



**CEFAM COURSE CATALOGUE**  
**International Students**  
**2016 - 2017**



**CEFAM COURSE OFFERING**  
**International Students**  
**2016-2017**

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***CEFAM COURSE DESCRIPTIONS  
2016-2017***

## ACCT 115 – INTRODUCTION TO FINANCIAL ACCOUNTING I

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

This class introduces financial accounting. The objective is to familiarize students with accounting terminology and methods so that they are able to interpret, analyze, and evaluate financial statements published in annual reports. It covers the basic concepts underlying financial statements and the accounting principles followed in the preparation of the assets of the balance sheet and the income statement.

### **COURSE OBJECTIVES**

By the end of this course, students should be able to easily read the two principal financial statements of a company's annual report (balance sheet and income statement) knowing the basic contents of each line item of the assets of the balance sheet.

### **INSTRUCTIONAL METHODOLOGY**

Classes are split half with lecture and half with problem solving. Any student having difficulty with this course should definitely attend the Teacher's Office Hours.

### **BIBLIOGRAPHY**

**Required Text:** Warren, Reeve, Duchac, *Principles of Financial Accounting*, Thomson South-western 12<sup>th</sup> International Student Edition ISBN 10-0324-66445-1

### **EVALUATION**

Participation (20 %)

Midterm Exam (25%)

Quizzes (25 %)

Final Exam (30 %)

# ACCT 121 – INTRODUCTION FINANCIAL ACCOUNTING II

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 6**

**Prerequisite: ACCT 115**

**SEMESTER OFFERED: Fall and Spring**

## **COURSE DESCRIPTION**

This is a course which builds on the foundations put into place in ACCT 115. This course is limited to the coverage of *financial* accounting.

## **COURSE OBJECTIVES**

The course is designed to give the student a thorough introduction to the principles and mechanics of financial accounting for the income statement, cash flow statement and owner's equity. The student will also be able to furnish proof of a practical understanding of the diverse techniques used to analyze and measure the economic activity of a company.

## **INSTRUCTIONAL METHODOLOGY**

The course is developed through: lectures and exercises by students in class. Students are responsible for preparing exercises in advance of the class session. Students will analyze a company's annual report from an accounting perspective. This class covers:

- Current Liabilities
- Bonds Payable
- Owner's Equity
- Statements of Cash Flows
- Long Term Investments
- Financial Statement Analysis

## **BIBLIOGRAPHY**

Warren, Reeve, Duchac, *Principles of Financial Accounting*, Thomson South-western 12<sup>th</sup> International Student Edition ISBN 10-538-47905-1

## **EVALUATION**

- 20% Annual Report Analysis
- 20% Participation
- 20% Quizzes
- 20% Midterm Examination
- 20% Final Examination

## **RECOMMENDED WEB SITES**

### Government Agencies

Financial Accounting Standards Board (FASB): [fasb.org](http://fasb.org)

Securities & Exchange Commission (SEC): [sec.gov](http://sec.gov)

Government Accounting Standards Board (GASB): [gasb.org](http://gasb.org)

Financial Accounting Standards Advisory Board (FASAB): [fasab.gov](http://fasab.gov)

### Accountant Organizations & Exam Preparation

Accounting Institute of Certified Public Accountants (CPA): [aicpa.org](http://aicpa.org)

Institute of Management Accountants (CMA): [imanet.org](http://imanet.org)

Institute of Internal Auditors (CIA): [theiia.org](http://theiia.org)

American Society of Women Accountants (ASWA): [aswa.org](http://aswa.org)

Gleim Exam Preparation for CPA, CMA, CIA: [gleim.com](http://gleim.com)

### Accounting Firms

Deloitte & Touche: [deloitte.com](http://deloitte.com)

Ernst & Young: [ey.com](http://ey.com)

KPMG Peat Marwick: [kpmg.com](http://kpmg.com)

Price Waterhouse Coopers: [pwcglobal.com](http://pwcglobal.com)

Accounting Firms Directory: [cpafirms.com](http://cpafirms.com)

# ACCT 130 – INTRODUCTION TO MANAGERIAL ACCOUNTING

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Summer session**

**Semester hours: 40**

**Prerequisite: ACCT 115, ACCT 121**

## **COURSE DESCRIPTION**

This second introductory course in accounting focuses on the managerial aspect of accounting. The objective is to study the fundamental managerial accounting concepts and techniques that aid in management decision-making, performance evaluation, planning and controlling operations. The course covers such topics as cost volume profit analysis, cost behavior, activity based costing, budgeting, performance measurement, and cost control.

## **COURSE OBJECTIVES**

To understand the concepts and logic underlying the applications of accounting information to management problems; to learn how to analyze complex business issues; and to learn how to communicate findings.

- Understand how manufacturing costs are classified, measured and flowed through the accounting system.
- Understand the measurement and use of variable and fixed costs in decisions.
- Understand the cost/volume/profit analysis.
- Understand the role of budgets in managerial planning and control.
- Understand the notion of relevant costs on managerial decisions.
- Understand segment profitability.
- Understand the use of standard costing and variance analysis.
- Understand flexible budgets and manufacturing overhead costs.

## **INSTRUCTIONAL METHODOLOGY**

The course will be split half with lecture and half with problem solving.

## **BIBLIOGRAPHY**

**Required Text:** *Managerial Accounting*, 4th edition by Weygandt, Kimmel, Kieso (Wiley & Sons), 2008.

## **EVALUATION**

Participation (20%)

4 Exams (20% each)

## ARTS 210 – ART HISTORY

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

This course covers the major developments in modern art from the late 19<sup>th</sup> Century to the present day. The major movements of the modern period – including Impressionism, Cubism, Dada, Surrealism, Expressionism, Pop Art and Abstract Expressionism – are discussed in both a fine art and social context.

### **COURSE OBJECTIVES**

To help students appreciate art and make students more aware of the legacy of art and its impact on human civilization.

### **INSTRUCTIONAL METHODOLOGY**

The Course will be developed through lectures, extracts from television programs, audio, film, PowerPoint and the students' creativity.

### **BIBLIOGRAPHY**

Hughes, Robert, *The Shock of the New*, London, McGraw-Hill, Second Edition.

### **EVALUATION**

- 20% Participation
- 20% Presentation
- 10% Project
- 20% Midterm Examination
- 30% Final Examination

# BLAW 115 – INTRODUCTION TO THE LEGAL ENVIRONMENT OF BUSINESS

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

## **COURSE DESCRIPTION**

This module is concerned with the legal, ethical environment in which businesses operate. Essential principles of business law are introduced to lay a foundation for the study of more advanced business law units. The unit begins with an introduction to the American legal system and then focuses on the fundamental principles of the law of contract, tort, property and relevant legislation. Topics dealt with in contract law include formation of contracts, terms, factors affecting the validity and enforcement of contracts, terminating contracts and remedies for breach of contract. Basic elements of the law of torts, in particular negligent misrepresentation and including torts involving unlawful interference with business are also examined. The law involving business would include a discussion on business organizations, the impact of computer law on business as well as employee and employee relations. Finally, the course looks at international law.

