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CourseDescription

**►Bachelor of Business Administration (BBA) Core Courses: 26 courses or 78 credits; Electives: Six (6) courses or 18 credits (cr); Specialization: Eight (8) courses or 24 redits**

**BBA100-Business English Composition** This course provides students with skills and concepts in business writing and in broad English language skills. It discusses how communication skills in general help solve problems and build a career. The various channels of written communication students will need to work effectively in the global marketplace are discussed. Students will learn how to write effective e-mails for both internal and external business communication; they will also learn how to write effective business memos, proposals, reports, résumés and the cover letter.

**BMK101-Principles of Marketing** This course is a study of principles and problems of marketing goods and services. Topics include the vital notion of marketing mix such as product, price, place/distribution, and promotion. The 4Ps of marketing mix are interconnected and combined to establish the service or product's position within its target markets.

**BBA101-Introduction to General Psychology** The essential topics in psychology will be discussed. Throughout this study of human behavior and the mind, students will gain insight into the history of the field of psychology, as well as explore current theories and issues in areas such as cognition, motivation, personality, social

behavior and wellness. This course will enrich the study of individuals as thinking, feeling, and social beings.

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**BST103-Introduction to Statistics** The fundamental notions in statistics will be discussed. Topics of data analysis, normal curve, regression, probability, statistical inference, confidence intervals, and hypothesis tests with practical illustrations will be examined. Basic concepts such as sample data will be used to make inferences about populations. The study of measures of central tendency and dispersion, finite probability, probability distributions, statistical inferences from samples, linear regression, and correlation will be introduced to apply mathematical concepts and reasoning and analyze and interpret various types of data.

**BBA104-Business Ethics and Social Responsibility** This course will train students to be effective decision-makers by exploring the role of ethics in the business environment, and the social responsibility of business organizations and to be more acquainted with issues such as relationship between business and society, theoretical basis of business ethics; business ethics in management and leadership; the concept of corporate social responsibility; role of contracts in business and employment obligations; and regulating responsibilities.

**BBA105-Business Policy and Strategy** This course deals with the formulation, implementation, monitoring and control of business strategies to support the policies within an organization. It will allow students to evaluate the comprehensive business enterprise. Doing so, they will integrate view of the various functional disciplines. This course inspires the development of the conceptual skills needed by business leaders in a competitive environment.

**BBA106- Organizational Behavior** This course focuses on the analysis of individual and group behavior in organizations. It demonstrates how organizations can be managed more effectively and enhance the quality of employees work life. Study areas are as follow: motivation, rewarding behavior, stress, individual and group behavior, conflict, power and politics, leadership, job design, organizational structure, decision-making, communication and organizational change and development.

**BAC107-Principles of Accounting I** This is a computation of numbers and analysis of financial data. This Principles of Accounting 1 study gives students the opportunity to explore basic accounting arrangements, processes, and the resulting financial statements. This course will cover carefully accounting rules, procedures, and controls that are applicable to cash, receivables, and inventory. Accounting for investments in long-term productive assets is also addressed.

**BAC108-Principles of Accounting II** This is a focus on the role of management accounting and control in business organizations with an emphasis on value creating organizational activities for customers. Topics include activity-based cost, cost behavior, cost allocation, pricing and product mix decisions, capital budgeting,

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compensation, stockholder’s equity, long-term liabilities, short-term investments, cash flows, financial statement analysis, and straightforward managerial accounting.

**BMB109-Money and Banking** This course evaluates the role of financial markets and money in the economy. It examines how interest rates are determined, how money is created by the banking system and the role of the Federal Reserve (or Central bank, such as BAD) in the entire process. Topics like the banking crisis and the proper role of monetary policy will be examined in detail. The interaction between the goods sector and the financial sector, as well as the interrelationships between the domestic and the international financial markets will be analyzed.

**BBA110-Entrepreneurial Management** This Entrepreneurial management course is designed to assist students to become entrepreneurs. Students will build a culture of excellence, dedication and faith upon completion of this course. The essentials of starting and operating a business, developing a strategic plan, obtaining financing, marketing a product or service and developing an effective accounting system will be learned.

**BHR111- Intro to Human Resources Management** Human Resource Management involves several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. The effective performance of these functions requires understanding and skills in employment law, planning, job analysis, recruitment, selection, orientation, training, employee development, performance appraisal, compensation, benefits, safety, and labor relations. Everyone should understand the topics covered in this course since the job of the general manager is to supervise people as well as financial and material resources.

**BQM112-Principles of quality Management** The Focus of this course is on the principles of quality management, with an emphasis on cross-functional problem solving. The course covers the subjects of customer-driven quality, leadership, employee participation and training, continuous process improvement, design quality and error prevention, management by facts, and strategic quality planning. This course teaches basic understanding of the philosophy, conceptual frameworks and the tools of the Total Quality Movement.

**BEC113-Microeconomics** Microeconomics is the study of basic microeconomic theory and its applications. The course presents microeconomic concepts and analysis, supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and welfare economics.

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**BEC114-Macroeconomics** An analysis of the economy as whole including measurement and determination of Aggregate Demand and Aggregate Supply, national income, inflation, marginal propensity to consume,

marginal propensity to save and unemployment rate. Other topics include international trade, economic growth, business cycles, and fiscal policy and monetary policy.

**BBC 115- Business Communication** This course is a study of business principles used to create effective oral and written business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global marketplace.

**BFI116-Financial Accounting** Financial accounting teaches how to assess financial statements and understand the objectives and purpose of statements. This includes the methods, concepts, principles and measurement theories. The preparation, analysis and use of statements to make operating, financial and investment decisions are articulated.

**BAC117-Managerial Accounting** This course teaches the fundamental concepts of managerial accounting suitable for all organizations. Information from the entity’s accounting system relevant to decisions made by internal managers, as distinguished from information relevant to users who are external to the company will be studied. Topics will be on the identification and assignment of product costs, operation budgeting and planning, costs control, and management decision making. Subjects include product costing methodologies, cost behavior, operational and capital budgeting, and performance evaluation.

**BIS118-Management Information Systems** This course is an overview of the utilization of business software and problem-solving using applicable software. Subjects embrace computer systems, management information systems, microcomputer operating systems, word processing, electronic spreadsheets, database management, business graphics, networks, and integrated packages.

**BBA119-Writing a Business Plan** This course is designed to teach students how to utilize screening and feasibility tools to effectively conduct a feasibility analysis to determine the benefit of a potential new business idea. A competitive business plan will include an executive summary, industry and market analysis, a marketing strategy and plan, operations plan, product/service development plan and company structure. Finally, students will learn how to identify the financial requirements of a

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new business and develop pro forma financial statements (e.g. income statement, balance sheet, cash flow, etc.).

**BMK120-Marketing Plan** This course will provide students with the necessary tools to create a competitive Marketing Plan for product or service idea. Students will learn how to produce arguably the most important marketing tool for any business. Rather than simply learning the stages of The Marketing Plan, each week students complete an assignment which will help them to write a simplified and competitive version of the plan. They will be required to map the four crucial stages for the product or service marketing. Students will guided through the four most important stages of the Marketing Plan: Analysis, Marketing strategy; Marketing mix and Expected Results. This course allows students not only to learn the essential parts of The Marketing Plan but also to map out the future of their own business and take the first steps on the path to launching an existing or new product.

