

# FACULTY OF BUSINESS ADMINISTRATION

## Faculty Administration

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## History

The Faculty of Business Administration was established in 1961 with three academic departments (Accounting, Business Administration, Economics and Political Sciences). Postgraduate studies (Diplomas, Master degrees, PhDs in all fields of specialization) started in 1992.

The academic departments are now three departments: Accounting, Business Administration and Economics. More recently, the faculty has undergone many significant changes deemed crucial in promoting effective and modern programs. In 2002, the faculty changed its entire curriculum of both mandatory and elective courses from Arabic to English in line with the fast development in the field of business administration. In 2006, it adopted the Credit Hours System, thereby offering students much needed flexibility and simplicity in designing their own academic programs in terms of course selection and schedules. In 2009, the Faculty of Business Administration developed, with the help of top business leaders, a new curriculum to enrich our graduates with the competencies knowledge and skills that employers seek.

In 2013, the Faculty of Business Administrations offered seven majors: Accounting, Management, Economics, Banking and Finance, Marketing, Hospitality and Tourism, and Management Information Systems, giving students new opportunities for specialization.

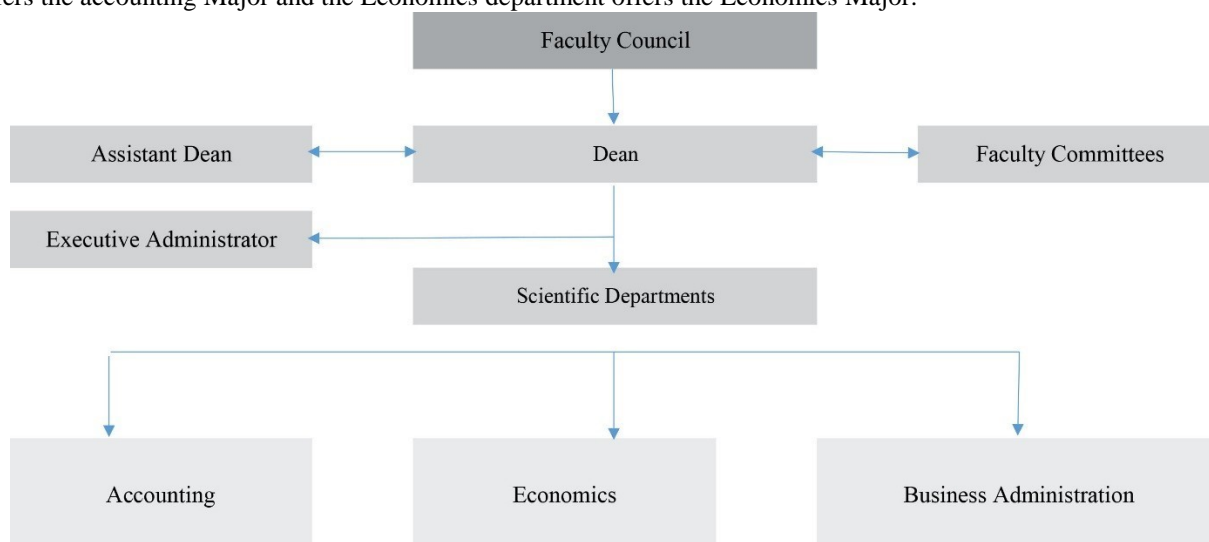
After earning the bachelor's degree, our graduates and other discipline graduates now have the opportunity to take the next step in their career and continue their education at BAU to earn a Diploma in Accounting and Finance, Master of Science (MSc) in Accounting, Business Administration, and Economics, Master of Business Administration (MBA), Doctor of Philosophy Degree (PhD) in Accounting, Economics, Organizational Behavior and Human Resources Management, Marketing and Strategy and Entrepreneurship and Doctorate of Business Administration (DBA).

MBA program was established in 2009 and modified its curriculum in 2018 including new majors according to accreditation and Lebanese requirements: Intensive general MBA, Marketing and Brand Management, Human Resource Management, Accounting and Finance and Supply Chain Management.