## **COURSE OBJECTIVES**

This Module aims to help the student:

- Develop an advanced knowledge of business law at international levels (including introductory references to the impact of European law on the legal ethical environment of business).
- Develop the process of judicial reasoning, including the use of precedent by common law judges by analysing common law cases and cases interpreting statutes.
- Develop understanding of business ethics
- Enhance forensic and critical legal skills in case analysis and legislative evaluation
- Encourage independent reading and research, using both traditional and internet resources
- Assist students in applying legal concepts to real life situations, through legal case analysis, problem solving and review of business agreements

## **INSTRUCTIONAL METHODOLOGY**

The course will consist of lectures and class discussion of assigned problem cases. Students **must** read the textbook assignments and any other readings distributed before coming to class, and must prepare in advance a short analysis of cases to be discussed each week.

## **RECOMMENDED BIBLIOGRAPHY**

Hodge, Samuel D., *Law for the Business Enterprise*, MacGraw Hill, 2009.

## **EVALUATION**

- Participation 10%
- Attendance 10%
- Continuous Assessment 20%
- Midterm Exam 30%
- Final Exam 30%

# BLAW 210 – THE LEGAL ENVIRONMENT OF INTERNATIONAL BUSINESS

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CEFAM Credits: 3

ECTS Credits: 6

SEMESTER OFFERED: Spring

Semester hours: 40

Prerequisite: BLAW 115

## COURSE DESCRIPTION

This is a one-semester course for degree candidates at the CEFAM. The course offers a survey of the legal environment of international business, with particular attention to international commercial transactions. It explores the kinds of legal problems businesses face when they engage in international trade, in the international licensing of intellectual property, and in direct foreign investment. The course begins with an overview of the legal environment of international business, with focus on the risks involved with the various market entry strategies mentioned above. Both private law and public law are emphasized. Public international law includes an overview of the role of conventions, treaties and agreements that make up the legal framework within which international business operates. International private law considers the resolution of international disputes and conflicts of law. The second part of the course focuses on international sales and the commercial transaction, including the formation and implementation of international sales contracts, trade finance, and letters of credit.

## COURSE OBJECTIVES

The course seeks to acquaint future international businessmen and women with the kinds of legal problems and risks that arise when doing business across national borders. It does not seek to turn undergraduate business students into international lawyers, but rather to provide them with the tools necessary to anticipate legal problems in the future and, to consult intelligently with legal counsel.

## INSTRUCTIONAL METHODOLOGY

The course will consist of lectures and class discussion of assigned problem cases. Students **must** read the textbook assignments and any other readings distributed before coming to class, and must prepare in advance the problem cases to be discussed.

## BIBLIOGRAPHY

Schaffer, Richard, Earle, Beverley & Agusti, Filiberto, *International Business Law and Its Environment*, 6<sup>th</sup> Ed., West Legal Studies in Business, 2005.

## EVALUATION

- 20% Participation & Case Analysis.
- 30% Midterm Examination
- 50% Final Examination

## **BUSI 410 –BUSINESS ETHICS**

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. As a discipline, Business Ethics has considerably grown within the last decades and has become a major field in the age of globalization. It refers to values-based conduct, which does not only apply to individuals but to corporations.

### **COURSE OBJECTIVES**

It is hoped that the students will:

- Acquire a good grasp of the major issues, philosophers and concepts in business ethics
- Develop the tools for shaping and defining appropriate moral values and conduct
- Be able to progress analytically in a (self)critical, interactive cross-cultural team environment
- Be organized in a virtual collaborative setting

### **INSTRUCTIONAL METHODOLOGY**

Presence in class is mandatory: More than 2 absences will lead to a failing grade.

Expected learning outcomes:

- Understand and make proper use of the philosophical concepts pertaining to individual – and corporate ethics they have acquired in the course,
- Attain a higher level of tolerance and respect for their intercultural peers
- Use theories studied in class and apply them to real-life corporate examples
- Recognize pitfalls of general assumptions, such as “business is business”
- Appreciate the flexibility and creativity of online collaboration

### **EVALUATION**

20% Participation

25% Midterm exam

30% Presentation

25% Final Exam

# COMP 125 – INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 6**

**Prerequisite: MIS 110 (MS Office)**

**SEMESTER OFFERED: Spring**

## **COURSE DESCRIPTION**

The purpose of this course is to prepare the students for the dynamic business environment by increasing their understanding of the IT-enabled business

## **COURSE OBJECTIVES**

- Introduction to information systems in organizations, and explain the role of information technology as a business enabler
- Overview of hardware and software, database systems, and other applications in a business environment
- Evaluate the effectiveness of business applications in organizations
- Explore the different interactions between technology, customers, employees, processes, data in an organizational environment
- Discuss a variety of ethical and privacy issues that arise from the use of technologies
- Explain the impact of information systems on society, the evolving role of MIS in the organization, and careers in MIS

## **BIBLIOGRAPHY**

- **Fundamentals of Information Systems, 5th Edition** Ralph M. Stair - Florida State University ,George Reynolds - University of Cincinnati
- **The Work System Method** : Connecting People, Processes, and IT for Business Results by Alter Steven
- **Concepts in Enterprise Resource Planning** by Ellen Monk and Bret Wagner

## **EVALUATION**

- 20% Attendance/Participation
- 20% Quizzes/Assignments
- 30% Midterm test/project
- 30% Final test/project

# DSCI 210 – BUSINESS STATISTICS

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: MATH 110, MATH 120**

## **COURSE DESCRIPTION**

Statistical analysis is vital in business as good decisions are based on numerical information. The course is designed to help students acquire techniques necessary for analyzing and describing numerical data to facilitate decision making process. This course will also serve as a foundation for a number of other courses which will build upon certain topics covered in this class.

## **COURSE OBJECTIVES**

Students will learn how to collect, analyze and interpret data necessary for everyday business decisions. The topics to be covered during the semester include the following:

1. Presenting and organizing data
2. Characterizing and defining data
3. Basic probability and counting rules
4. Probability analysis for discrete data
5. Probability analysis in the normal Distribution
6. Theory and methods of statistical sampling
7. Estimating population characteristics
8. Hypothesis testing of a single population
9. Hypothesis testing for different populations
10. Linear regression analysis

## **INSTRUCTIONAL METHODOLOGY**

While basic mathematical reasoning behind covered techniques will be discussed, emphasis will be made on practical applications using popular software packages such as Microsoft Excel and SPSS. Group work and in-class participation are strongly emphasized. Student progress is monitored by the means of short quizzes and homework assignments.

## **BIBLIOGRAPHY**

Berenson, Levine & Krehbiel, *Basic Business Statistics*, 10<sup>th</sup> Ed, Prentice Hall, 2006.  
U.S. Department of Labor, Bureau of Labor Statistics. (<http://www.bls.gov>)  
UK Statistics Authority (<http://www.statisticsauthority.gov.uk>)  
French National Institute for Statistics and Economic Studies (<http://www.insee.fr>)

## **EVALUATION**

- 10% Attendance
- 10% Participation
- 10% Homework
- 10% Short Quizzes
- 10% Team Project
- 20% Midterm Examination
- 30% Final Examination

## DSCI 220 – QUANTITATIVE TECHNIQUES

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Spring and Summer session**

**Semester hours: 40**

**Prerequisite: DSCI 210**

### **COURSE DESCRIPTION**

This course builds upon the business statistics course by introducing quantitative techniques used to approach everyday business decision making in a scientific manner.