**BFI121-International Finance** International Finance is concerned with the global financial markets and operations of multinational firms. Topics of interest include foreign exchange markets, international financial markets, international banking, currency derivative markets, Euromarkets, risk management, FCFA markets, and investment decisions in the global marketplace.

**BMK122-Global Marketing** In today’s global business environment, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global marketplace. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable students to practice applying those concepts to a global market environment. Global marketers must also appreciate how crucial culture, environment, government regulations and economic systems affect a multinational’s competitive advantage and strategic positioning. This course offers an overview of each of these vital concepts for global marketers.

**BGB123-Global Business Management** This course focuses on practices that help to identify and interpret global business opportunities. Students will analyze global management-and investment strategies. It aims to provide students with practical tools and theoretical knowledge related to global trade and the exploration of practical issues faced by business managers in global business situations.

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**BMK124-Digital Marketing** Digital Marketing course will transform students into a complete digital marketer to develop expertise in several digital marketing domains such as search engine optimization; social media; pay per-click; digital analysis; conversation optimization and email marketing.

**BMK125-New Product Planning & Development** This course in new product planning and development provides a condensed key aspect of an emblematic new product development planning cycle. The course places emphasis on marketing management issues and activities that accompany phases commonly involved in conceiving, developing, testing and launching a new product, service, or other marketing innovation. The course also deals with agile development and crowd sourcing. Successful new products and brands provide above-average contributions to their companies’ profits; and they also enhance a company’s standing versus its competition, among its strategic partners, and within the financial and other relevant communities. A successful new product development also positively impacts the corporate culture, and helps companies attract and retain their best employees. This course will focus not only on factors that encourage new product success, but also to consider those that

often lead to failure. More importantly, the course emphasizes the skills and approaches required to cope with the inevitable failures that will occur in the process, so that students can assess, adjust and refine their marketing strategies to drive innovation and achieve critical business objectives.

**BMK126-Service Marketing** Services dominate both our global and Cote d’Ivoire economies, services account for over 76% of the labor force and over 54% of GDP. This course will be built on key marketing concepts such as the analysis of the 4 or 9ps (Product/service; Price; place; Promotion; People; Planning; partners; Presentation; passion) from earlier marketing courses to make them applicable to service industry surroundings. Service organizations (e.g., hospitals, hotels, banks, insurance companies, professional services, educational institutions) require a different approach from that of goods and high-tech businesses. That said, many goods and high-tech businesses also use a strong service component as a source of competitive advantage. This course is intended to prepare students who are willing to pursue marketing careers in services or goods industries and non-marketing students desiring to understand the key concepts of services marketing and how they can be used to enhance competitive advantage for businesses. A textbook will be used to understand the basic concepts and experiential learning will be encouraged through hands-on assignments, case studies and discussions. Concepts will be illustrated using case studies from various industries and students will get hands-on experience applying the concepts by interacting with local businesses on various assignments. These assignments will be shared and discussed with classmates.

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**BMK127-Entrepreneurial Marketing** This course is designed to encourage students to deal with the unique challenges of marketing in start-up organizations and to provide tips and techniques for launching and promoting a newly founded business organization. Students enrolling in this course are required to master marketing theories and principles foundation as previously taught. In this course, we will apply those marketing principles to various entrepreneurial marketing situations and build upon them with recent marketing theory and through application to adapted cases. A key component of this course is the development in teams of a comprehensive marketing plan for a local entrepreneur/business community. The assignment of companies for these team projects is randomly drawn from a hat. Companies are selected by the instructor in advance of the trimester. Students may not develop plans for companies in which they may be involved as their final paper for this course. All team members must participate in presentations highlighting key elements of their marketing plans at trimester end.

**BMK128-Business to Business Marketing** This course outlines a managerial strategy and tactic of business marketing decisions and marketing channel strategy. The strategies, concepts and tools are examined to guide market selection, successful differentiation in business markets, and supply chain management. The combination of lectures, videos, discussions, cases, and assigned readings are used to examine how product and service decisions are designed to deliver the B2B value proposition. This course will show how pricing captures customer value; and how value is communicated to and among customers. The course will also explain how marketing channels are used to make this value accessible to target customers. Students will compare how the strategic and tactical processes of developing and handling value-generating relationships differ between B2B and B2C markets. Students will be encouraged to develop the skills of how to manage channel power, conflict, and relationships.

**BMK129-Sustainable Marketing** An evaluation of Business organization's opportunities to advance sustainability practices as they relate to the development of product, pricing, supply and distribution channels (retail, wholesale), promotion (advertising, sales promotion, public relations), and target markets.

**BMK130-Global Logistics** Global Logistics course explains the role of global logistics in the context of Supply Chain. Students will study how logistics influence the other areas of international Supply Chain Management such as the methods of Entry into global markets, Incoterms; International Commercial Documents and Insurance for international transaction. The other areas covered in global logistics may include International Modes of Transportation, Security, and Packaging.

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**BHR131-Compensation & Benefits** Compensation practices and policies are central for any business owner, HR professional, or manager. This course discusses issues surrounding the vital aspects of pay policy: legal requirements, pay equity within an organization, competitive pay within the relevant industry, how and when to grant raises, and different ways payment can be structured.

**BHR132-Employee Selection** Recruiting the right worker or employee for the job can be very important (make or break). In this course, students will learn about the process of selecting the best candidate from a large, diverse pool of high-quality applicants. This course discusses how to conduct an effective job interview, asking questions that elicit relevant information, and avoiding questions that might be discriminatory. You will also consider how to discover more about a candidate using reference checks, background checks, and /or testing.

**BHR134-Equal Employment Opportunity** The concept of Equal Employment Opportunity is vital for HR managers, employees, and job applicants to know. In this course, students will learn about many of the major employment laws, job equity issues, and the anti-discriminatory regulations employers must be aware of in hiring, promoting, and firing employees.

**BBA229-Business Law II** A continuation of the study of the legalenvironment of Business. The course will continue to assesses the law and legal institutions in society, emphasizing areas of law relevant to business operations, general legal, and social environment with highlight on business ethics, the role of contracts in business and employment obligations.

**BBA204-Business Law I** The Legal Environment of Business will assesses law and legal institutions in society, emphasize areas of law relevant to business operations, general legal, and social environment with highlight business ethics; role of contracts in business; and employment obligations.

**BBA205- College Algebra** Fundamental algebraic concepts and the necessary skills needed to solve and formulate algebraic problems are taught. This course helps students to develop logical thinking and problem-solving skills and apply their prior knowledge to make connections of algebraic concepts to real life applications. Topics such as laws of exponents, factoring, inequalities, polynomials, roots, linear and quadratic equations, complex numbers, rational functions, systems of equations, exponential, logarithmic functions, and inverse functions are learned.

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**BMG227-Principles of Management** This course examines the principles of management concepts and practices in organizations. The management functions such as planning, organizing, leading, directing, and controlling for the purpose of establishing and accomplishing business objectives are discussed. This course also addresses trends and management challenges in the global business environment.

**BBA370-Internship in Business** A student-intern can earn Three (3) to NINE (9) credits, depending upon duties, responsibilities, length of internship, and total hours worked. No more than a total of NINE (9) credits can be granted by American University of Cote d’Ivoire. Students should officially register for the internship during the session in which they are completing the requirements. Interns must work approximately 45 hours for Three (3) credits. Thus, a student must work at least 135 hours for NINE (9) internship credits. Internships MUST be done during an academic session or during the summer session. Students are required to submit a written report which they will present at the end of the internship following the guidelines established by the University.