DBA program was established in 2017 in the midst of the increasing demand for doctorate degrees. The program is recognized by the Lebanese Ministry of Education and Higher Education in Lebanon. The program is also recognized by the Executive DBA Council in the US and involve collaborative agreement with IESEG, School of Management, Paris for the teaching of some courses for executives engaged in major corporate projects. It provides an opportunity for senior managers and practitioners to gain understanding of the latest research techniques applied to advanced managerial enquiry.

## Organizational Structure

The Faculty of Business Administration constitutes the following departments: Business Administration, Accounting and Economics. The Business Administration department offers five majors: Management, Banking and Finance, Marketing, Hospitality and Tourism Management, and Management Information Systems. The accounting department offers the accounting Major and the Economics department offers the Economics Major.



## ***Vision***

The vision of the Faculty of Business Administration at BAU is to become one of the best business faculties in the nation through building intellectual capital, pursuing innovative excellence in teaching business, conducting research, and offering professional service.

## ***Mission***

The mission of the Faculty of Business Administration is to educate the business leaders of tomorrow while creating knowledge that has critical significance for the industry and society. Knowledge that transforms our views of the business world and, through sharing and application, transforms our society. Through an innovative curriculum, excellent teaching, cutting-edge research, and involvement with industry, the Faculty will bring together the highest quality instructors and students to provide the best educational programs and graduates.

## ***Academic Programs***

The Faculty of Business Administration admits students to the following undergraduate degree programs:

- Bachelor Degree in Business Administration / Accounting Major
- Bachelor Degree in Business Administration / Management Major
- Bachelor Degree in Business Administration / Economics Major
- Bachelor Degree in Business Administration / Banking and Finance Major
- Bachelor Degree in Business Administration / Marketing Major
- Bachelor Degree in Business Administration / Hospitality and Tourism Management Major
- Bachelor Degree in Business Administration / Management Information Systems Major

## ***Admission Requirements***

To be accepted for an undergraduate degree, applicants must:

- Hold the official Lebanese Secondary School Certificate in a branch relevant to the chosen undergraduate field of specialization, or an official equivalent;
- Successfully pass an Entrance Exam to measure the level of Proficiency in ***English Language***, or provide evidence of English Language abilities such as TOEFL, IELTS...

## ***Graduation Requirements***

To receive a Bachelor Degree in a Business Administration major, a student must satisfactorily complete 100 credit hours with an overall minimum cumulative grade point average (CGPA) of 2.0 + IC3 (International Computer Driving License). The following table summarizes the number of credits required for each bachelor granting major at the Faculty:

Major	University Requirements		Major Requirements			Total Credit Hours
	Mandatory Courses	Elective Courses	Common Requirement Courses	Major Core Courses	Major Elective Courses	
<b>BACC</b>	5	11	48	27	9	100
<b>BMGT</b>	5	11	48	27	9	100
<b>BECO</b>	5	11	48	27	9	100
<b>BFIN</b>	5	11	48	27	9	100
<b>BMKT</b>	5	11	48	27	9	100
<b>BHOT</b>	5	11	48	27	9	100
<b>BMIS</b>	5	11	48	27	9	100
	BACC:	Accounting				
	BMGT:	Management				
	BECO:	Economics				
	BFIN:	Banking and Finance				
	BMKT:	Marketing				
	BHOT:	Hospitality and Tourism Management				
	BMIS:	Management Information Systems				

## Common Requirements

The following are the curricular components that are common to all programs offered in the Faculty of Business Administration:

Courses			Crs.	Pre-/Co-requisites
BACC	201	Principles of Accounting I	3	
BUSN	201	Business Law	2	
BECO	201	Microeconomics	3	<b>Pre/Co:</b> ECON 110
BMTH	201	Business Math	3	<b>Pre/Co:</b> MATH 112
BACC	202	Principles of Accounting II	3	<b>Pre:</b> BACC201
BECO	202	Macroeconomics	3	<b>Pre:</b> BECO201
BMTH	202	Business Statistics	3	<b>Pre/Co:</b> MATH 112, MATH 113
BMGT	202	Principles of Management	3	
BUSN	203	Business Communications	2	
BUSN	204	Business Ethics	2	
BMGT	301	Organizational Behavior	3	<b>Pre:</b> BMGT202
BMKT	301	Principles of Marketing	3	<b>Pre:</b> BMGT202
BMIS	301	Management Information Systems I	3	<b>Pre:</b> BMGT202
BMGT	302	Operations Management	3	<b>Pre:</b> BMGT202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BMGT	304	Strategic Management	3	<b>Pre:</b> BMGT202