### **COURSE OBJECTIVES**

Students will learn to utilize some quantitative techniques for a broad range of problems with emphasis on practical applications. The topics to be covered during the semester include the following:

- Review of Business Statistics
- The Decision-Making Environment
- Location Decisions
- Financial Decision Making Approaches
- Tools for Project Management
- Linear Programming
- Statistical Quality Control
- Forecasting & Estimating
- Queuing Analysis & Simulation

### **INSTRUCTIONAL METHODOLOGY**

A combination of lectures and practical exercises will be used. Participation is strongly encouraged and will count for 10% of the final grade. Homework assignments and short quizzes will be used to track class progress and to prepare students for the midterm and the final. Students will be asked to choose a topic of their choice (to be approved by the instructor) and to prepare a paper and a presentation as part of their team project.

### **BIBLIOGRAPHY**

Waller, Derek, *Operations Management: A Supply Chain Approach*, 2<sup>nd</sup> Ed., Thomson Learning, 2003.

### **EVALUATION**

- 10% Attendance
- 10% Participation
- 10% Homework
- 10% Short Quizzes
- 10% Team Project
- 20% Midterm Examination
- 30% Final Examination

# ECON 110 – PRINCIPLES OF MACROECONOMICS

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

## **COURSE DESCRIPTION**

This is the second semester of a one-year course which is a study of modern economic society, the economic role of consumers, businesses, governments, the financial system, and of the economic problems which society faces. It includes a thorough introduction to economic analysis which aids in the understanding of economic behavior and contributes to the solution of social problems.

## **COURSE OBJECTIVES**

The objective of this course is to provide the first year undergraduate student with a solid foundation in contemporary macroeconomic theory. The student is introduced to the terminology and fundamental concepts of macroeconomics, the financial system, and the tools the government has at its disposal to manipulate the economy. The units of subject matter to be covered during the semester are:

- Determination of National Income & its Fluctuations
- Financial System
- Fiscal & Monetary Policies
- Inflation versus Unemployment Tradeoffs

## **INSTRUCTIONAL METHODOLOGY**

The course consists of class lectures, short case studies, and economic press readings.

## **BIBLIOGRAPHY**

Mankiw, N Gregory, *Principles of Economics*, International Edition, 6<sup>th</sup> Ed., Southwestern, 2012.

## **EVALUATION**

- 20% Participation
- 25% Homework, classwork, quizzes
- 25% Midterm Examination
- 30% Final Examination

# ECON 120 – PRINCIPLES OF MICROECONOMICS

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

## **COURSE DESCRIPTION**

This is the first semester of a one-year course which is a study of modern economic theory. It covers the economic role of consumers, businesses, governments, banks and other institutions and of the economic problems which society faces. It includes a thorough introduction to microeconomic analysis which aids in the understanding of economic behavior and mechanisms, and contributes to the solution of social problems.

## **COURSE OBJECTIVES**

The objective of this course is to introduce the first year undergraduate student to the basic concepts of microeconomics. The student learns about the theory of the firm and its activity under various types of competitive situations. The student also learns about consumer and factor behavior under certain market conditions. The units of subject matter to be covered during the semester will be presented in the following order:

- Introduction: the nature of Economics
- Markets: Supply & Demand
- Industrial Organization: Production & Supply
  - Competition
  - Monopoly
  - Oligopoly
  - Monopolistic Competition

## **INSTRUCTIONAL METHODOLOGY**

The course will generally consist of two sessions weekly with the first one being an intensive lecture on the conceptual frameworks of microeconomics and the second one being a case study that demands a direct application of the concepts learnt in the previous session. All case studies are graded on the basis of class participation which accounts for 25 % in the final grade. There are two examinations: mid-term and final.

## **BIBLIOGRAPHY**

Mankiw, N Gregory, *Principles of Economics*, International Edition, 6<sup>th</sup> Ed., Southwestern, 2012.

## **EVALUATION**

- 20% Participation
- 25% Classwork, homework, quizzes
- 25% Midterm Examination
- 30% Final Examination

## ECON 210 – INTERMEDIATE MACROECONOMICS

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Spring**

**Semester hours: 40**

**Prerequisite: ECON 110**

### **COURSE DESCRIPTION**

This course builds upon the foundations put into place in ECON 110. Economic problems facing society are studied more closely. Also examined are long run economic growth, inflation and unemployment, and international trade and capital flows.

### **COURSE OBJECTIVES**

The objective of this course is to provide the student with a detailed analysis of applications of macroeconomic problems. Several major topics are chosen for review and are studied in-depth. This course completes the macroeconomics requirement for the undergraduate degree. The units of subject matter to be covered during the semester will be presented in the following order:

- General introduction / review: business cycle, stabilization, Determination of National Income & its Fluctuations
- Long run growth, potential GDP, unemployment
- Prices & Money
- Phillips curve, expectations, central banking
- Trade flows, capital flows, exchange rates, open-economy policy choices

### **INSTRUCTIONAL METHODOLOGY**

The course consists of class lectures, short cases and worksheets, and outside reading assignments. Special attention is paid to current economic conditions.

### **BIBLIOGRAPHY**

Mankiw, N Gregory, *Principles of Economics*, International Edition, 6<sup>th</sup> Ed., Southwestern, 2012.

### **EVALUATION**

- 20% Participation and attendance
- 30% Homework, class work, In-class assignments
- 20% Midterm Examination
- 30% Final Examination

## ENGL 130 – ENGLISH COMPOSITION II

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CEFAM Credits: 3

Semester hours: 40

ECTS Credits: 6

Prerequisite: ENGL 110

SEMESTER OFFERED: Fall and Spring

### COURSE DESCRIPTION

This course is putting into practice academic writing aimed at a **public audience**, which means students will respond to other people's writing. This is done through discussion, reflection, speculation, and exploration in hopes of offering insight and responses as readers. Hence, several modes of organizing an essay through a coherent, unified, and logical manner are introduced. A classic format for composition is the five-paragraph essay; although it is not the only format for essay writing, it is a useful model for inexperienced writers to keep in mind and apply to develop strong composition skills.

### COURSE OBJECTIVES

This course is designed to teach students to write convincing paragraphs and academic essays with greater fluency. To make the class more interesting for everyone involved, students are encouraged, not only to question and reflect on various issues, but also to challenge ideas and assumptions to achieve greater depth in their abilities to perceive good from mediocre prose or essay.

### INSTRUCTIONAL METHODOLOGY

The methodology is a blend of both the process and product approaches to writing. The process approach encourages students to develop their reflection about a topic through reading, writing, discussion, and revision. The product approach, relying heavily on student essay models, helps writing students meet the expectations of their readers.

Writing successfully depends upon an ability to read with care, attention, and insight. Careful reading of assigned material, including what other students have written will be one of the foundations of the work required in this course. Because the assigned essays are usually relatively short, students are expected to read them at least twice. All assigned readings should be completed and prepared before class so that students are able to actively exchange ideas with fellow classmates. The purpose of a **workshop** is to better revise and refine a final version, while understanding strong and weak points. In other words, students must actively participate, as interaction and exchange usually make or break a class!

Students will be encouraged to keep a **reader's notebook** to write about assigned readings, raise questions, and explore further implications on subject matter. Notebook entries may be made **both in and outside** of class.