**Elective Courses: Six (6) courses, or 18 credits (cr)**

**BMK120-Marketing Plan** This course will provide students with the necessary tools to create a competitive Marketing Plan for product or service idea. Students will learn how to produce arguably the most important marketing tool for any business. Rather than simply learning the stages of The Marketing Plan, each week students complete an assignment which will help them to write a simplified and competitive version of the plan. They will be required to map the four crucial stages for the product or service marketing. Students will guided through the four most important stages of the Marketing Plan: Analysis, Marketing strategy; Marketing mix and Expected Results. This course allows students not only to learn the essential parts of The Marketing Plan but also to map out the future of their own business and take the first steps on the path to launching an existing or new product.

 **BFI200- Financial Institution and Market** This course focuses on the role financial institutions and markets play in the business environment. The fundamental concepts that govern financial markets and institutions are taught. This course will provide students with the knowledge financial intermediation, commercial banks, investment banks, insurance companies, mutual funds and hedge funds, management of financial risk, the central bank systems and the role they play in the economy.

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**BFI201-Personal Financial Management** The course is an overview of the consumer’s need for informed personal financial decision-making and judgments. Topics such as money management and planning, budgeting, tax planning credit and borrowing, savings and investments, housing, taxes, retirement and estate planning will be discussed.

**BMB202- Money, Credit and Banking** This course provides an overview of the theoretical foundations and empirical properties of money, credit, and the financial system. It will examine money supply, rates of return, equities, foreign exchange, banking, shadow banking, financial crises, and the Central Bank’s monetary policy. The course will allow the understanding on the local setting to better appreciate global financial environment. The push is to know micro-finances and macro environment of finance. The emphasis on credit and banking for business students is to have a comprehensive overview of the local and/or regional financial system.

**BIN203- Risk and Insurance** Insurance is one of the tools that can be used to respond to risks, but it is only one of the multitudes of choices available to manage risks within our risk tolerance. This course surveys the nature of risk and how it can be managed. It discusses the basic principles of risk management with the major forms of insurance in the business world. The course covers the legal principles as they relate to insurance, government regulations of insurance companies, and examines insurance contracts. Life and health plans, personal and commercial policies are explored.

**BFI204- Corporate Finance** Corporate finance requires the knowledge in micro and macroeconomics, accounting and money and banking. The course focuses on theoretical framework to analyze major financial problems of contemporary companies in the global market environment. It covers basic models of valuation of corporate capital, such as pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure and various types of corporate capital employed, derivative assets and contingent claims on assets.

**BFI 206- Financial Analysis and Planning** This course is a survey of the financial decision-making process with an emphasis on analysis, forecasting and budgeting techniques for both short and long-term resources.

**BFI207-Investment Finance** The field of Investment and the application of financial theory and problems of investment management are explored. Topics include portfolio optimization and asset allocation, the basics of bond and derivative pricing, the theory of asset pricing models and their implications for investments, as well as evaluating investment management performance and other pertinent financial investment issues are also discussed.

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**BFI208-Entrepreneurial Finance** This course examines the financial decision-making process largely from the point of view of the founder/manager of the business venture, ranging from very early to very late stages. The course evaluates the incentives of all parties such as founders, employees, corporate investors and public markets in the entrepreneurial financial transactions.

**BFI209-Principles of Real Estate Finance**

The course surveys the basic tools of real estate analysis and finance. The development and redevelopment of urban real estate, especially housing, are examined from a public policy perspective. Topics such as the acquisition and development process and project-level real estate economics will be addressed. Emphasis is on the financial structure of real estate projects, including tax implications, and how a variety of public policies can influence private development activity.

**BFI210- Public Financial Management** Financial concerns are vital for most decisions public managers make. Whether the decision is to hire, fire, or promote an employee, purchase or sell an item, initiate or terminate a program, or enhance client services, managers always need to weigh a decision’s financial implications. One of the most important tasks of public financial managers is to manage public money in the most effective and efficient way possible. Money-at-hand should not be invested until needed so that it can provide some additional revenue in the form of returns. Tax systems should be organized to meet several important objectives such as economic efficiency, equity and justice, transparency and collection efficiency.

**BOM211- Operations Management** This course discusses the concepts, principles, problems, and practices of operations management. It focuses is on managerial processes for effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facility location, facility design, forecasting, production scheduling, inventory control, quality assurance, and project management.

**BBA213- Seminar in Global Business** This seminar in global business gives students an opportunity to develop an expertise in the area of global management. It offers a critical analysis of topics such as the political economy of global trade, current issues in global human resource management, global marketing issues, global finance and accounting, the international division of labor, and ethics in global business. In addition, students gain exposure to cross-cultural training.

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**BFI214-Internship in Finance** This internship offers students the opportunity to explore their career interests by applying the knowledge and skills learned in the classroom. The experience gained in the work environment gives students the opportunity to build a professional network.

**BMK 215-Marketing Management** This course is the study of the theoretical foundations of marketing. Particular emphasis will be on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing. Other topics to be discussed are external environmental issues such as social, economic, political, technological and regulatory forces.

**BMK 217- Marketing Research and Information System** This course equips students to the marketing research tools. To that extent, marketers gather and analyze information for sound decision-making. This course provides students with the research skills that can be applied to gather data, write surveys/questionnaires and use these statistics to interpret the results to make marketing decisions.

**BMK218- Green Marketing** Environmental marketing affects firms in many ways. This course shows marketing professionals how environmental marketing affects firms. Students learn how to find a new market niche or product category through “green marketing” efforts.

**BMK219- Marketing Analytics**

Marketing Analytics is an application of data science to marketing decision problems. It plays a fundamental role in business decision-making and enhances the quality of decision making by helping organizations to better understand customers and competitors. The unprecedented growth and availability of customer data, both structured and unstructured, has engendered many challenges that include data acquisition, management, visualization, and analysis. This course teaches customer data analysis techniques and their theoretical foundations to help students acquire analytical skills that can be applied to real world marketing problems. The course will survey the ethical and technical issues related to data privacy.

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**BMK220-Promotional Policies and Strategies** This course is designed to give robust integrated marketing communications background through a comprehensive plan that evaluates the strategic roles of general advertising, direct response, sales promotion, and public relations. It examines both established advertising media (print, radio, and television) and alternative and emerging major media (Internet, Facebook, Instagram and beyond), focusing on how they influence communication strategies to manage demand and to sell products and services.

**BMK222-E-Marketing** This course examines the Internet social networks, social media platforms and online advertising. Topics will include an exploration of theory of online Marketing, social media technologies and applications such as Facebook, blogs, Twitter, wikis, YouTube, etc. The emphasis of this course is on understanding consumers’ social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness. Social media is heavily technology-driven. The course will cover related aspects of digital marketing more broadly, as well as emerging topics in electronic commerce, mobile marketing, and social media startups.

**BBA226- Special Topics in Business Administration** This course requires that students investigate a topic of their choice approved by the instructor and submit a substantive research report or start-up business plan to be presented at the end of the term. It is highly recommended that students enroll in this course mid-way through the Bachelor degree program. This course is required for business students to master all aspects of business and strategic plans to improve ROI of an existing business organization or startup business venture.