Descriptions of the required common courses are given below:

### **BACC201-PRINCIPLES OF ACCOUNTING I (3Cr.:3Lec):**

This course covers and focus on financial accounting. It introduces the accounting cycle that includes the double entry system for recording transactions, adjusting and closing entries, and preparation of financial statements. The accounting topics for merchandising activities, assets valuation, and current liabilities are discussed.

### **BUSN201-BUSINESS LAW (2Cr.:2Lec):**

This course examines the basic concepts in determining the various types of business organizations. Emphasis is placed on agency, partnership and corporations. Students are introduced to the Uniform Commercial Codes, treatment of sales, security transactions, and negotiable instruments. Bankruptcy and Accounts legal liability are also covered.

### **BECO201-MICROECONOMICS (3Cr.:3Lec):**

This course provides students with the foundation theories of basic microeconomics including an introduction into the study of economics and analyses of economic agents' behaviors, particularly that of the individual and the firm. The course begins with a description of the subject area, and continues to introduce the basic concepts and theories that are used as the foundation of microeconomic theory and analysis. This includes discussions and applications of the theory of the consumer; theory of producer; market operations; and market structures. **Pre/Co-req:** ECON 110.

### **BMTH201-BUSINESS MATH (3Cr.:3Lec):**

Solving mathematical problems, analyzing and interpreting data, and applying sound decision-making skills will be strengthened. Students will develop the computation skills needed to solve business and consumer-related problems with emphasis on estimating answers, using valuable shortcuts, speed, and accuracy. The curriculum covers check and bank records including online banking, calculating pay, taxes, budgets, borrowing money, credit cards, saving, investing, and insurance. The use of the calculator and EXCEL are integrated throughout the course. Pre-req: MATH 112.

### **BACC202-PRINCIPLES OF ACCOUNTING II (3Cr.:3Lec):**

This course covers the accounting for inventories and applying inventory cost flow methods, cash and reconciling the bank account. Accounting for receivables and calculating AFDA, and accounting for plant assets especially calculating the cost, the depreciation methods of the assets and the disposal of them. **Pre-req:**BACC201-Principles of AccountingI.

### **BECO202-MACROECONOMICS (3Cr.:3Lec):**

Macro Economics has been developed as a separate branch of economic theory. This course examines the main principles of determinants of real income, employment and unemployment, the price level and inflation in an open mixed economy. Topics covered include gross domestic product, national income, economic growth, unemployment, inflation, the business cycle, fiscal policy and monetary policy. **Pre-req:** BECO201-Microeconomics

### **BMTH202-BUSINESS STATISTICS (3Cr.:3Lec):**

Statistics is a course that is designed to give you the basic tools of collecting, analyzing, presenting, and interpreting data. In the business community, managers must make decisions based on what will happen to such things as demand,

costs, and profits. These decisions are an effort to shape the future of the organization. If the managers make no effort to look at the past and extrapolate into the future, the likelihood of achieving success is slim.

**Pre/Co-req:** MATH 112 + MATH 113.

**BMGT202-PRINCIPLES OF MANAGEMENT (3Cr.:3Lec):**

This course will enable students to develop short and long-range plans to effectively accomplish organizational goals. Through the use of terminology, exercises and case studies, students will be able to give a critical appraisal of real life situations involving organizing, staffing and motivating others. The student will also learn tools to aid in problem solving, valuing diversity and coping with change.

**BUSN203-BUSINESS COMMUNICATIONS (2Cr.:2Lec):**

This course is designed to give students a comprehensive view of communication, its scope & importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course develops awareness of the importance of succinct written expression to modern business communication.

**BUSN204-BUSINESS ETHICS (2Cr.:2Lec):**

This course introduces Business ethics as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in organizations. It discuss also topics such as conflict of interest employee rights, and advertising and information disclosure.

