



THE AMERICAN
BUSINESS SCHOOL

PARIS



THE AMERICAN BUSINESS SCHOOL OF PARIS

**COURSE OFFERINGS
SPRING 2026**
3 CREDITS PER CLASSES



BUSINESS ADMINISTRATION

- **BLAW 230** International Business Law
- **BUSI 410** Strategic Management
- **BUSI 420** Entrepreneurship
- **COMP 120** Computer Skills for Business
- **COMP 220** Power Query & Dashboards
- **COMP 250** Building a Business Website
- **COMP 311** E-commerce & E-business
- **COMP 390** Advanced Excel for Finance
- **PHIL 290** Business Ethics

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

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

SPORTS MANAGEMENT	ECONOMICS
<ul style="list-style-type: none"> • MGMT 190 Introduction to Sports Management • MGMT 390 Sports Agency & Representation 	<ul style="list-style-type: none"> • ECON 110 Principles of Macroeconomics • ECON 120 Principles of Microeconomics • ECON 315 Intermediate Economic Analysis
FINANCE AND ACCOUNTING	MATHEMATICS
<ul style="list-style-type: none"> • ACCT 111 Financial Accounting • ACCT 211 Advanced Financial & Managerial Accounting • FINC 215 Business Finance • FINC 315 International Investments • FINC 450 International Finance 	<ul style="list-style-type: none"> • MATH 120 Calculus • MATH 210 Business Statistics
GENERAL EDUCATION / HUMANITIES	FRENCH
<ul style="list-style-type: none"> • 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 • POLS 210 International Relations • PSYC 110 Introduction to Psychology • SOCG 100 Intercultural Studies • SOCG 110 Introduction to Sociology 	<ul style="list-style-type: none"> • FREN 110 Elementary French I • FREN 120 Elementary French II • FREN 220 Intermediate French • FREN 350 Advanced French

**List subject to change