**BHR300-Human Resource Management** This course shows students the challenges of managing people in organizations, with a main focus on human resource management strategy, organizational staffing, human resource development, total rewards, employee and labor relations, and risk management. Attention will be given to the development of human resource system support competencies, such as job analysis and design, human resources law, ethics, economics and theory application.

**BHR301-Planning and Staffing Strategy** This course focuses on the difficulties of managing people in organizations, with primary emphasis on human resource management strategy, organizational staffing, human resource development, total rewards, employee and labor relations, and risk management. By concentrating on the strategic, operational and administrative roles of human resource management, students will acquire critical knowledge of the changing nature of issues facing their most important organizational asset: human resources. Topics such as developing human

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resource system support competencies, job analysis and design, human resources law, ethics, economics and theory application are discussed.

 NOTE *: Some course numbers have been chnaged. See below :*

***BHR111-****Human Resource Management has been changed to* ***BHR300 .***

***BHR300-*** *Introduction to Human Resource Management has been changed to has been changed to* ***BHR 111****.*

***BBA124-*** *has been changed to* ***BBA370****.*

 *Auci 11/26/20*

**NOTE**: For a listing of Business Administration fields of specializations and courses (8), see **specialization catalog.**

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**►Bachelor of Arts in English Applied to Business Administration (BAE)**

**BAE** **Core Courses – 28 Courses or 84 Credits**

**Course Listing**

• BAE010**-** Conversation & Fluency I 3 cr

• BAE011**-**Vocabulary Studies 3 cr

• BAE012-Writing Skills Development I 3 cr

• BAE013-History of the English Language 3 cr

• BAE014 **–**Grammar for Editing I 3 cr

• BAE015**-**Listening Comprehension & Conversation I 3 cr

• BAE016**-**English Composition I 3 cr

 • BAE017**-**Introduction to Linguistics 3 cr • BAE018**-**Theories and practice of translation I 3 cr

• BAE019-English Composition II 3 cr

• BAE 020**-** Theories and practice of translation II 3 cr

• BAE021-Business Writing Skills 3 cr

• BAE022**-**Grammar for Editing II 3 cr • BAE023-Shakespeare I 3 cr

• BAE024-Conversation & Fluency II 3 cr

• BAE025**-**Listening Comprehension & Conversation II 3 cr

• BAE026**-** Writing Skills Development II 3uv • BAE027**-** Reading Skills Development I 3 cr • BAE028**-**Shakespeare II 3 cr

• BAE029**-** Reading Skills Development II 3 cr • BAE030**-**Listening Comprehension & Conversation III 3 cr

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• BAE031-Theories and practice of translation III 3 cr

• BAE032**-** Introduction to African Literature 3 cr • BAE033- Introduction to American Literature 3 cr • BAE034**-**Introduction toBritish Literature 3 cr

• BAE035**-** Special Topics: Conversation and Action 3cr

• BAE900-Portfolio Seminar & Presentation **6** credits

**Electives**   BAE036**-**Figurative & Idioms Competencies 3cr  BAE038-Theories and practice of translation IV 3cr BAE039**-**Language Lab: Pronunciation 3cr BAE400**-**Directed Study 3cr BAE500**-** Focused Study 3cr

**Minor: 12 Cours, ou 36 crédits (cr)**

**Course Listing**

•BBA100-Business English Composition • BMK101-Principles of Marketing • BST103-Introduction to Statistics

• BBA105-Business Policy & Strategy

• BBA106-Organizational Behavior

• BAC107-Principles of Accounting I

• BAC108-Principles of Accounting II

• BBA110-Entrepreneurial Management

• BHR111-Intro to Human Resource Management

• BQM112-Principles of Quality Management

• BEC113-Microeconomics

• BEC114-Macroeconomics

• BIS118-Management Information Systems

• BBA119-Writing a Business Plan

• BMK120 –Marketing Plan

• BFI121-International Finance

• BMK122-Global Marketing

• BGB123-Global Business Management

• BFI200-Financial Institution & Market

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• BFI201-Personal Financial Management

• BFI210-Public Finance Management

• BOM211-Operations Management

• BMK222-E-Marketing

• BMG227-Principles of Management

• BHR300-Human Resource Management

• BBA370-Internship in Business

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CourseDescription  **BAE010**-Conversation & Fluency I This course provides students with instruction and practice in speaking and understanding conversational English in a small-group setting. Students will have the opportunity to discuss topics related to personal interests and current events, so that everyone has something to say that is original and worthy of sharing. Students will learn to speak in dynamic ways to more than one person at a time and also to develop skills in articulating their thoughts, a skill useful in academic and professional settings.

 **BAE011-**Vocabulary Studies A fundamental Language Arts course that focuses on helping students improve and understand vocabulary words by examining word parts such as prefixes and suffixes, and looking at the etymological meanings of words. Students will recognize relationships between words (synonyms, analogies, and antonyms), and learn difficult and confusing words (homophones, homonyms, and homographs). Students will also learn to break down challenging words into parts and derive their meaning from context. The course provides an extensive introduction to figurative language, such as metaphors, similes, personification, idioms, and alliteration. Students are assessed by multiple choice exams on the course content.

**BAE012-**Writing Skills Development I

This is an introduction to writing skills with special emphasis on the methods of generating information, developing a topic sentence, writing and revising. This course focuses on basic English language skills necessary for academic success and emphasizes extensive reading as well as extensive practice in writing clear, well-organized sentences and paragraphs. Attention is given to word order and mechanical skills such as punctuation and English usage on an individual basis.

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**BAE013**-History of the English Language

 This course is an introduction to the history of the English language. The course discusses the origins and development of the English language, in terms of its historical periods, and its internal and external influences. Students will learn the history of invasions, migrations, and other influences that helped to shape the English language as we know it today. They will discover English words that have origins in Latin, German, French, and other languages. They will also understand the technical aspects of the English language in terms of its phonology, morphology, syntax, and semantics/lexicon, as well as the concept of language death.

**BAE014 –**Grammar for Editing I

This is a typical foundational grammar course at the beginner level. The course examines grammatical features in isolation from one another. Students study grammatical structures from the present and Past tense of be: Statements Yes/No Questions, Wh- Questions, to the Comparative and Superlative; the Present Real Conditional and the Future Real Conditional. The focus of this class is to recognize individual strengths and weaknesses in writing as students learn to edit their own writing appropriately for future challenging academic writing.

**BAE015-**Listening Comprehension & Conversation I Listening comprehension encompasses multiple processes such as recognizing speech sounds, understanding the meaning of individual words, and/or understanding sentences in spoken language. This course exposes students to the English language as spoken by native and non-native speakers. Students listen to short video or audio presentations or conversations with or without text, write what they hear, repeat what they hear for pronunciation practice, and respond to questions based on the video or audio conversations. The course prepares students for real-world spontaneous speech encounters.

**BAE016-**English Composition I This course teaches students formal Standard American English writing necessary for college success, with a primary focus on grammar and composition. Among the many other writing-centered activities, students practice brainstorming, free-writing, sentence construction in the context of paragraph construction in short writing assignments, organization of ideas in three types of essays (narrative, descriptive, persuasive). Students experience writing as a multi-step process; they practice the skills of planning, writing, and revising essays. They also learn the process and value of peer-to-peer editing. *Students are required to keep their written essays (first draft and second/final/improved draft of each essay) for inclusion in their final portfolio for presentation.*

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**BAE017-**Introduction to Linguistics This is a general introduction to the scientific study of human language. The course surveys the major core subfields of linguistics such as morphology, phonetics, phonology, syntax, and semantics. It also discusses how language is acquired and the stages of second language acquisition.

