delighted." Therefore, luxury brands have made excellence of service a priority. This course is management oriented with a very practical approach. Students will learn about the best practice of leading companies such as LV, DIOR, ETIHAD, VIRGIN ATLANTIC, RITZ CARLTON, HARRODS, MANDARIN ORIENTAL. They will know when to integrate a luxury brand, or when to recruit staff in service/front office roles. The approach is pragmatic based on real examples from experience in Luxury Hospitality and Retail.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Define what "Service quality" and "Client Satisfaction" mean in luxury
- Identify customers' expectations in Luxury (Hospitality & Retail & Transport) in terms of Service Quality and make an audit with a multicultural approach
- Manage front office teams in terms of client relationship to deliver service excellence, recruit qualified staff and measure the level of service (qualitatively and quantitatively)

AMERICAN BUSINESS COLLEGE

MGMT351: LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE NUMBER: MGMT351	CREDITS: 3
PREREQUISITE: MGMT180	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Managing all aspects of logistics and supply chain includes the selection and management of suppliers; strategic sourcing, negotiation, costs reductions, environmental and ethical issues, and taking the right decisions to ensure positive contribution to the bottom line. Students will be exploring the various aspects of both disciplines through role plays, videos, and exercises. Case studies related to different industries will also be featured, enabling students to grasp the intricacies and challenges of supply chain management, and at the same time develop their presentation skills.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Identify the key components of the supply chain, and its main stakeholders
- Develop and implement sustainable partnerships within the supply chain
- Evaluate the performance of logistics and supply chain using industry's KPIs
- Use the digital tools available to develop an efficient supply chain system
- Define the impact of logistics on business operations

AMERICAN BUSINESS COLLEGE

MGMT352: SOURCING & PURCHASING

COURSE NUMBER: MGMT352	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Purchasing has become a profession requiring many skills and knowledge in many areas, and has become a key function in every organization for improving competitiveness in a globalized world. This course provides students with a comprehensive view of purchasing and sourcing in an international environment. It shows the evolution of purchasing and how it can participate in the growth of business. Students will be covering practical and strategic aspects of purchasing and sourcing, through practical cases, related to different commercial activities.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Recall the role and strategic importance of purchasing in a globalized environment
- Recall the various organizations, and types of purchasing
- Develop policies, procedures and use the relevant tools for managing suppliers
- Recall the principles of sourcing, and how to assess suppliers
- Apprehend negotiation in an international context

AMERICAN BUSINESS COLLEGE

MGMT354: SOURCING & PURCHASING FOR FASHION LUXURY

COURSE NUMBER: MGMT354	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course delves into sourcing and purchasing practices within the luxury and retail fashion industry. It emphasized the strategic alignment of procurement with brand values, sustainability, and innovation. Students will explore global sourcing dynamics, supplier evaluation and management, negotiation techniques, and how ethical considerations redefine sourcing in today's market.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Articulate the importance of sourcing and purchasing in maintaining the exclusivity and quality standards of luxury brands.
- Assess how global trends, cultural nuances, and consumer demands influence sourcing decisions.
- Apply criteria for assessing, selecting, and managing suppliers while considering aspects such as craftsmanship, innovation, and sustainability.
- Demonstrate negotiation skills that balance cost-efficiency, exclusivity, and ethical practices.
- Develop responsible sourcing strategies that align with brand's values and regulatory expectations.
- Examine the role of technology in optimizing sourcing, ensuring traceability, and enhancing supplier transparency.

AMERICAN BUSINESS COLLEGE

MGMT403: SUSTAINABLE BUSINESS & GLOBAL INNOVATION

COURSE NUMBER: MGMT403	CREDITS: 3
PREREQUISITE: MGMT180	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

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

EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

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

AMERICAN BUSINESS COLLEGE

MKTG130: PRINCIPLES OF MARKETING

COURSE NUMBER: MKTG130	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course is an introduction into marketing and a subject infused with stories of success and failures of various organizations relative to marketing their product and services. Marketing is a subject that has transcended from practice to theory unlike other subjects which go from theoretical analysis to market practices. Marketing is about bringing value and experience to the customer base and getting return on that value through feedback and profitable customer relationships.