**BMGT301-ORGANIZATIONAL BEHAVIOR (3Cr.:3Lec):**

This course addresses the functions of management and application of relevant social and behavioral science disciplines to the study, research, and practice of organizational behavior, performance, and effectiveness. Topics include OB theory and research methods, individual behavior, group dynamics, stress, motivation, leadership, politics, communication, conflict, and other behavioral areas. **Pre-req:** BMGT202-Principles of Management.

**BMKT301-PRINCIPLES OF MARKETING (3Cr.:3Lec):**

Marketing forms the foundation of all successful business and non-business transactions. This course introduces the student to the concepts and applications of marketing in society and in the firm and presents an overview of the marketing mix, global marketing, and careers in marketing. **Pre-req:** BMGT202-Principles of Management.

**BMIS301-MANAGEMENT INFORMATION SYSTEMS I (3Cr.:3Lec,1Lab):**

This course provides an introduction to Management Information Systems (MIS) and examines the role of information systems in supporting a wide range of organizational functions. We will examine the use of information systems in supporting administrative operations, decision-making, and overall strategic initiatives and corporate philosophies. **Pre-req:** BMGT202-Principles of Management.

**BMGT302-OPERATIONS MANAGEMENT (3Cr.:3Lec):**

Operations Management (OM) deals with the management of systems that provide goods and services to customers. The objective of this course is to provide an introduction to the field of OM. It will give a survey of the main OM issues and the key concepts & tools for dealing with them. It is intended to provide a basic exposure for those who will be specializing in other business areas, and to serve as a first step for those wishing to do further studies on this topic.

**Pre-req:** BMGT202-Principles of Management.

**BFSC302-TAXATION SYSTEMS (3Cr.:3Lec):**

The Focus of course is on tax principles (law, regulation and other authority) including use of tax research sources; administrative and statutory procedures and limitations, including court appeals; taxpayer and practitioner penalties and responsibilities; and professional ethics for the tax practitioner.

**BFIN302-FINANCIAL MANAGEMENT (3Cr.:3Lec):**

The main goal of this course is to develop a foundation of financial management concepts. This will enable to the student to understand how corporations make important investment and financing decisions, and how they establish working capital policies. The course also lays a foundation for more complex financial topics that arise in additional elective courses in finance. This course in financial management describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, and how they will be interfacing with finance.

**BMGT304-STRATEGIC MANAGEMENT (3Cr.:3Lec):**

The course provides different perspectives to the role of strategy in organizational success. The course will examine the concepts, theoretical frameworks and techniques that are useful in gaining knowledge of the strategic management process, with particular emphasis on strategic inputs, strategic actions (strategy formulation, and strategy implementation) and strategic outcomes. The course describes the origins and development of business strategy, selected strategic paradigms, competing or alternative theoretical frameworks and their implications. **Pre-req:** BMGT202-Principles of Management.

## ***Department of Accounting Academic Staff***

<b><i>Chairperson</i></b>	Prof. Wajdi Hijazi
<b><i>Professor</i></b>	Prof. Wajdi Hijazi
<b><i>Associate Professors</i></b>	Dr. Mohammad Mandour, Dr. Ekramy Mokhtar
<b><i>Assistant Professors</i></b>	Dr. Rasha Mahboub
<b><i>Part-time Lecturers</i></b>	Mrs. Rasha Noureddine, Mrs. Rasha Bou Hamdan, Mr. Bilal Abdallah, Mr. Jalal Kibrit

### ***Mission***

- Produce internationally competitive graduates capable of succeeding in their chosen profession by offering timely, relevant, high-quality educational services.
- Provide leadership supporting the accounting profession, business, government, and obtain national and international recognition in teaching, research and other services.
- Maintain curricula that are of high quality and responsive to the needs of our stakeholders.
- Foster interaction among internal and external stakeholders.

### ***Objectives***

- Prepare students for different careers in the field of accounting.
- Provide students with knowledge and understanding of accounting and auditing theory and practice.
- Provide a foundation in the methods and applications of internal and external accounting.
- Equip students for further academic and / or professional studies.