### BIBLIOGRAPHY

Bromberg Murray, and Julius Liebb. 601 Words You Need to Know to Pass Your Exam. 4<sup>th</sup> ed. Hauppauge, NY: Barrons Educational Series, Inc. 2005. ISBN: 07641-2816-7

Smalzer, William. Write to be Read. New York, NY: Cambridge University Press. ISBN/ 0652164499166-X (pbk)

### EVALUATION

2 Vocabulary tests	10%
2 Essays	10%
Midterm Exam	20%
Final Exam	30%
Research paper	10%
Participation	20%

## ENGL 170 – PUBLIC SPEAKING

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Summer Session**

**Semester hours: 40**

**Prerequisite:**

**NONE**

### **COURSE DESCRIPTION**

This course covers all aspects of oral communication in contemporary business situations. Students will learn the principles of communicating orally, how to create and use presentations, public speaking skills, and the techniques of interpersonal and group oral communication.

### **COURSE OBJECTIVES**

That by the end of the course students will:

- Obtain a clear understanding of the oral communication process as well as different communication models
- Speak and present confidently and appropriately in front of business professionals

### **Course Expectations:**

Behavior: Timeliness; Active, vocal participation in class.

Student work: E-campus – download PowerPoint slideshows and consult regularly for information on classes and coursework. Read any supplementary materials posted online.

### **EVALUATION**

- 20% Persuasive Speech
- 40% Informative Speech
- 10% Attendance
- 30% Participation

### **Statement on Plagiarism:**

Plagiarism in any shape or form is strictly forbidden and will result in an automatic 'F' for the course. Plagiarism is defined as copying or paraphrasing the text of another author and submitting this information as being student's original work, i.e. without correct referencing.

## ENGL 230 – AMERICAN LITERATURE

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

This course is designed to introduce the student to the history, context and vibrantly creative evolution of American Literature. With such intention, the selected texts are indicative of the variant and various genres to be found within the American Canon. While the teacher will provide information on historical context and guidance through the analytical and interpretive processes, student-led discussion will be an essential part of the course.

### **COURSE OBJECTIVES**

Upon successful completion of the course, the student should have acquired an understanding of the national American literary context, as well as certain sensitivity towards the particular American recurrent geo-political metaphors and their relationship towards the modern American psyche. Students will also be required to use techniques of literary analysis in order to define and develop academic arguments and personal positions in regards to the texts. Due to the nature of the course evaluation, the student will also be expected to refine his or her written intellectual expression and argumentation process. Help with such will be available.

### **INSTRUCTIONAL METHODOLOGY**

The course is fast paced and wide ranging in its content. Texts are encountered at the rate of at least one or two per week. It is therefore essential that the student carefully and thoroughly reads the required texts before each class. Students are expected to actively participate in class discussions by proposing responses, offering comments and observations about the text, and by asking questions whenever necessary; this in class participation represents 15% of the final grade. Also, frequent (and often unannounced) in-class identification and short response quizzes (10% of grade) will be used to assess students' reading of the texts prior to each lesson.

Course work will include a great deal of student led discussion and short written responses, wherein all participants are encouraged to respond openly and creatively to the texts. Attention will be drawn to formal aspects of the texts, but discussion is designed to explore various meanings of a given work, not to limit understanding to any single reading. In-class activities will also include group tasks, creative responses, comparison and contrast exercises, etc.

### **BIBLIOGRAPHY**

Reader, provided by professor; materials published on CEFAM ecampus, "ENGL 230"

### **EVALUATION**

Attendance and Participation (15 %)

In Class Quizzes (10%)

Mid-Term Exam: Regional Realism (15%)

Essay 1: Dark Romanticism (20 %)

Essay 2: Modernism (25%)

End of Term Test: Post-Modernism and Full Course Review (15 %)

# FINC 210 – INTRODUCTION TO MANAGERIAL FINANCE

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 6**

**Prerequisite: ACCT 115, ACCT 121**

**SEMESTER OFFERED: Fall and Spring**

## **COURSE DESCRIPTION**

A one semester course that provides a solid foundation in fundamental finance theory and practice. The course introduces such basic concepts as securities markets, interest rates, and risk/return valuation models. Bonds and stocks will be discussed and thoroughly analyzed.

## **COURSE OBJECTIVES**

To give the student an understanding of security markets, bond and stock evaluation and financial interrelationships of the balance sheet and income statement.

## **INSTRUCTIONAL METHODOLOGY**

The course is developed through lectures, exercises, financial web sites and press. Students are responsible for preparing the reading material and accompanying exercises in advance of the class session. The units of subject matter to be covered are as follows:

- Financial Markets
- Interest Rate Theory
- Time Value of Money
- Financial Analysis
- Risk and Return
- Bonds
- Stocks
- Investment Banking Process
- Security Valuation

## **BIBLIOGRAPHY**

Besley & Brigham, CFIN 2, 2012 Southwestern, Cengage Learning, 3rd Student Edition, ISBN 13:978-1-133-62640-4.

## **EVALUATION**

The final grade will be calculated as follows:

- 10% Participation
- 20% Quizzes
- 10% "Day in the Market" Presentation
- 20% Midterm Examination
- 20% Company Analysis
- 20% Final Examination

## **RECOMMENDED BIBLIOGRAPHY**

- Barry Ritholtz with Aaron Task, *Bailout Nation, How Greed and Easy Money Corrupted Wall Street and Shook the World Economy*, John Wiley & Sons, Inc.
- Michael Lewis, *The Big Short, A True Story*, Penguin
- Benjamin Graham, *The Intelligent Investor*, Harper
- John Cassidy, *Dot.Con, The Greatest Story Ever Sold*, HarperCollins
- Bob Woodward *Maestro, Greenspan's Fed and the American Boom*, Simon & Schuster.
- Burton Malkiel, *A Random Walk Down Wall Street*, Norton.
- Michael Lehmann, *The Business One Irwin Guide to Using the Wall Street Journal*, Business One Irwin.

## **RECOMMENDED WEB SITES**

An extensive list of web sites will be developed over the course during class sessions held in the computer room.

## **FINC 220 – INTERMEDIATE MANAGERIAL FINANCE**

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall, and Spring**

**Semester hours: 40**

**Prerequisite: ACCT 130, FIN 210**

### **COURSE DESCRIPTION**

A one semester course that provides a solid foundation in fundamental finance theory and practice. This course builds upon concepts learned in the first semester course. The course introduces such basic concepts as working capital management and long term financing alternatives. In addition, the course concentrates on how managerial finance can be used to maximize the value of the firm.

### **COURSE OBJECTIVES**

To give the student an understanding of financial interrelationships of the balance sheet and income statement, the time value of money and capital budgeting.

### **INSTRUCTIONAL METHODOLOGY**

The course is developed through: lectures, in class exercises, and financial web sites and press. Students are responsible for preparing the reading material and accompanying exercises in advance of the class session. Students will work in teams to financially analyze and present two companies in a particular industry. The units of subject matter to be covered are as follows:

- Financial Analysis
- Working Capital Management
- Cash Management
- Short Term Loan Pricing
- Cost of Capital
- Optimal Capital Structure
- Weighted Average Cost of Capital
- Leverage
- Dividend Theory

### **BIBLIOGRAPHY**

Besley & Brigham, CFIN 2, 2012 Southwestern, Cengage Learning, 3rd Student Edition, ISBN 13:978-1-133-62640-4.

### **EVALUATION**

The final grade will be computed as follows:

- 15% Participation
- 30% Company Analysis
- 30% Midterm Examination
- 25% Final Examination

### **RECOMMENDED BIBLIOGRAPHY**

This course is company focused and therefore students should focus their outside reading on company material both from company websites and the financial press.