**BAE018-**Theories and practice of translation I Translation tasks are effective for triggering group discussions and engaging learners at different levels of language proficiency and backgrounds; they are also a motivating tool for less motivated learners as all students engage in translation and thus increase proficiency in their first and additional language. This course gives students an overview of what translators do and how translation is studied. Students read and present literature on the theoretical perspectives on translation such as psychological theories, terminological theories, linguistic theories, sociological theories and cultural theories of translation. The course is designed to learn not only about translation but mostly to help students translate short texts as well. Extensive translation practice is provided.

**BAE019**-English Composition II English Composition II reinforces the rhetorical foundations that students acquired in Basic Writing and English Composition I and uses these foundations to improve students’ academic writing. Students continue to experience writing as a multi-step process; they practice the skills of planning, writing, and revising other types of essays different from the types they wrote in English Composition I (Compare & Contrast, Expository, and Cause & Effect). They continue to learn the process and value of peer-to-peer editing. *Students are required to keep their written essays (first draft and second/final/improved draft of each essay) for inclusion in their final portfolio for presentation.*

**BAE020-** Theories and practice of translation II

Students continue to learn the theoretical perspectives on translation—psychological theories, terminological theories, linguistic theories, sociological theories and cultural theories. They continue to engage in translation exercises at the low-intermediate level.

**BAE021-**Business Writing

 Successful writing on the job is not the product of inspiration, nor is it merely the spoken word converted to print; it is the result of knowing how to structure information using both text and design to achieve an intended purpose for a clearly defined audience. This course teaches students the best practices businesspeople must know to be able to create clear and effective professional business writing. Students learn how to write effective email messages, effective memos, and reports. They also learn how to write résumés and cover letters, and interview skills.

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**BAE022-**Grammar for Editing II

This is a continuation of foundational grammar at the intermediate level. Students continue to study grammatical structures from the Present Progressive and Simple present; Past Progressive and simple past; Used to; and Would; Should; Present Perfect with Since and For to Gerunds, Phrasal Verbs; Run –on Sentences, Comma Splices, Fragments and The Passive Voice. Students continue to analyze their writing to identify their most frequent grammar and sentence structure errors to minimize these errors through self-editing.

**BAE023-**Shakespeare I

This course is an introduction to the life and works of one of the early writers in the English language and world literature. Through the study of Shakespeare’s time and context, the course pays close attention to his plays and explores what this writer means to us today; what allows him to speak for so many, and across the world; why Shakespeare continues to be read; and what he can make possible for our future. The course reviews Shakespeare’s use of language, metaphor, characterization, genre, and literacy form in three of his major plays. Using film clips or theater recordings, we will discuss how performance creates or extends meanings and try to understand how and why Shakespeare remains relevant today.

**BAE024-** Conversation & Fluency II A continuation of Conversational Fluency I. Students are given more opportunities to practice speaking. They continue to discuss topics related to personal interests and current events and learn to speak in dynamic ways to more than one person at a time and also to develop skills for articulating their thoughts, a skill useful in academic and professional settings.

**BAE025-**Listening Comprehension & Conversation II Students continue to listen to short video or audio presentations or conversations with or without text; they take notes; repeat what they hear for pronunciation and respond verbally to questions based on the audio or video presentations they listened to. The course continues to prepare students for real-world conversations with native speakers.

**BAE026-**Writing Skills Development II

This course is a continuation of writing skills development with special emphasis on methods of generating information and revising. The course continues to focus on basic writing skills necessary for success in higher-level writing courses; it emphasizes extensive reading and practice in writing for clear, well-organized sentences and paragraphs. Further attention is given to mechanical skills such as punctuation to prepare students for upper-level classes—composition I and Composition II.

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**BAE027-** Reading Skills Development I Reading skills are important as they increase comprehension. If students do not have knowledge of reading skills, they cannot achieve the level of reading comprehension they need to be successful at school or at work. Using a variety of texts, in the field of media, education, politics, religion, health and medicine, society and social issues, business and literature, this course equips learners with the skills of reading. Students learn a range of reading skills for effective reading that increase comprehension—Finding main idea and supporting details; summarizing; inferencing; drawing conclusions; self-questioning; sequencing; relating to background knowledge…). The course engages students in activities that can be used to practice the specific skills learned; the course explores other techniques for improving reading skills.

**BAE028**-Shakespeare II

This is a continuation of the introductory course on the life and works of one of the early writers in the English language and world literature. Through the study of Shakespeare’s time and context, the course continues to pay close attention to his plays and explores what this writer means to us today; what allows him to speak for so many, and across the world; why Shakespeare continues to be read today; and what he can make possible for our future. The course continues to review Shakespeare’s use of language, metaphor, characterization, genre, and literacy form in three of his major plays. Using film clips or theater recordings, we will continue to discuss how performance creates or extends meanings and try to understand how and why Shakespeare remains relevant today.

**BAE029-** Reading Skills Development II This is a continuation of the reading skills course I. Using a variety of texts, in the field media, education, politics, religion, health and medicine, society and social issues, business and literature, students continue to learn and practice the skills of reading discussed in Reading Skills Development I— Finding main idea and supporting details; summarizing; inferencing; drawing conclusions; self-questioning and other skills. **Prerequisite: Reading Skills**

**Development I**

**BAE030-**Listening Comprehension & Conversation III Students continue to listen to longer video or audio presentations or conversations at the advanced level with or without text, take notes/write what they hear, repeat what they hear for pronunciation and respond verbally to questions based on the audios or videos they listened to. The course continues to prepare students for advanced level real-world conversation with native speakers.

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**BAE031**-Theories and practice of translation III Students continue to engage in translation exercises at the high-intermediate level. They will practice translation of two-to-three-page-long texts.

 **BAE032-** Introduction to African Literature

Common themes and human interests bind the drama, fiction, and poetry of the entire world. This course familiarizes students with the works by young African writers. Students will read literature by postmodern young African writers who write about issues facing Africa and African youth today. They will read literature by Ben Okri, “*A Time for New Dreams*” or other literature by the author, or literature by Fatou Diome, “*The belly of the Atlantic*,” or literature by other young African writes who write about challenges facing Africa and African youth. Students will read the literature and write short assigned essays responding critically to questions related to the reading.

**BAE033 -**Introduction to American Literature American literary tradition encompasses a wide variety of cultures and social classes. This course familiarizes students with the works of one of the postmodern American authors. Students will read literature by David Foster Wallace who writes in his novel *This is Water*, how the most obvious, important realities in mainstream society are often the ones that are hardest to see; how, without realizing it, we are in the default setting of our minds and have a choice to shift our thinking from the default setting to conscious awareness. Students will read the literature and write short assigned essays responding critically to questions related to the reading. This course requires a large amount of informal and formal writing. **Prerequisite: English Composition I & II.**

 **BAE034-**Introduction toBritish Literature This course familiarizes students with the works of one of the British writers. Students will read literature by a postmodern British writer Doris Lessing, who writes in her novel “*The Fifth Child*,” about society’s unwillingness to recognize its own deliberate carelessness and brutality. Students will also read Lessing’s novel “*Prisons We Choose to Live in*,” in which the author writes about how human beings are dominated by the savagery of their past, and how despite the tools given to them—sociology, psychology, social psychology, and social anthropology to escape that domination, we have not assimilated or applied those tools to make the types of changes we need in society.