### ***Learning Outcomes***

#### **a. Knowledge and Understanding**

- Understand the basics and foundational concepts related to accounting.
- Analyze how accounting may provide information that help managers in carrying out their jobs.
- Follow innovative accounting practices.
- Understand the different aspects of internal and external accounting.

#### **b. Intellectual Skills**

- Analyze and evaluate accounting information for decision making.
- Evaluate the role of accounting in manufacturing, merchandizing (trading), services, governmental and non-profit organizations.
- Develop effective communication skills.

#### **c. Practical and Professional Skills**

- Conduct research through the creation, extraction and analysis of different theories and current practices.
- Apply relevant software and programs in order to better analyze accounting information for internal and external users.
- Formulate and implement operating and financial budgets.

#### **d. General and Transferable Skills**

- Communicate verbally.
- Deliver presentations on various accounting topics.
- Analyze financial statements in an organized form.
- Make effective use of IT tools in the field of accounting.
- Undertake effective financial presentation for external and internal users.
- Engage in different seminars and workshops.

### ***Degree Requirements***

The credit hours required to earn a Bachelor Degree in Business Administration (Accounting Major) is 100 credit hours + IC3.

### ***Career Opportunities***

Graduates may seek employment in different settings, since accounting and auditing are necessary for a wide variety of businesses, government, tax authority, auditing firms (CPA firms) and banks. Hence, our graduates may find careers in accounting, internal auditing, corporate governance, external auditing, budgeting preparation, product costing and cost control, financial accounting, and managerial accounting.

Some career options include:

Tax Accountant; Cost Accountant; Managerial Accountant; Internal Auditor; External Auditor; Governmental Auditor; Finance Controller; Finance Director.

### **Program Overview**

The Accounting Curriculum consists of the following components:

<b>Program Requirements</b>	<b>Credits</b>
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

#### **I. University Requirements**

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University Mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

#### **II. Major Requirements**

##### **a. Common Requirement Courses**

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

##### **b. Major Core Courses**

<b>Courses</b>			<b>Crs.</b>	<b>Pre-/Co-requisites</b>
BACC	301	Intermediate Accounting I	3	<b>Pre:</b> BACC202
BACC	302	Intermediate Accounting II	3	<b>Pre:</b> BACC301
BACC	401	Corporation and Partnership Accounting	3	<b>Pre:</b> BACC302
BACC	402	Auditing	3	<b>Pre:</b> BACC401
BACC	403	Cost Accounting	3	<b>Pre:</b> BACC202
BACC	404	Managerial Accounting	3	<b>Pre:</b> BACC202
BACC	405	Accounting Information Systems	3	<b>Pre:</b> BACC301
BACC	406	Tax Accounting	3	<b>Pre:</b> BACC401
BACC	410	Senior Project and Internship	3	

##### **Description of Major Core Courses**

###### **BACC301-INTERMEDIATE ACCOUNTING I (3Cr.:3Lec):**

The course covers the financial accounting theory and practice, including, the conceptual framework underlying financial accounting, statement of income, statement of retained earnings, balance sheet and statement of cash flows, and the accounting for revenue recognition alternatives. **Pre-req:** BACC202-Principles of Accounting II.

###### **BACC302-INTERMEDIATE ACCOUNTING II (3Cr.:3Lec):**

The course covers a continuation of accounting theory and practice including accounting for property, plant, equipment, natural resources, intangible assets, current and long-term liabilities, contributed capital, retained earnings, EPS calculations and temporary and long-term investments. **Pre-req:** BACC301-Intermediate Accounting I.

###### **BACC401-CORPORATION AND PARTNERSHIP ACCOUNTING (3Cr.:3Lec):**

This course covers transactions and problems of partnership and corporations. The course includes partnership formation, accounting for the changes of partners, changes in capital, profit-and loss allocation and the liquidation.

Accounting for shares and issuing bonds, the interest and the retirement of them. **Pre-req:** BACC302-Intermediate Accounting II.

**BACC402-AUDITING (3Cr.:3Lec):**

This course covers the audit of the financial records of the company in which the external auditors perform the task of examining validity of financial records of the company carefully in order to find out if there is any misstatement in the records due to fraud, error or embezzlement and then reporting the same to the stakeholders of the company.