EXPECTED LEARNING OUTCOMES:

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

- Explain basic marketing fundamentals such as STP and 4Ps
- Describe how value is created by any brand
- Analyze brands according to their 4Ps strategies
- Synthesize a brand's marketing mix with respect to case studies
- Critically evaluate any brand's STP marketing mix strategies

AMERICAN BUSINESS COLLEGE

MKTG215: THE FASHION BUSINESS REVOLUTION

COURSE NUMBER: MKTG215	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

To understand the foundations, climate, and evolution of the global fashion industry, and how branding and marketing have transformed the art of dress. Students will examine the spectacular evolution of fashion from a tiny dressmaker's workshop serving the elite to an explosion into mainstream global consumption in which marketing and branding principles revolutionized the business of fashion forever.

EXPECTED LEARNING OUTCOMES:

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

- Trace the history of the democratization of fashion
- Create the Muse/target customer- designing to a brief
- Recognize how marketing and branding have transformed fashion products (POD, Product Augmentations)
- Understand pricing, fashion marketing channels in luxury
- Understand Fashion Branding: Building the Storyline

AMERICAN BUSINESS COLLEGE

MKTG240: CONSUMER BEHAVIOR

COURSE NUMBER: MKTG240	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course provides a comprehensive exploration of consumer behavior, integrating insights from marketing, psychology, sociology, and economics to examine how and why individuals and groups make consumption decisions. Students will analyze the internal and external factors influencing consumer choices, including perception, motivation, attitudes, cultural influences, and social trends. Emphasis will be placed on marketing strategies, brand positioning, and digital consumer engagement. Through case studies, research projects, and hands-on activities, students will develop the analytical skills necessary to interpret consumer data and make informed marketing decisions.

EXPECTED LEARNING OUTCOMES:

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

- Explain the consumer decision making processes
- Recall and compare various types of consumers
- Critique contemporary promotional tools, methods and ethics
- Critique various tools that can be used to motivate consumption

AMERICAN BUSINESS COLLEGE

MKTG315: DIGITAL MARKETING & WEB ANALYTICS

COURSE NUMBER: MKTG315	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this current Digital era, to manage a business towards durable profitability and success, it is important to understand the stakes of 360 Digital marketing.

Through this hands-on course, students will learn how to use synergistically the different Digital marketing channels, from social media to emailing, SEO to SEA, influencers, affiliation, marketplaces, display etc. and to understand and develop a Digital Marketing strategy.

They will also learn how to use main Web analytics tools to measure the performance of a website through a multichannel digital marketing strategy and to understand its main KPIs and Dimensions used in daily real business cases.

The course combines theoretical explanations with practical ones reflected via real companies' case studies and Tools workshop learning, to help students acquire the best Digital marketing and Web analytics skills.

EXPECTED LEARNING OUTCOMES:

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

- Develop a comprehensive digital marketing strategy that aligns with business goals.
- Implement best practices in digital marketing within a specific website.
- Analyze the synergy between digital marketing and web analytics.
- Evaluate website performance in terms of traffic, engagement, and business impact.
- Utilize key web analytics tools and, if desired, pursue official certifications via Google Analytics Academy.

AMERICAN BUSINESS COLLEGE

MKTG325: INTEGRATED MARKETING COMMUNICATIONS

COURSE NUMBER: MKTG325	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The objective of the course is to acquaint the students with essential concepts and techniques for the development and design of an effective Integrated Marketing Communication program. It provides the insights about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme designed to give students both theoretical background and practical knowledge of how the elements in a marketing communications plan can help marketers achieve their objectives.