**BAE035-** Special Topics: Conversation and Action This is an advanced conversation course designed to further develop conversational skills in which students use the vocabulary and grammatical structures learned in previous classes. Students are required to present oral reports on topics of their choice. The overall purpose of the course is fourfold: to strengthen students’ grasp of English grammar and vocabulary; improve students’ listening and note‐taking abilities; teach students conversational techniques and strategies; raise students’ awareness of the need to monitor their own pronunciation.

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**BAE900-**Portfolio Seminar & Presentation This is a project-based Exit course that gives students an opportunity to share their experiences in the program, what they have learned in the program and about themselves as they are about to finish the Bachelor Degree Program. Students self-assess and self-reflect to share their experiences from the early stages in the program up to the end, determine what they already knew prior to enrolling in the program, what they need to know, and share their goals for future learning and career interest. Students keep all their essays—first and second drafts, other written work and PowerPoint presentations in an organized binder, so that they can review them more easily, complete a variety of self-assessment tasks, and write a series of self-reflective paragraphs or papers about what they have learned. Reviewing each of their essays, they will answer the following questions: Was this your best essay? Why? If not, what was wrong with it

and what did you do to improve it? In the process of improving all your essays, what did you not know before and that you learned in the program? As you were going through the program, what

did you discover as being your strengths and weaknesses? What is one the strength you consider to be most important, and how would you use that one strength to overcome your weaknesses?

**Electives**  **BAE036-**Figurative & Idioms Competencies

The use of idioms is so widespread in the American culture that an understanding of these expressions is essential to successful communication, whether in listening, speaking, reading, or writing. Without a working knowledge of such idioms as above all, to get along, on

the whole, to look up, etc., even the best student's speech will remain awkward and ordinary. This course introduces students to English idioms, phrasal verbs and collocations commonly used in the American culture. Students will learn to recognize expressions in both oral and written form, and will increase their listening ability when watching TV and movies or talking with native speakers.

**BAE037-** Theories and practice of translation IV  Students continue to engage in translation exercises at the advanced level.

**BAE038-**Language Lab: Pronunciation This is a directed lab course that focuses on improving clarity and accuracy of students’ pronunciation. Under the supervision of an instructor, students listen and practice standard intonation patterns in American-style English. They learn to pronounce words and phrases accurately so that they are understood when they speak.

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**BAE400-**Directed Study A Directed Study is a course in which a student pursues independent work under the guidance of a faculty member. A student may choose to undertake a course as a Directed Study if the course the student enrolled in does have the minimum number of students required to maintain the course as previously scheduled. Rather than cancelling the course, the student may take it as a Directed Study. The tuition of a Directed Study is the same as a course taken in a regular class. The student and the instructor arrange meeting times to work on lessons on the syllabus and discuss work to be assigned by the instructor. The student is expected to work independently to complete assignments to be submitted and reviewed with the instructor. The amount of work to be completed by the student in the Directed Study course is the same as work in a regular class, except the meeting times. To take a course as a Directed Study, a student needs approval of the supervising faculty member and the administrator in charge of academic and student affairs or the dean of the program. The total number of Directed Studies a student can take during the length of his/her studies at AUCI cannot exceed Two (2).

**BAE500** Focused Study Some undergraduate courses may be completed in a focused study format if the course has not been offered for several terms and you need the course to graduate on time. A completed application for a focused study must be approved by the Program Coordinator. Cost: The standard undergraduate tuition is charged. Learning Format: The student and the instructor arrange meeting times; the student is expected to work independently to complete assignments given by the instructor. A three-credit focused study requires about 45 hours of learning activities, meetings and individual work. The total number of Focused Studies a student can take cannot exceed One (1).

**Bachelor d’Anglais Appliqué à Business Administration (BAE) Deuxième Concentration: 12 Cours ou 36 crédits (cr):**

**BBA100**-**Rédaction en Anglais des Affaires**

Ce cours offre aux étudiants des compétences en rédaction et des concepts d'écriture des affaires en anglais. Il offre des compétences en anglais dont les étudiants auront besoin pour être productif sur le marché mondial. Les compétences et le vocabulaire en anglais sont développés à travers des exercices de composition. Les sujets incluront la rédaction de CV, la lettre de motivation et les techniques d'entrevue.

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**BMK102**-**Principes de Marketing**

 Ce cours est une étude des principes et des problèmes de commercialisation des biens et des services. Les sujets de discussion portent sur la notion vitale du marketing mix tels que le produit et son prix, le lieu de distribution et la promotion. Les 4Ps du marketing mix interconnectés et combinés à discuter servent à établir la position du service ou du produit sur des marchés cibles.

**BST103**-**Introduction à la statistique**

 Les concepts fondamentaux de la statistique seront discutés. Les sujets de l'analyse des données, de la courbe normale, de la régression, de la probabilité, de l'inférence statistique, des intervalles de confiance et des tests d'hypothèse avec des illustrations pratiques seront examinés. Les concepts de base tels que les échantillons de données seront utilisés pour faire des inférences sur les populations. L'étude des mesures de la tendance et de la dispersion centrale, des probabilités finies, des distributions de probabilités, des inférences statistiques à partir d'échantillons, de la régression linéaire et de la corrélation sera introduite pour appliquer les concepts du raisonnement mathématique, analyser et interpréter divers types de données.

**BBA105**-**Politique et Stratégies d'Entreprise**

 Ce cours traite la formulation, la mise en œuvre, le suivi et le contrôle des stratégies d'entreprise pour soutenir les politiques au sein d'une organisation. Il permet aux étudiants d'évaluer l'entreprise commerciale globale. Ce faisant, ils intégreront la vision des différentes disciplines fonctionnelles. Ce cours inspire le développement des compétences conceptuelles nécessaires aux chefs d'entreprise dans un environnement compétitif.

**BBA106**- **Comportement Organisationnel**

Ce cours se concentre sur l'analyse du comportement individuel et de groupe dans les organisations. Il montre comment les organisations peuvent être gérées plus efficacement et améliorer la qualité du travail des employés. Les domaines d'étude sont les suivants : motivation, comportement gratifiant, stress, comportement individuel et de groupe, conflit, pouvoir et politique, leadership, conception des emplois, structure organisationnelle, prise de décision, communication et changement et développement organisationnel.

**BAC107-Principes de Comptabilité** **I**

Ce cours discute le calcul de nombres et d' analyse de données financières. Cette étude sur les principes de comptabilité 1 donne aux étudiants l'occasion d'explorer les dispositions, les processus et les états financiers de base. Ce cours couvrira soigneusement les règles, procédures et contrôles comptables applicables à la trésorerie, aux créances et aux stocks. La comptabilité des investissements dans les actifs productifs à long terme est également abordée.

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**BAC108**-**Principes de Comptabilité II**

Ce cours discute le rôle de la comptabilité de gestion et du contrôle dans les organisations commerciales en mettant l'accent sur les activités organisationnelles créatrices de valeur pour les clients. Les sujets incluent le coût basé sur l'activité, le comportement des coûts, la répartition des coûts, les décisions de tarification et de combinaison de produits, la budgétisation des investissements, la rémunération, les capitaux propres, les passifs à long terme, les investissements à court terme, les flux de trésorerie, l'analyse des états financiers et la comptabilité de gestion simple.