### **RECOMMENDED WEB SITES**

An extensive list of web sites will be developed over the course during class sessions held in the computer room.

# FINC 230 – INTERNATIONAL FINANCE

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: FIN 210**

## **COURSE DESCRIPTION**

A one semester course designed to introduce the major themes of international financial management, from the managing of operating exposure to the managing of accounting elements, including the futures and options market. The student will work with the techniques used in measuring the risks, as well as the profit opportunities, that exist for companies on the international level.

## **COURSE OBJECTIVES**

To introduce the student to the theory and practice of international financial management. To develop skills in measuring the risk and returns of the foreign exchange markets, including inter-market arbitrage, hedging techniques, and currency swaps. The student should also be able to differentiate between transaction, operating, and accounting exposure and develop effective responses to these risks. Later in the semester the students will be exposed to the mechanics of export financing, the reasons and configurations of direct foreign investment and the management of working capital in those investments.

## **INSTRUCTIONAL METHODOLOGY**

The course is developed through lectures, oral case analysis presentations, practical case presentations and examinations. Students are responsible for the preparation of reading material and accompanying exercises in advance of the class session, in order to participate in class discussion. Subject matter to be covered in this course, as follows:

- Introduction to the International Financial Environment
- International Monetary System
- The Foreign Exchange Market
- Futures/Options Markets
- Forecasting & Parity
- Managing Transaction Accounting & Operating Exposures
- International Portfolio Diversification
- Corporate Strategy & Direct Foreign Investment
- Import/Export Financing
- Working Capital Management

## **BIBLIOGRAPHY**

Eiteman, Stonehill, Moffett, *Multinational Business Finance*, Pearson Addison-Wesley, 12<sup>th</sup> edition, ISBN 10:0-13-612156-X.

## **EVALUATION**

The final grade will be calculated as follows:

- 10% Quizzes
- 40% Project
- 30% Midterm Examination
- 20% Final Examination

## **RECOMMENDED BIBLIOGRAPHY**

- Robert Steiner, *Mastering Financial Calculations*, Prentice Hall.
- John Hull, *Options, Futures & Other Derivatives*, Prentice Hall.
- Shapiro, *Multinational Financial Management*, Prentice Hall.
- Burton Malkiel, *A Random Walk Down Wall Street*, Norton

## FREN 110 – INTRODUCTION TO FRENCH

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**CEFAM Credits: 3**

**ECTS Credits: 4**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

The study of French pronunciation, vocabulary and grammar at the beginners' level. The student concentrates on mastering the basics of the French language through various exercises. The emphasis is on both written and oral communication skills. Students will also be introduced to French culture.

### **COURSE OBJECTIVES**

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

### **INSTRUCTIONAL METHODOLOGY**

Students will learn through selected readings, lectures, and class discussions.

### **BIBLIOGRAPHY**

Guy Capelle, *ESPACES 1 – Méthode de Français*, Noëlle Gidon.

### **EVALUATION**

- 30% Participation & Quizzes
- 35% Midterm Examination
- 35% Final Examination

## **FREN 120 – INTERMEDIATE FRENCH**

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 4**

**Prerequisite: FREN 110 or equivalent**

**SEMESTER OFFERED: Fall and Spring**

### **COURSE DESCRIPTION**

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

### **COURSE OBJECTIVES**

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

### **INSTRUCTIONAL METHODOLOGY**

Students will learn through selected readings, lectures, and class discussions.

### **BIBLIOGRAPHY**

“CONNEXIONS 2” – Editions DIDIER Livre + cahier d’exercices et CD audio.

### **EVALUATION**

- 30% Participation & Quizzes
- 35% Midterm Examination
- 35% Final Examination

## **FREN 130 – ADVANCED FRENCH**

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 4**

**Prerequisite: FREN 120 or equivalent**

**SEMESTER OFFERED: Fall and Spring**

### **COURSE DESCRIPTION**

This course is designed for students who have a good knowledge of French, but who have limited opportunity to hear and speak it. Oral expression will be emphasized through vocabulary drilling and class discussions. Active class participation is required, and the students are expected to communicate in French only. More complex structures and more extensive vocabulary will be presented.

### **COURSE OBJECTIVES**

This course is designed to give students confidence in their speaking skills and to increase their ability to function in French. Through the use of periodical literature, students will increase their knowledge of contemporary French culture.

### **INSTRUCTIONAL METHODOLOGY**

Students will learn through selected readings, lectures, and class discussions.

### **BIBLIOGRAPHY**

“EDITO” niveau B1/B2 – Editions DIDIER Livre + 2 CD audio

### **EVALUATION**

- 30% Participation & Quizzes
- 35% Midterm Examination
- 35% Final Examination

## FREN 150 – FRENCH CULTURE AND CIVILIZATION

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**CEFAM Credits: 1**

**ECTS Credits: 2**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 20**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

This course is designed for foreign students spending a semester or academic year in France and aims at providing a basic understanding of the French people today. Emphasis will be placed on French history, life-styles, customs, mentality, and overall culture. Discussion of current trends in French politics, education, religion, and popular culture, especially as they illustrate important cultural values and attitudes, will be included.

### **COURSE OBJECTIVES**

- Offer students a better understanding of a foreign culture while increasing their curiosity about similarities and differences between the home and target culture
- Help students better appreciate people of different cultures and understand how to minimize cultural misunderstandings
- Help students gain a solid knowledge of general geography, demography and cultural iconography of France
- Give students a sense of what it means to be French today
- Help students learn to accept the norms of another culture while maintaining their own values and identity

### **INSTRUCTIONAL METHODOLOGY**

Students will learn through selected readings, lectures, films and class discussions. Visits and field trips will also be scheduled throughout the semester to complement various class topics.

### **RECOMMENDED BIBLIOGRAPHY**

Carroll, Raymonde. *Cultural Misunderstandings – The French-American Experience*. Chicago: The University of Chicago Press, 1990.

### **EVALUATION**

- **Attendance, participation, and effort** (40 %)
- 2 quizzes based on the material covered in class (30 %)
- Individual student presentations (15 %)
- Final Exam (15 %)

## HIST 210 – AMERICAN HISTORY

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

The course will cover American history from the origins to the Civil War. Participants will study the settlement of the American colonies, the transplanting of European ideas and values to the Western hemisphere, the achievement of American independence, and the formation of American government and politics. We will also study the westward expansion, the conflicts with Native Americans and with African Americans. Finally, the class will follow the road to the Civil War.

### **COURSE OBJECTIVES**

The goal of this course is to provide students with a knowledge and understanding of the origins of America, its social and economic foundations, its system of government and its values.

### **INSTRUCTIONAL METHODOLOGY**

The course will be developed through lectures, readings, DVD-based documentaries and class discussion.