EXPECTED LEARNING OUTCOMES:

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

- Clearly demonstrate the key concepts of IMC
- Explain the different types of IMC tools and their usefulness and limitations
- Catalogue and discuss the importance of IMC strategies for brand building
- Use their knowledge and skills to plan and implement an IMC program

AMERICAN BUSINESS COLLEGE

MKTG340: MARKETING RESEARCH

COURSE NUMBER: MKTG340	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course emphasizes the use of scientific research methods to develop marketing strategies and assist marketing personnel in making prudent marketing decisions. The course covers an examination of product, consumer, competitive and market research; types of research by technique or function, stages in the empirical research process, survey research methods, questionnaire construction, an analysis of the various types of secondary data, types of sampling designs and procedures.

EXPECTED LEARNING OUTCOMES:

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

- Build simple analysis models based on research hypothesis
- Construct relevant quantitative and qualitative research collection tools
- Use statistical models in any given tools (Excel or R) and draw conclusions of their analysis

AMERICAN BUSINESS COLLEGE

MKTG350: INTERNATIONAL MARKETING

COURSE NUMBER: MKTG350	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course is structured around key themes, each illustrated by case studies, current real-world examples, and exercises. Each theme will underline key terminology and be used to understand principles and theories. The history, issues and context of each theme will provide students with a full understanding and encourage creative thinking based on learnings, with an emphasis on context and issues. Learning by doing is key; both individual and group exercises in the form of case studies and marketing plans are designed to promote actionable awareness of the subject and aim to develop students' presentation skills.

EXPECTED LEARNING OUTCOMES:

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

- Apply the key principles of marketing to a global/international environment
- Recall the complex interplay of economic, political, societal, cultural, environmental and technological issues and how they affect global marketing
- Draw inferences about when to adopt an adaptation or standardization strategy in global marketing
- Use research methods and tools to analyze a market using the PESTLE framework
- Describe the successful strategies for the implementation of the 4Ps entering a foreign market

AMERICAN BUSINESS COLLEGE

MKTG380: PERSONAL SELLING & NEGOTIATION

COURSE NUMBER: MKTG380	CREDITS: 3
PREREQUISITE: MKTG240	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Whether it is a business or a personal brand, personal selling and negotiations are an integral part of the world of business. Students will learn and develop their personal selling and negotiation skills, therefore a high level of participation is expected. Students will have through close readings, exercises and presentations the opportunity to create their own brand, develop selling strategies and negotiation skills and create their own personal style of doing business.

EXPECTED LEARNING OUTCOMES:

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

- Compare different types of brands, from personal to corporate, function
- Demonstrate how to create a strong and consistent and cohesive personal or corporate brand, completing a full cycle of brand creation and apply to a business setting
- Communicate and leverage a strong personal or corporate brand into better negotiations which leads to higher conversions
- Build and apply a sales strategy for a brand which exudes credibility and trust
- Discuss and perform best practices for selling and demonstrate good negotiation skills

AMERICAN BUSINESS COLLEGE

MKTG385: ADVANCED CUSTOMER RELATIONSHIP MANAGEMENT

COURSE NUMBER: MGMT385	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The better a business can manage the relationships it has with its customers the more successful it will become. This course is management oriented with a very practical approach. Students will gain an understanding of what CRM is (origin, concepts and benefits), why is this relationship with client so crucial, and how is it now integrated in all marketing strategies. Students will be able to manage a relationship and apply the tools used by sales and marketing teams.

EXPECTED LEARNING OUTCOMES:

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

- Explain the key concepts and components of a CRM service process
- Implement a CRM policy to recruit clients (marketing tools including loyalty programs)
- Manage the customer life cycle
- Anticipate the new challenges (new tools, new techniques, new environment) in a CRM 4.0

AMERICAN BUSINESS COLLEGE

MKTG391: SPONSORSHIP & EVENT MARKETING

COURSE NUMBER: MKTG391	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course introduces students to the fundamentals of event management and marketing. Event management is the application of project management, communications, and marketing skills to the creation and execution of large-scale events. The course will use exercises and real-world examples to give students a solid grasp on all aspects of the planning, executing and evaluation of an event.