**BBA110**-**Gestion Entrepreneuriale**

Ce cours de gestion entrepreneuriale est conçu pour aider les étudiants à devenir entrepreneurs. Les étudiants développeront une culture d'excellence, de dévouement et de foi à la fin de ce cours. Les bases de la création et de l'exploitation d'une entreprise, de l'élaboration d'un plan stratégique, de l'obtention de financement, de la commercialisation d'un produit ou d'un service et de l'élaboration d'un système comptable efficace seront apprises.

**BHR111** - **Introduction à la Gestion des Ressources Humaines**

La gestion des ressources humaines comprend plusieurs fonctions, dont le recrutement, la sélection et le maintien d'une main-d'œuvre qualifiée, motivée et productive. L'exécution efficace de ces fonctions nécessite une compréhension et des compétences en droit du travail, planification, analyse des emplois, recrutement, sélection, orientation, formation, développement des employés, évaluation du rendement, rémunération, avantages sociaux, sécurité et relations de travail. Tout le monde doit comprendre les sujets abordés dans ce cours car le travail du directeur général est de superviser les personnes ainsi que les ressources financières et matérielles.

**BQM112**-**Principes de Gestion de la Qualité**

Ce cours met l'accent sur les principes de gestion de la qualité, en mettant le ton sur la résolution de problèmes inter fonctionnels. Le cours couvre les sujets de la qualité axée sur le client, le leadership, la participation et la formation des employés, l'amélioration continue des processus, la qualité de la conception et la prévention des erreurs, la gestion par les faits et la planification stratégique de la qualité. Ce cours enseigne la compréhension de base de la philosophie, des cadres conceptuels et des outils du Mouvement de Qualité Totale.

**BEC113**-**Microeconomie**

Microéconomie est l'étude de la théorie microéconomique de base et de ses applications. Le cours présente les concepts et l'analyse microéconomiques, l'analyse de l'offre et de la demande, les théories du comportement des entreprises et des individus, la concurrence et le monopole et l'économie du bien-être.

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**BEC114**-**Macroéconomie**

Analyse de l'économie dans son ensemble, y compris la mesure et la détermination de la demande et de l'offre globales, du revenu national, de l'inflation, de la propension marginale à consommer, de la propension marginale à épargner et du taux de chômage. Les autres sujets incluent le commerce international, la croissance économique, les cycles économiques, la politique budgétaire et la politique monétaire.

**BIS118**-**Systèmes de Gestion d’Information**

Ce cours donne un aperçu de l'utilisation des logiciels d'entreprise et de la résolution des problèmes à l'aide des logiciels applicables. Les sujets englobent les systèmes informatiques, les systèmes d'information de gestion, les systèmes d'exploitation de micro-ordinateur, le traitement de texte, les feuilles de calcul électronique, la gestion de bases de données, les graphiques commerciaux, les réseaux et les packages intégrés.

**BBA119**-**Rédaction de Business Plan**

Ce cours est conçu pour enseigner aux étudiants comment utiliser les outils de sélection et de faisabilité pour effectuer efficacement une analyse de faisabilité afin de déterminer les avantages d'une nouvelle idée commerciale potentielle. Un plan d'affaires concurrentiel comprendra un résumé/sommaire, une analyse de l'industrie et du marché, une stratégie et un plan de marketing, un plan d'exploitation, un plan de développement de produits / services et la structure de l'entreprise. Enfin, les étudiants apprendront à identifier les besoins financiers d'une nouvelle

entreprise et à développer des états financiers pro forma (par exemple, compte de résultat, bilan, flux de trésorerie, etc.).

**BMK120**-**Plan de Marketing**

 Ce cours fournira aux étudiants les outils nécessaires pour créer un plan marketing compétitif pour une idée de produit ou de service. Les étudiants apprendront à produire sans doute l'outil de marketing le plus important pour toute entreprise. Plutôt que d'apprendre simplement les étapes du plan de marketing, les étudiants complètent chaque semaine un travail qui les aidera à rédiger une version simplifiée et compétitive du plan. Ils seront tenus de cartographier les quatre étapes cruciales de la commercialisation du produit ou du service. Les étudiants seront guidés à travers les quatre étapes les plus importantes du plan de marketing : analyse, stratégie de marketing ; Marketing mix et résultats attendus. Ce cours permet aux étudiants non seulement d'apprendre les parties essentielles du plan demarketing, mais également de tracer l'avenir de leur propre entreprise et de faire les premiers pas sur le chemin du lancement d'un produit existant ou nouveau.

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**BFI121**-**Finances Internationales**

Ce cours de Finances internationales s'intéresse aux marchés financiers mondiaux et aux opérations des entreprises multinationales. Les sujets d'intérêt incluent les marchés des changes, les marchés financiers internationaux, les opérations bancaires internationales, les marchés des dérivés de change, les Euromarchés, la gestion des risques, les marchés FCFA et les décisions d'investissement sur le marché mondial.

**BMK122-Marketing Global**

Dans l'environnement commercial mondial actuel, les gestionnaires doivent chercher à développer l'empathie, les connaissances, la sensibilité et les compétences nécessaires pour opérer avec succès dans un marché mondial dynamique. Le marketing mondial utilise et s'appuie sur les principaux concepts étudiés précédemment dans les principes du marketing et permettra aux étudiants de s'exercer à appliquer ces concepts à un environnement de marché mondial. Les spécialistes du marketing mondial doivent également comprendre comment la culture, l’environnement, les réglementations gouvernementales et les systèmes économiques cruciaux affectent l’avantage concurrentiel et le positionnement stratégique d’une multinationale. Ce cours offre un aperçu de chacun de ces concepts vitaux pour les spécialistes du marketing mondial.

**GBM123**-**Gestion Globale des Affaires**

Ce cours se concentre sur les pratiques qui aident à identifier et interpréter les opportunités commerciales mondiales. Les étudiants analyseront les stratégies mondiales de gestion et d'investissement. Le cours vise à fournir aux étudiants des outils pratiques et des connaissances théoriques liées au commerce mondial et à l'exploration des problèmes pratiques rencontrés par les chefs d'entreprise dans des situations commerciales mondiales.

**BFI200- Institutions et Marché Financier**

Ce cours porte sur le rôle que jouent les institutions financières et les marchés dans l'environnement des affaires. Les concepts fondamentaux qui régissent les marchés financiers et les institutions sont enseignés. Ce cours fournira aux étudiants les connaissances sur l'intermédiation financière, les banques commerciales, les banques d'investissement, les compagnies d'assurance, les fonds communs de placement et les fonds spéculatifs, la gestion des risques financiers, les systèmes de banques centrales et le rôle qu'ils jouent dans l'économie.

**BFI201-Gestion Financière Personnelle**

Le cours donne un aperçu des besoins du consommateur en matière de prise de décisions et de jugements financiers personnels éclairés. Des sujets tels que la gestion et la planification de l'argent, la budgétisation, le crédit et l'emprunt pour la planification fiscale, l'épargne et les investissements, le logement, les impôts, la retraite et la planification successorale seront abordés.

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**BBA204-Droit des affaires I** L'environnement juridique des affaires évaluera le droit et les institutions juridiques de la société, mettra l'accent sur les domaines du droit relatifs aux opérations commerciales, à l'environnement juridique et social en général, en mettant l'accent sur l'éthique des affaires; rôle des contrats dans les affaires; et les obligations d'emploi (*Traduction à revoir pour corrections*).