### **BIBLIOGRAPHY**

Alan Brinkley, American History. A Survey, Volume I: To 1877, Twelfth Edition, New York al. (McGraw-Hill College)

### **EVALUATION**

Participation/Attendance: 20%

Midterm Exam: 40%

Final Exam 40%

## HIST 320 – THE UNITED STATES SINCE THE CIVIL WAR

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

The course will cover American economic, political, and social history from the end of the Civil War to the beginning of the Second World War. The goal of the course is to give students a better understanding of the modern United States. With that in mind we will focus our study on the political discourse of “freedom” or “liberty”, possibly the two most important terms in American political vocabulary, past and present. The course takes us from one period of intense government activism, the era known as Reconstruction, to another, with Franklin Delano Roosevelt’s New Deal. As such, we will examine Americans’ ever-ambiguous attitude towards government; is government an instrument for ensuring freedom, or is “big government” the first enemy of liberty? “Big business” has also been alternately seen as both the pure product of perfect freedom and as the mortal enemy of true liberty; a virtual slave master ruling over “wage slaves.” By looking at the politics of corporate lobbying during the Gilded Age, we can better understand our own increasingly corporatized political system. And finally, we will examine the politics of race, as well as the legal, economic and social limits placed on African Americans during this period of racial segregation, the objective being of course to better understand the racial tensions evident in American society today.

### **INSTRUCTIONAL METHODOLOGY**

The course will be developed through lectures, readings, group work, independent research, writing and class discussions. Grades will be based on continuous assessment and one Research Essay (10-15 pages) due at the end of the course.

### **BIBLIOGRAPHY**

Brinkley, Alen. *Voices of Protest: Huey Long, Father Coughlin, and the Great Depression*. New York: Vintage Books, 1983.  
Foner, Eric. *The Story of American Freedom*. New York: W.W. Norton & Company, 1998.  
Klein, Maury. *Rainbow’s End: The Crash of 1929*. New York: Oxford University Press, 2001.  
Tuttle, William. *Race Riot: Chicago in the Red Summer of 1919*. New York: Atheneum, 1970.

### **EVALUATION**

Participation/Attendance: 20%

Midterm Exam: 40%

Final Exam 40%

# MGMT 110 – INTRODUCTION TO MANAGEMENT

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 6**

**Prerequisite: NONE**

**SEMESTER OFFERED: Fall and Spring**

## **COURSE DESCRIPTION**

This course is a basic introduction to Managers (who they are & what they do) and Management itself, both in its theoretical components and its practice. The course examines basic management philosophy and applications from a variety of perspectives. Theory is systematically related to in-company realities (processes).

The course covers management functions such as planning, organizing, staffing, leading, and controlling that are required to manage the resources of the organization towards achieving its goals. Students will gain an appreciation of the overall strategic position of an organization and how each element is inter-linked.

The course develops students' awareness of organizational priorities and their support processes so as to better understand today's competitive business environment.

## **COURSE OBJECTIVES**

Upon successful completion of this course the student will have developed a basic understanding of the differing theories of management, organizational structure and culture, strategy, planning, staffing & HRM, and management control.

The units of subject matter to be covered during the semester will be presented in the following order:

- Management & organizations
- The manager's terrain
- Organizational structure: Strategy and Culture
- Evaluating the external context; Working in a Global environment
- Planning & decision-making
- HRM functions & Management Control
- Leadership (an introduction)

## **INSTRUCTIONAL METHODOLOGY**

There are 4 basic elements required of the student in order to successfully complete the course of study:

1. Reading Assignments: pre-reading of relevant chapters of course book, articles distributed prior to- or during-class, student online support materials.
2. Lectures: attend lectures and take notes
3. Case Study & Research Assignments: based on class content and reading assignments; group assignments to be completed to deadlines
4. In-class group work assignments & discussion (no preparation possible, 'on-the-day' assignments)

## **BIBLIOGRAPHY**

'Management', 11th Edition/International Edition, by Stephen P. Robbins & Mary Coulter, Pearson/Prentice Hall 2011 (10th Edition is also acceptable, 2009).

## **EVALUATION**

- Pop Tests (PT): 20 points; 5 tests; MCQ; based on theories presented in course-book & lectures (individual scoring)
- Midterm Exam (MTE): 10 points; 1.5hrs (1 class session)
- Reading as homework assignment, written analysis in class; individual scoring.
- Research Assignments (RA): 20 points; 2 research assignments; Research and fieldwork is carried out outside of class, in groups; Results are presented in class and students receive BOTH an individual grade and an overall group grade. Final grade is an average of the 2.
- Case Studies (CS): 40 points; 4 cases based on management issues studied in class; answers in bullet point & essay form. Cases are read outside of class, questions are answered in class (2 x individual, 2 x group grading).
- Final Exam (FE): 10 points; 3hrs (2 class sessions); reading and preliminary discussion in class (session 1); IMPOSED GROUPS for written analysis in session 2. Group scoring.

# MGMT 220 – ORGANIZATIONAL BEHAVIOR

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Spring**

**Semester hours: 40**

**Prerequisite: MGMT 110**

## **COURSE DESCRIPTION**

Organizational Behavior can be defined as the study of the impact that individuals, groups and structures have on behavior within an organization and how this in turn impacts the organization's performance. It develops students' awareness of the essential interpersonal skills which are the keys to managerial effectiveness.

Students will study topics related to attitudes, personality, motivation, group and team behavior, leadership and conflict. The course demands a high level of **personal reflection** on the part of each student.

Theory is systematically related to in-company realities. Case studies and assignments are used in order to analyze from a practical point of view the different theories presented.

## **COURSE OBJECTIVES**

The course develops students' awareness of the essential interpersonal skills which are the keys to managerial effectiveness. Students will study topics related to attitudes, personality, motivation, group and team behavior, leadership and conflict.

The course focuses on developing both theoretical and personal understanding of issues, and the impact of various theories of human behavior within the workplace. Specific topics include intelligence, attitudes, leadership, motivation, teamwork & group working, and employee engagement.

## **INSTRUCTIONAL METHODOLOGY**

There are 4 basic elements required of the student in order to successfully complete the course of study:

1. Reading Assignments: pre-reading of relevant chapters of course book, articles distributed prior to- or during-class, student online support materials. Pre-reading assignments are compulsory to each class; Reading may be verified by professor using MCQ or other methods. Failure to complete pre-reading will result in exclusion from the class period.
2. Lectures: attend lectures and take notes
3. Case Study & Research Assignments: based on class content and reading assignments; group assignments to be completed to deadlines
4. In-class group work assignments & discussion (no preparation possible, 'on-the-day' assignments)

## **COURSE EVALUATION**

- MCQ tests (15%): Questions drawn from class content; 15m test; 5 tests in all, 4 best grades counted
- Case Studies (30%): 3 Cases, 10% each; in-class assignments
- Midterm Exam (10%): In class activity (spans 2 class periods) Ecotonos
- Group Assignments (15%): assignment based on management issues studied in class. Fieldwork, analysis & recommendations
- Participation (30%): active attendance and participation in class; students engage with material and express opinions and analysis intelligently in class; grading at discretion of Professor.

## **BIBLIOGRAPHY**

'Management', 11th Edition/International Edition, by Stephen P. Robbins & Mary Coulter, Pearson/Prentice Hall 2011 (10th Edition is also acceptable, 2009).

Other texts as required (photocopies available online)

# MKTG 210 – PRINCIPLES OF MARKETING

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall and Summer Session**

**Semester hours: 40**

**Prerequisite: NONE**

## **COURSE DESCRIPTION**

This course introduces the students to the basic principles that are essential to understanding the new business world and its intense competition for the establishment of long term quality relationship with clients. It will define what marketing is, what are its tasks or function, the process by which it operates, and what are the main challenges it faces now in the business world.