EXPECTED LEARNING OUTCOMES:

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

- Design, plan and stage an event for promotional, branding, fundraising, or sports purposes.
- Construct a strategic marketing and public relations plan for the event
- Understand the role, added value and how-to creation of sponsorship deals (partnerships)
- Deal with logistics, risk, and environmental / economic impacts
- Effectively communicate and present and event project

AMERICAN BUSINESS COLLEGE

MKTG400: CREATING & DEVELOPING LUXURY BRANDS

COURSE NUMBER: MKTG400	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In this course, students learn to connect the concepts that they have already learned in previous marketing classes and to apply these concepts to creating or expanding a luxury (or non-luxury) brand. The course will be organized around themes and real-life case studies that students will discuss and apply to their group project. After completing this course, students will have the practical knowledge necessary to develop and launch a brand.

EXPECTED LEARNING OUTCOMES:

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

- Recognize the purpose of brands and the key elements that create strong brands
- Identify the role that brands play in helping luxury companies establish competitive position
- Recall how luxury companies measure and improve brand value
- Recall how brand architecture helps build brands over time

AMERICAN BUSINESS COLLEGE

MKTG401: CREATING & DEVELOPING SPORTS BRANDS

COURSE NUMBER: MKTG401	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course explores the specificities of marketing as it applies to the sports sector and combines the most recent brand management knowledge with practical applications of branding approaches in the sports industry. This research-driven course presents cutting-edge techniques alongside theory to prepare students to enter the workplace with knowledge and skills that can be immediately applied. Case studies will be presented to highlight the unique challenges of branding in an international market and the various ways in which brand identity and image can impact consumer decisions.

EXPECTED LEARNING OUTCOMES:

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

- Identify stakeholders and better understand the subcultures that underpin sports brand culture
- Understand the economic and social value of sports brands
- Apply the branding fundamentals of sports teams and leagues to other facets of sports brands
- Create a competitive, sustainable and ethical brand concept that can succeed in leading markets
- Prepare a newsworthy press release and brand content strategy

AMERICAN BUSINESS COLLEGE

MKTG425: BRAND INNOVATION AND MANAGEMENT

COURSE NUMBER: MKTG425	CREDITS: 3
PREREQUISITE: MKTG130	ECTS CREDITS: 6
OFFERED: SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This is an experiential course in which you will be learning by doing. You will complete the kind of project you would be faced with in a brand consultancy or in a company's brand management team in the real world. The focus is on FMCG brands (fast-moving consumer goods). The course is ambitious, highly interactive, and requires dedication, initiative, and hard work from you. Just like working in brand management. You will develop a better understanding of what it means to build and manage brands and develop the kinds of skills and experiences employers in this sector are looking for.

EXPECTED LEARNING OUTCOMES:

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

- Develop the brand platform tool for your chosen brand to ensure your new brand strategy builds on and does not destroy existing brand equity
- Undertake a brand audit to identify the brand's strengths and weaknesses, as well as the external opportunities and threats, in order to identify the key challenges the brand faces
- Create an innovative brand extension by developing a new product or a range of new products for the brand, bearing in mind that this proposition should be firmly grounded in the consumer's world and have established category codes at its heart
- Develop a strong launch plan for the brand extension with a focus on developing an innovative communications plan to introduce the brand extension on to the French market

AMERICAN BUSINESS COLLEGE

PHIL290: SUSTAINABILITY & ETHICS

COURSE NUMBER: PHIL290	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course provides an understanding of sustainability and ethics in business, focusing on responsible decision-making and corporate social responsibility (CSR). Students will explore environmental, social, and governance (ESG) factors and ethical frameworks influencing business operations.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the fundamentals of sustainability and ethical business practices.
- Evaluate the role of businesses in addressing global sustainability challenges.
- Analyze ethical dilemmas and apply ethical decision-making frameworks.
- Develop strategies for corporate social responsibility (CSR) and sustainable business models.
- Assess the impact of regulatory policies and international sustainability frameworks.