**BFI210**- **Gestion des Finances Publiques**

Les préoccupations financières sont vitales pour la plupart des décisions que prennent les gestionnaires publics. Que la décision soit d’embaucher, de licencier ou de promouvoir un employé, d’acheter ou de vendre un article, de lancer ou de mettre fin à un programme ou d’améliorer les services à la clientèle, les gestionnaires doivent toujours évaluer les implications financières d’une décision. L'une des tâches les plus importantes des gestionnaires des finances publiques est de gérer l'argent public de la manière la plus efficace et la plus efficiente possible. L'argent disponible ne doit pas être investi tant qu'il n'est pas nécessaire pour pouvoir générer des

revenus supplémentaires sous forme de retours. Les régimes fiscaux devraient être organisés de manière à répondre à plusieurs objectifs importants tels que l'efficacité économique, l'équité et la justice, la transparence et l'efficacité du recouvrement.

**BOM211** - **Gestion des Opérations**

Ce cours traite des concepts, principes, problèmes et pratiques de la gestion des opérations. Il se concentre sur les processus de gestion pour des opérations efficaces dans les organisations de production de biens et de services. Les sujets incluent la stratégie d'exploitation, la conception des processus, la planification des capacités, l'emplacement des installations, la conception des installations, les prévisions, la planification de la production, le contrôle des stocks, l'assurance qualité et la gestion de projet.

**BMK222**-**Marketing Digital**

Ce cours examine les réseaux sociaux Internet, les plateformes de médias sociaux et la publicité en ligne. Les sujets comprendront une exploration de la théorie du marketing en ligne, des technologies de médias sociaux et des applications telles que Facebook, blogs, Twitter, wikis, YouTube, etc. L'accent de ce cours est mis sur la compréhension des interactions sociales des consommateurs, les différents canaux de médias sociaux disponibles pour marketing, comment construire des stratégies de marketing social, et comment suivre leur efficacité. Les médias sociaux sont fortement axés sur la technologie. Le cours couvrira les aspects connexes du

marketing numérique plus largement, ainsi que les sujets émergents dans le commerce électronique, le marketing mobile et les startups de médias sociaux.

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**BMG227**-**Principes de Gestion**

Ce cours examine les principes et concepts de gestion dans les organisations. Les fonctions de gestion telles que la planification, l'organisation, la direction, la direction et le contrôle dans le but d'établir et d'atteindre des objectifs commerciaux sont discutées. Ce cours aborde également les tendances et les défis de gestion dans l'environnement commercial mondial.

**BBA229-Droit des affaires II** L'environnement juridique des affaires évaluera le droit et les institutions juridiques de la société, mettra l'accent sur les domaines du droit relatifs aux opérations commerciales, à l'environnement juridique et social en général, en mettant l'accent sur l'éthique des affaires; rôle des contrats dans les affaires; et les obligations d'emploi (*Traduction à revoir pour corrections*).

**BHR300**-**Gestion des Ressources Humaines**

Ce cours montre aux étudiants les défis de la gestion des personnes dans les organisations, avec un accent principal sur la stratégie de gestion des ressources humaines, la dotation organisationnelle, le développement des ressources humaines, les récompenses totales, les relations avec les employés et les relations de travail et la gestion des risques. Une attention sera accordée au développement des compétences de soutien du système des ressources humaines, telles que l'analyse et la conception des emplois, le droit des ressources humaines, l'éthique, l'économie et l'application de la théorie.

**BBA370**-**Stage en Entreprise** Un étudiant-stagiaire peut gagner trois (3) à NEUF (9) crédits, selon les fonctions, les responsabilités, la durée du stage et le nombre total d'heures travaillées. Un maximum de NEUF (9) crédits peuvent être accordés par l’Université américaine de Côte d’Ivoire. Les étudiants doivent s'inscrire officiellement au stage pendant la session au cours de laquelle ils remplissent les conditions. Les stagiaires doivent travailler environ 45 heures pour trois (3) crédits. Ainsi, un étudiant doit travailler au moins 135 heures pour NEUF (9) crédits de stage. Les stages DOIVENT être effectués pendant une session académique ou pendant la session d'été. Les étudiants sont tenus de soumettre un rapport écrit qu'ils présenteront à la fin du stage conformément aux directives établies par l'Université.

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**►Bachelor of Arts in English Applied to Business Administration (BAE)**

**BAE** **Core Courses – 28 Courses or 84 Credits**

**Course Listing**

• BAE010**-** Conversation & Fluency I 3 cr

• BAE011**-**Vocabulary Studies 3 cr

• BAE012-Writing Skills Development I 3 cr

• BAE013-History of the English Language 3 cr

• BAE014 **–**Grammar for Editing I 3 cr

• BAE015**-**Listening Comprehension & Conversation I 3 cr

• BAE016**-**English Composition I 3 cr

 • BAE017**-**Introduction to Linguistics 3 cr • BAE018**-**Theories and practice of translation I 3 cr

• BAE019-English Composition II 3 cr

• BAE 020**-** Theories and practice of translation II 3 cr

• BAE021-Business Writing Skills 3 cr

• BAE022**-**Grammar for Editing II 3 cr • BAE023-Shakespeare I 3 cr

• BAE024-Conversation & Fluency II 3 cr

• BAE025**-**Listening Comprehension & Conversation II 3 cr

• BAE026**-** Writing Skills Development II 3uv • BAE027**-** Reading Skills Development I 3 cr • BAE028**-**Shakespeare II 3 cr

• BAE029**-** Reading Skills Development II 3 cr • BAE030**-**Listening Comprehension & Conversation III 3 cr

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• BAE031-Theories and practice of translation III 3 cr

• BAE032**-** Introduction to African Literature 3 cr • BAE033- Introduction to American Literature 3 cr • BAE034**-**Introduction toBritish Literature 3 cr

• BAE035**-** Special Topics: Conversation and Action 3cr

• BAE900-Portfolio Seminar & Presentation **6** credits

**Electives**   BAE036**-**Figurative & Idioms Competencies 3cr  BAE038-Theories and practice of translation IV 3cr BAE039**-**Language Lab: Pronunciation 3cr BAE400**-**Directed Study 3cr BAE500**-** Focused Study 3cr

**Minor: 12 Cours, ou 36 crédits (cr)**

**Course Listing**

•BBA100-Business English Composition • BMK101-Principles of Marketing • BST103-Introduction to Statistics

• BBA105-Business Policy & Strategy

• BBA106-Organizational Behavior

• BAC107-Principles of Accounting I

• BAC108-Principles of Accounting II

• BBA110-Entrepreneurial Management

• BHR111-Intro to Human Resource Management

• BQM112-Principles of Quality Management

• BEC113-Microeconomics

• BEC114-Macroeconomics

• BIS118-Management Information Systems

• BBA119-Writing a Business Plan

• BMK120 –Marketing Plan

• BFI121-International Finance

• BMK122-Global Marketing

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• BGB123-Global Business Management

• BFI200-Financial Institution & Market

• BFI201-Personal Financial Management

• BFI210-Public Finance Management

• BOM211-Operations Management

• BMK222-E-Marketing

• BMG227-Principles of Management

• BHR300-Human Resource Management

• BBA370-Internship in Business

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