Students will learn the essentials about marketing research and will understand the process of building a strategic marketing plan. Not only will the concepts be defined and presented, but there will be discussions on the realities involved in applying this knowledge.

Student will also have the opportunity to develop their critical thinking by discussing real life situations and cases that are complex and don't have only one possible solution.

## **COURSE OBJECTIVES**

### **Knowledge:**

- The definition of marketing as a science and a business process.
- The business objectives of marketing
- The 4Ps of marketing
- The tools to analyse the marketing environment and consumer behaviour
- The process to create value
- Two different orientation to market development: the product and the market approaches
- The role of branding in the building of value
- Pricing strategies
- Channel selection
- Marketing plan development
- The communication strategy (including publicity and promotion)

### **Knowhow:**

- Help the participants to build their own toolbox to “market” themselves.
- Understand what are the results and tasks required from a manager in the marketing and sale area.
- To use in their daily life the tools of management that they are learning in class.
- To analyse and present options and preferred decisions in a business situation involving market development.
- To work efficiently and under pressure in a work group.
- To lead discussion in groups and sometimes with the whole class to learn the essential skills of a manager-leader: active listening, rephrasing, eliminating side tracking subjects, being focused on the task, using the entire forces and abilities of the group, etc.

### **Attitudes:**

- The student will be encouraged to develop and find innovative ways to solve problems taking into account all the dimensions that they would face in a real business situation.
- An important effort will be given by the professor to foster the curiosity of the students and help them develop a practical and global view of the logic of markets
- Activities, will be suggested to the students to help them understand more their own “passion” in the management domain and to draw the guidelines they need to build their own career plan.
- The professor will also help students to evaluate their self-confidence and to take the actions necessary to build it at an efficient level.

## MKTG 210 – PRINCIPLES OF MARKETING (Cont.)

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### **INSTRUCTIONAL METHODOLOGY:**

This class will involve lectures, case discussions, videos, oral and written projects aimed at providing students with a range of activities. The essential scientific content will come from the reading, prior to class, of different chapters of the required class manual (Principles of Marketing by Armstrong and Kotler, 14<sup>th</sup> edition, Pearson edition, 2012). The in class time will be more focused on the understanding and application of this scientific content in the real business world as it is now and probably be in the near future.

The professor will be especially focused on the participation of everybody and on the usefulness of the discussions. Furthermore every student will be challenged to develop personnel projects of interest in the field of marketing, which he or she will do outside the course hours. These projects should be focused on the special interest and needs of each student.

At the first class meeting the professor will ask each student to present a written statement about his or her long term personal objective.

### **Course Evaluation:**

Midterm Exam	15%
Case preparation (3)	25%
Leading workshop (1)	10%
Personnel project	30%
Final Exam	20%

# MKTG 230– INTERNATIONAL MARKETING

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Spring**

**Semester hours: 40**

**Prerequisite: MKTG 210**

## **COURSE DESCRIPTION**

This course is designed to help the students understand the globalisation of markets and its influence on marketing principles and practices. It will describe how companies of all size can pursue the creation of competitive advantage in such a context.

After looking at the global marketing environment the course will present the different steps needed to establish a global market entry strategy and develop an efficient global marketing mix.

Students will learn the essentials about the process and tools needed to do marketing research at the international level. Not only will the concepts be defined and presented, but there will be discussions on the realities involved in applying this knowledge.

Student will also have the opportunity to develop their critical thinking by discussing real life situation and cases that are complex and don't have only one possible solution. In doing this we will help the student to understand their own "scientific and cultural paradigm" and the filter it puts in their analysis of international situation.

## **COURSE OBJECTIVES**

### **Knowledge:**

- Understand the specificities of the global environment related to:
  - The economic environment
  - The international trade organisations and trade agreements
  - The cultural environment
  - The business practices and paradigm used in different international markets
  - The uses of political, legal and regulatory ways to control the international trade
- Identify the different global information systems and their uses in international market research.
- The process used in formal market research.
- The definition of the right entry mode in different international markets.
- The process in establishing segmentation, targeting and positioning to create a valid market entry strategy.
- The role of branding in the building of value on the global market.
- The problem of fixing pricing strategies in different international markets.
- Channel selection on the international markets
- Marketing plan development
- The communication strategy (including publicity and promotion) in the global market.

### **Knowhow:**

- Help the participants to build their own toolbox to understand, analyse and decide marketing practices on different international markets. .
- Understand what are the results and tasks required from a manager in the marketing and sales area at the international level.
- To analyse and present options and preferred decision in a business situation involving market development for the global markets.
- To lead discussion in groups and sometimes with the whole class to learn the essential skills of a manager-leader: active listening, rephrasing, eliminating side tracking subject, being focused on the task, using the entire forces and abilities of the group, etc.

## MKTG 230– INTERNATIONAL MARKETING (cont.)

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### Attitudes:

- The students will be asked to better define their “paradigm” and their limits in analysing data and information coming for markets that are different culturally from them.
- The student will be encouraged to develop and find innovative ways to solve problems taking into account all the dimensions that they would face in a real business situation.
- An important effort will be given by the professor to foster the curiosity of the students and help them develop a practical and global view of the logic of markets
- Activities, will be suggested to the students to help them understand more their own “passion” in the management domain and to draw the guidelines they need to build their own career plan.
- The professor will also help students to evaluate their self-confidence and to take the actions necessary to build it at an efficient level.

### INSTRUCTIONAL METHODOLOGY

This class will involve lectures, case discussions, videos, oral and written projects aimed at providing students with a range of activities. The essential scientific content will come from the reading, prior to class, of different chapters of the required class manual (Global Marketing, seventh edition, by Warren J. Keegan and Mark. C. Green, Pearson education editor, 2013). The in class time will be more focused on the understanding and application of this scientific content in the real business world as it is now and probably be in the near future.

The professor will be especially focused on the participation of everybody and on the usefulness of the discussions. Furthermore every student will be challenged to develop personnel projects of interest in the field of marketing, which he or she will do outside the course hours. These projects should be focused on the special interest and needs of each student.

At the first class meeting the professor will ask each student to present a written statement about his or her long term personal objective.

### EVALUATION

Midterm Exam	15%
Case preparation (3)	25%
Leading workshop (1)	10%
Personal project	30%
Final Exam	20%

## NSCI 210 – ENVIRONMENTAL SCIENCE

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 6**

**Prerequisite: NONE**

**SEMESTER OFFERED: Fall, Spring and Summer Session**

### **COURSE DESCRIPTION**

Modern lifestyles and industries present a serious risk to the global environment. As we witness the trend towards increased levels of industrialization, a growing human population, and an irrational dependence on unsupportable levels of consumption, we now face the task of redirecting our ways of living towards one that can be sustained over the long term. By necessity, we must learn basic environmental principles in order to assure a livable existence for future generations.

### **COURSE OBJECTIVES**

Environmental science is a vast and fascinating field of inquiry. Our course will focus on the basic elements of environmental science as it relates to our need to create systems and strategies to develop a sustainable future. Principles of environmental science will be presented as a foundation for understanding the modern issues that we face. Our objective is to develop a constant, intuitive awareness of how modern, everyday living affects the global environment, and how personal responsibility translates into global stewardship. To accomplish this we will approach the subject from scientific, political, economic and artistic perspectives.