AMERICAN BUSINESS COLLEGE

POLS300: INTERNATIONAL RELATIONS & COOPERATION

COURSE NUMBER: POLS300	CREDITS: 3
PREREQUISITE: ENGL101 & COMM130	ECTS CREDITS: 6
OFFERED: FALL	SEMESTER HOURS: 36

COURSE DESCRIPTION:

This course examines how power, institutions, and ideas shape interactions among states and other actors in global politics, with a focus on how cooperation is organized through international organizations, such as the United Nations and the European Union. Students engage key international relations theories to assess why cooperation emerges, how institutions enable or constrain it, and why it sometimes breaks down. Through analysis of case studies, the course explores the roles and limits of international organizations and multilateral cooperation in addressing some of the major global challenges. Students are expected to complete readings in advance, participate actively in discussion and collaborative activities, and practice respectful, evidence-based debate across differing viewpoints.

EXPECTED LEARNING OUTCOMES:

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

- Explain major IR theories and concepts relevant to contemporary global issues
- Analyze case studies by applying IR theories to explain actor behavior and outcomes
- Evaluate how global issues are framed and debated across different perspectives
- Assess the roles and influence of states, international organizations, and non-state actors
- Argue clearly and persuasively using evidence in both written and spoken communication

AMERICAN BUSINESS COLLEGE

PSYC110: INTRODUCTION TO PSYCHOLOGY

COURSE NUMBER: PSYC110	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

Psychology is a relatively new science explaining who we are and how humans construct the social world that we live in. This course will cover the biological, social, cognitive, and cultural influences and applications of this rapidly expanding discipline. Students will learn how to use some of these principles to build and enhance skills and interpersonal relationships in our personal and professional life. Students will gain a better understanding of human behavior as well as the skills to access the human psyche in relation to family, friends, and the world we live in.

EXPECTED LEARNING OUTCOMES:

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

- Describe the basic schools and perspectives of psychology and key concepts
- Communicate empirical knowledge without confirmation bias
- Research, develop and present statistical research in psychology
- Apply psychology learned to life, work, and family life
- Explain the key concepts of emotional intelligence

AMERICAN BUSINESS COLLEGE

SOCG100: INTERCULTURAL STUDIES

COURSE NUMBER: SOCG100	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

In today's global world, successful leadership means engaging across cultures. From national culture to sub-cultures, from organizational culture to popular and generational cultures, the leaders of today and tomorrow need to lead with cultural intelligence. This course is designed to build your cultural intelligence and help you think deeply about the issues that impact success in global intercultural environments. Each session will be comprised of 'deep dive' sections (lectures and class discussions) and 'culture lab' sections (group-work and presentations).

EXPECTED LEARNING OUTCOMES:

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

- An understanding of the role of interculturality in our changing world
- An understanding of what culture is, how wide-ranging it is, and what impact it has
- Critical perspectives on improving cultural difference, diversity, and inclusive practice
- An ability to reflect on your own cultural background, biases and developed self-awareness and critical thinking skills
- Developed strategies and skills for inter-cultural communication

AMERICAN BUSINESS COLLEGE

SOCG110: INTRODUCTION TO SOCIOLOGY

COURSE NUMBER: SOCG110	CREDITS: 3
PREREQUISITE: NONE	ECTS CREDITS: 6
OFFERED: FALL / SPRING	SEMESTER HOURS: 36

COURSE DESCRIPTION:

The course introduces students to the basic concepts, theories and methods in sociology. It surveys the main theoretical approaches and explores a number of key problems in the study of society and social life. The course is organized around five key domains: 1) the sociological perspective/imagination, 2) social structure, 3) the socialization process, 4) systems of stratification, 5) and methods of enquiry in social science. The course includes a focus on developing students' ability to be critical and creative with their developing sociological knowledge.

EXPECTED LEARNING OUTCOMES:

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

- Explain the utility of the sociological perspective in uncovering how social forces act both as constraints and opportunities for an individual as a member of society
- Identify and explain the mechanisms and social institutions in society that foster stability and change
- Distinguish the elements that influence the social construction of the self as a member of society
- Explain the processes and systems that create opportunities and advantages for some members of society and inequalities and disadvantages for others
- Identify the main characteristics in the major methods of sociological research and evaluate their strengths and weakness in the study of society