The American Business School of Paris
Course Offerings FALL 2024**
3 credits per classes except when mentioned otherwise

BUSINESS ADMINISTRATION

BLAW 230 International Business Law
BUSI 410 Strategic Management
BUSI 420 Entrepreneurship
COMP 120 Computer Skills for Business
COMP 311 E-commerce & E-business
COMP 395 Advanced Excel
PHIL 290 Business Ethics

MARKETING

MKTG 130 Principles of Marketing
MKTG 240 Consumer Behavior
MKTG 315 Digital Marketing & Web Analytics
MKTG 350 International Marketing
MKTG 380 Personal Selling & Negotiation
MKTG 385 Advanced Customer Relationship Management
MKTG 391 Sponsorship and Event Marketing

MANAGEMENT

DSCI 310 Operations Management
MGMT 101 Principles of Management
MGMT 180 International Business
MGMT 215 Organizational Behavior
MGMT 225 Human Resources Management
MGMT 310 Project Management
MGMT 352 Sourcing and Purchasing

FASHION & LUXURY RETAIL MANAGEMENT

FASH 100 Fashion & Textile Trends through the Ages
FASH 105 The DNA of Fashion Trends
FASH 110 Made in Paris: the Elements of a Brand FASH 113 The Fashion Design Process
FASH 120 Sales Techniques for Luxury Brands
FASH 211 Luxury Cross Channel Marketing
FASH 225 Visual Merchandising
FASH 240 Merchandising Planning and Control
FASH 325 Creativity & Innovation in Fashion Luxury MGMT 320 Management for Luxury Services
MKTG 400 Creating and Developing Luxury Brands

SPORTS MANAGEMENT

BLAW 322 Law & Ethics in the Sports Industry
DSCI 351 Sports Analytics
MGMT 190 Introduction to Sports Management
MGMT 290 Advanced Sports Management
MGMT 321 Logistics & Management of the Olympic Games & Mega Sports Events
MGMT 411 The Business of Professional Sports in Europe
MKTG 321 Sports Branding & the Olympic Games
MKTG 401 Creating and Developing Sports Brands

ECONOMICS

ECON 110 Principles of Macroeconomics
ECON 120 Principles of Microeconomics
ECON 321 Economics of the Olympics Games
ECON 450 International Economics

FINANCE AND ACOUNTING

ACCT 111 Financial Accounting
ACCT 211 Advanced Financial & Managerial Accounting
FINC 215 Business Finance
FINC 324 Money & Banking
FINC 345 Audit, Control & Risk Management
FINC 400 Corporate Finance

MATHEMATICS

MATH 120 Calculus
MATH 210 Business Statistics

GENERAL EDUCATION / HUMANITIES

ARTS 113 History of Art, Literature & Photography
ARTS 250 20th Century Art
COMM 130 Communication Techniques/Speech
COMM 280 Journalism, New Media, & Community Management
ENGL 101 Academic Methodology
ENGL 120 Critical Reading & Writing
ENGL 212 Analysis & Communication
ENGL 225 Effective Business Communication
HUMA 200 French Civilization
LEIT 110 Beginner/ Lower Intermediate Italian
POLS 210 International Relations
PSYC 110 Introduction to Psychology
SOCG 100 Intercultural Studies
SOCG 110 Introduction to Sociology

FRENCH

FREN 110 Elementary French
FREN 220 Intermediate French
FREN 350 Advanced French

***List subject to change*

The American Business School of Paris
Course Offerings SPRING 2025**
3 credits per classes except when mentioned otherwise

BUSINESS ADMINISTRATION

BLAW 230 International Business Law
BUSI 410 Strategic Management
BUSI 420 Entrepreneurship
COMP 120 Computer Skills for Business
COMP 250 Building a Business Website
COMP 311 E-commerce & E-business
COMP 390 Advanced Excel for Finance
PHIL 290 Business Ethics

FINANCE AND ACOUNTING

ACCT 111 Financial Accounting
ACCT 211 Advanced Financial & Managerial Accounting
FINC 215 Business Finance
FINC 315 International Investments
FINC 450 International Finance
ACCT 111 Financial Accounting
ACCT 211 Advanced Financial & Managerial Accounting
FINC 215 Business Finance
FINC 315 International Investments
FINC 450 International Finance

GENERAL EDUCATION / HUMANITIES

ARTS 113 History of Art, Literature & Photography
ARTS 250 20th Century Art
COMM 130 Communication Techniques/Speech
COMM 230 Theater & Advanced Public Speaking
COMM 285 Writing for Sports Media
ENGL 101 Academic Methodology
ENGL 120 Critical Reading & Writing
ENGL 212 Analysis & Communication
ENGL 225 Effective Business Communication
HUMA 200 French Civilization
LEIT 110 Beginner/ Lower Intermediate Italian
POLS 210 International Relations
PSYC 110 Introduction to Psychology
SOCG 100 Intercultural Studies
SOCG 110 Introduction to Sociology

MATHEMATICS

MATH 120 Calculus
MATH 210 Business Statistics

SPORTS MANAGEMENT

MGMT 190 Introduction to Sports Management
MGMT 390 Sports Agency & Representation

ECONOMICS

ECON 110 Principles of Macroeconomics
ECON 120 Principles of Microeconomics
ECON 315 Intermediate Economic Analysis

FRENCH

FREN 110 Elementary French
FREN 220 Intermediate French
FREN 290 Business French (1 credit)
FREN 350 Advanced French

MANAGEMENT

DSCI 310 Operations Management
DSCI 350 Management Decision Analytics
MGMT 101 Principles of Management
MGMT 180 International Business
MGMT 215 Organizational Behavior
MGMT 225 Human Resources Management
MGMT 310 Project Management
MGMT 351 Logistics & Supply Chain Management
MGMT 400 European Management

FASHION & LUXURY RETAIL MANAGEMENT

FASH 100 Fashion & Textile Trends through the Ages
FASH 105 The DNA of Fashion Trends
FASH 110 Made in Paris: the Elements of a Brand
FASH 113 The Fashion Design Process
FASH 120 Sales Techniques for Luxury Brands
FASH 211 Luxury Cross Channel Marketing
FASH 225 Visual Merchandising
FASH 240 Merchandising Planning and Control
FASH 325 Creativity & Innovation in Fashion Luxury
MGMT 320 Management for Luxury Services
MGMT 354 Sourcing & Purchasing for Fashion Luxury
MKTG 215 The Fashion Business Revolution
MKTG 400 Creating & Developing Luxury Brands

MARKETING

MKTG 130 Principles of Marketing
MKTG 240 Consumer Behavior
MKTG 325 Integrated Marketing Communications
MKTG 340 Marketing Research
MKTG 350 International Marketing
MKTG 380 Personal Selling & Negotiation
MKTG 385 Advanced Customer Relationship Management
MKTG 391 Sponsorship and Event Marketing
MKTG 425 Brand Innovation and Management

***List subject to change*