### **INSTRUCTIONAL METHODOLOGY**

The text book will be supplemented with articles, pamphlets, video clips/films, and case studies. There are periodic quizzes on the reading and the films. Class participation and preparation are important aspects of this class. Discussion and analysis are partly supported by lectures; much of the learning will be based on student reading and inquiry.

### **BIBLIOGRAPHY**

William McDonough & Michael Braungart, *Cradle to Cradle*, North Point Press 2002

### **EVALUATION**

Participation 20%  
Attendance 10%  
Tests (4) 50%  
Projects 20%

## PHIL 120 - INTELLECTUAL HERITAGE

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Spring**

**Semester hours: 40**

**Prerequisite: NONE**

### **COURSE DESCRIPTION**

Students will be exposed to a number of seminal texts which have formed the foundations of Western European thought as concerns the relationship between man and his society/government, man and his god(s) and man and himself, largely through the notion of power: its uses, abuses and functions. Designedly, the course will not treat these texts in an exclusively chronological way, and the general focus will be upon the tensions between service and power, both individual and societal.

### **COURSE OBJECTIVES**

Students should become familiar with some of the foundations of Western European culture, and to develop intellectual curiosity, pleasure, ease and excitement at drawing analogies within and between texts, see patterns of thought, recognise comparisons and contrasts, and possibly self-contradictions. Summary and synthesis skills will be developed, and an emphasis will be placed upon clear, concise and focused expression, both written and oral, with arguments firmly supported by efficient and reference to the texts.

### **INSTRUCTIONAL METHODOLOGY:**

Texts will be **pre-read**: class time will be dedicated to discussion (whole-class, groups, and pairs), synthesis and analysis. Students will create their own peer quizzes; written assignments will be set to evaluate progress.

### **BIBLIOGRAPHY**

George Orwell, *Notes on Nationalism and Politics and the English Language* - photocopy handout

Henry David Thoreau, *Civil Disobedience* – photocopied extracts

Thomas Paine, *Rights of Man and Common Sense* – photocopied extracts

Romantic Poets: Keats, Shelley, Coleridge, Wordsworth – photocopies

\*Arthur Miller, *Death of a Salesman*, Penguin 20<sup>th</sup> Century Classics

\*George Orwell, *1984* - Penguin Modern Classics

*The Holy Koran* (extracts) – photocopy handout

### **EVALUATION**

- 20% Attendance and Participation
- 20% Written Work [10% of any essay will be awarded for clear and accurate expression]
- 30% Midterm Examination
- 30% Final Examination.

## PHIL 130 –DIMENSIONS OF DIVERSITY

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**CEFAM Credits: 3**

**Semester hours: 40**

**ECTS Credits: 6**

**Prerequisite: NONE**

**SEMESTER OFFERED: Fall, Spring and Summer Session**

### **COURSE DESCRIPTION**

This course exposes students to the study of society and social interactions in a diverse local, national and international context. The course is presented in three parts: the first equips students with the sociological tools and perspectives which allow them to question not only what they see but also how they see what they see; the second considers various elements of a diverse society including race, gender, work, education, sexuality and religion; the third allow students to apply their knowledge and teach their peers via an extended, group focused taught class exercise.

### **COURSE OBJECTIVES**

By the end of this course students should:

- have a clear understanding of the concept of social construction and socially constructed reality;
- have a clear understanding of how cultures emerge, are vitalized, evolve and disappear;
- have a clear understanding of the process of socialization and be able to differentiate primary and secondary socialization;
- be able to identify major social groups and institutions within their own culture and in the cultures of others;
- understand key sociological notions;
- be able to discuss intelligently issues related to diversity, including controversial issues in their own society.

### **INSTRUCTIONAL METHODOLOGY**

The course will be arranged around participative seminars. Students will not just be lectured to but will rather contribute as learners to the benefit of themselves and their peers. Discussions will be often be led by students and the professor will intervene with theoretical perspectives and conceptual insights as necessary. There will be five classes where students will present their major assignments to their peers.

### **BIBLIOGRAPHY**

OpenStax College, *Introduction to Sociology*. [eBook available on e-Campus]

### **EVALUATION**

The Egg	10%
Journal	10%
Summary	15%
Taught Class	20%
Final Exam	25%
Participation & Attendance	20%

# **POLS 210 - ISSUES IN INTERNATIONAL POLITICS**

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**CEFAM Credits: 3**

**ECTS Credits: 6**

**SEMESTER OFFERED: Fall, Spring and Summer Session**

**Semester hours: 40**

**Prerequisite: NONE**

## **COURSE DESCRIPTION**

This course exposes students to theoretical and practical aspects of international politics. The first part of the course equips students with the theoretical tools to analyze international relations from a variety of perspectives. The second part of the course moves thematically through current issues in international politics, including globalization, the Global South, nuclear weapons proliferation, international political economy and geopolitics. The third part of the course demands students become increasingly active in their learning as they assume the role of teacher for their peers and engage in a sustained international crisis simulation.

## **COURSE OBJECTIVES**

By the end of this course students should:

- understand what is meant by theory and why theorizing of international politics is an important enterprise
- demonstrate knowledge and understanding of the key issues and literature in the discipline
- be able to locate an area of interest within the discipline and demonstrate detailed and current knowledge of that area
- demonstrate knowledge and understanding of international politics beyond an immediate area of interest
- be able to analyze practices of world politics from a conceptual perspective
- be able to discuss in depth some of the main issues in international politics

## **INSTRUCTIONAL METHODOLOGY**

The course will be arranged around 30 to 40 minute lectures, significant small group discussion periods, whole class discussion and debates. Students complete two iterations of a power politics game and an international crisis simulation during the final weeks of the semester.

## **BIBLIOGRAPHY**

Selected journal articles are posted on the e-Campus for students to download and read in preparation for each class of the course. These articles are selected to highlight specific topics and themes covered in the course and are changed annually.

*International Relations: The Key Concept* by Martin Griffiths & Terry O'Callaghan & Steven Roach, ed: Rutledge.

## **EVALUATION**

Crisis Simulation	10%
Geography Tests (x5)	20%
Article Critique	15%
Taught Class	15%
Final Exam	20%
Participation & Attendance	20%

## TOEFL PREPARATION COURSE

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**CEFAM Credits: NA**

**ECTS Credits: 2**

**SEMESTER OFFERED: Summer Session**

### **COURSE DESCRIPTION**

TOEFL (Test of English as a Foreign Language) is a required exam for non-native English speakers who wish to study at a college or university in the United States. CEFAM's TOEFL Prep course will prepare students to take the TOEFL test. Students will become familiar with the TOEFL test structure and learn important test taking strategies. The course focuses on the four parts of the iBT TOEFL test: reading, listening, speaking and writing.

### **COURSE OBJECTIVES**

The TOEFL Prep course will help students build the confidence and skills they need to successfully complete the TOEFL examination, by:

- Reviewing test taking strategies and tips for the TOEFL exam
- Learning important vocabulary that will appear on the TOEFL exam
- Reviewing and practicing skills for the 4 sections of the TOEFL exam
- Completing mock TOEFL exams to measure progress and identify areas that need extra work

### **INSTRUCTIONAL METHODOLOGY**

The course will be developed through discussion, in-class exercises and experiential learning.

### **BIBLIOGRAPHY**

Exercises taken from *Total Prep Kit for the TOEFL iBT*, MBA, Center Publications, Hubert Silly

### **EVALUATION**

Successfully passing the TOEFL iBT Examination with a minimum score of 80.