**Pre-req:** BACC401-Corporation and Partnership Accounting.

**BACC403-COST ACCOUNTING (3Cr.:3Lec):**

The course covers in-depth coverage of cost behavior, cost concepts and classifications, direct costing, cost reports, accounting for materials, labor, and overhead, product costing methods (e.g., job-order costing and process costing), activity based costing. The design, interpretation and identification of opportunities and methods for improving costs and performance are discussed. **Pre:** BACC202- Principles of Accounting II.

**BACC404-MANAGERIAL ACCOUNTING (3Cr.:3Lec):**

This course covers the principles, techniques, and uses of accounting information for planning, decision-making and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, differential analysis. Related theory and application will also be reviewed. **Pre-req:** BACC202-Principles of Accounting II.

**BACC405-ACCOUNTING INFORMATION SYSTEMS (3Cr.:3Lec):**

This course covers accounting systems that include the events and the steps of the accounting cycle, from source documents to the preparation of financial statements, both manual and computerized. The course stresses problem solving, and computer application skills. The course also provides hands-on experience with accounting, flowcharting, and database software **Pre-req:** BACC301-Intermediate Accounting I.

**BACC406-TAX ACCOUNTING (3Cr.:3Lec):**

The course covers understanding of the way tax and accounting systems in Lebanon work which would be particularly useful to small business owners, entrepreneurs, employed people and anyone looking to improve their general knowledge on the wide subject of tax. **Pre-req:** BACC401-Corporation and Partnership Accounting.

**BACC410-SENIOR PROJECT and INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a supervising instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the supervising instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.

*c. Major Elective Courses*

Courses			Crs.	Pre/co-requisites
BMIS	302	Management Information Systems II	3	<b>Pre:</b> BMIS301
BMGT	404	Entrepreneurship and Venture Management	3	<b>Pre:</b> BMGT202
BECO	406	Managerial Economics	3	
BACC	411	Governmental Accounting	3	<b>Pre:</b> BACC302
BACC	412	International Accounting	3	<b>Pre:</b> BACC302
BACC	413	Advanced Cost and Managerial Accounting	3	<b>Pre:</b> BACC403
BACC	414	Advanced Financial Accounting	3	<b>Pre:</b> BACC401
BACC	415	Cost Accounting for Restaurants and Hotels	3	<b>Pre:</b> BACC202
BACC	416	Hospitality Managerial Accounting	3	<b>Pre:</b> BACC202
BUSN	420	Corporate Social Responsibility	3	<b>Pre:</b> BMGT202

### *Description of Major Elective Courses*

#### **BMIS302-MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab):**

This course provides with managerial perspective on issues arising in managing information systems through their life-cycle. The topics include different methodologies for estimating software development costs, maintenance costs, systems project management, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. **Pre-req:** BMIS301-Management Information Systems I.

#### **BMGT404-ENTREPRENEURSHIP AND VENTURE MANAGEMENT (3Cr.:3Lec):**

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts. **Pre-req:** BMGT202-Principles of Management.

#### **BECO406-MANAGERIAL ECONOMICS (3Cr.:3Lec):**

The objective of this course is to provide knowledge in the field of economics and management. Upon successful completion of this course, students will be able to build up an economic managerial view of an organization. Topics covered include the market equilibrium (demand and supply), elasticity of demand, the theory and estimation of cost, pricing and output decisions, game theory, and capital budgeting and risks.

#### **BACC411-GOVERNMENTAL ACCOUNTING (3Cr.:3Lec):**

This course covers accounting principles, concepts, and practices in municipal and other governmental units with emphasis on fund accounts. The related budgetary and encumbrance procedures are included. The use of fund and financial accounting principles and practices relative to non-profit organizations. **Pre-req:** BACC302-Intermediate Accounting II.

#### **BACC412-INTERNATIONAL ACCOUNTING (3Cr.:3Lec):**

This course covers the activities of business enterprises having operations in more than one nation. This course describes some of the historical and current developments that push for commonality in accounting and reporting standards at national, regional, and international levels. The cultural and perceived ethical differences relative to accounting and reporting are examined **Pre-req:** BACC302-Intermediate Accounting II.

#### **BACC413-ADVANCED COST AND MANAGERIAL ACCOUNTING (3Cr.:3Lec):**

This course covers the cost structures of variance analysis, cost allocation, joint products and byproducts, quality cost, performance measurement techniques, balanced scorecard, target costing, transfer pricing, the design, interpretation, and identification of opportunities and methods for improving cost and performance discussed **Pre-req:** BACC403-Cost Accounting

#### **BACC414-ADVANCED FINANCIAL ACCOUNTING (3Cr.:3Lec):**

This course covers a continuing study of the financial accounting. The areas of coverage in this course include accounting for business combination and consolidated financial statements. These topics require to deal deeply with IFRS and professional pronouncements. **Pre-req:** BACC401 Corporation and Partnership Accounting

#### **BACC415-COST ACCOUNTING FOR RESTAURANTS AND HOTELS (3Cr.:3Lec):**

This course covers generally accepted accounting principles and the uniform system of accounts for hotels and restaurants. Emphasis is placed on the accounting cycle, analysis of financial statements, and payroll procedures including treatment of tips. Upon completion, students should be able to demonstrate competence in the cost accounting principles and procedures used in hotels and restaurants. **Pre-req:** BACC202-Principles of Accounting II.

#### **BACC416-HOSPITALITY MANAGERIAL ACCOUNTING (3Cr.:3Lec):**

This course covers the principles, techniques, and uses of accounting information in the hospitality industry. Main topics typically include managerial decision-making, cost behavior analysis, cost-volume and profit analysis, pricing decisions, preparation of operational budgets, preparation of cash budgets and control over cash in hospitality operations. **Pre-req:** BACC202-Principles of Accounting II.

#### **BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. **Pre-req:** BMGT202-Principles of Management.



## Study Plan

### Bachelor Degree in Business Administration / Accounting Major (100 Credits)

<b>First Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language	2	
		University Elective	1	
<b>Second Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
<b>Third Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	301	Organizational Behavior	3	Pre: BMGT202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles of Marketing	3	Pre: BMGT 202
BACC	301	Intermediate Accounting I	3	Pre: BACC 202
		Elective (General) <sup>1</sup>	4	
<b>Fourth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BACC	302	Intermediate Accounting II	3	Pre: BACC 301
		Elective (General) <sup>1</sup>	3	
<b>Fifth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	401	Corporation and Partnership Accounting	3	Pre: BACC 302
BACC	403	Cost Accounting	3	Pre: BACC202
BACC	405	Accounting Information Systems	3	Pre: BACC 301
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	
<b>Sixth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	402	Auditing	3	Pre: BACC 401
BACC	404	Managerial Accounting	3	Pre: BACC 202
BACC	406	Tax Accounting	3	Pre: BACC 401
BACC	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for BT students equivalent to Lebanese Bacc II.

- MATH 112 is pre/co-requisite for Humanities students.

## ***Department of Business Administration (Management Major)***

### ***Academic Staff***

<b><i>Chairperson</i></b>	Dr. Alaa Abbass (Acting Head)
<b><i>Professors</i></b>	Prof. Dr. Nehale Farid Mostafa
<b><i>Associate Professors</i></b>	Dr. Alaa Abbas, Dr. Rania Mostafa
<b><i>Assistant Professors</i></b>	Dr. Nasser Issa, Dr. AbdulRahman Beydoun, Dr. Ahmed Anouti, Mrs. Rachel Saad
<b><i>Part-time Lecturers</i></b>	Dr. Pierre Khoury, Dr Nada Yamout, Dr. Fawzi Haddad, Mr. Talal Kaissi, Dr. Salah Shami, Mr. Michel Saliby, Ms. Tamara Kaasamani, Mr. Mohammad Azakir, Mr Khaled Fayed, Mr. Karim Bourdoukali, Mr. Ayman Bazzi, Mr. Rabih Elkhatib, Mr. Ali Abou Ali, , Mrs. Rouba Farhat

### ***Mission***

Our mission is to educate business leaders by providing students with quality education through outstanding faculty members and to help them to become educational resources. In pursuing our mission, we:

- Maintain quality academic programs that promote student success in their chosen career and responsible contributors to their communities.
- Support and expect academic staff members to engage in applied business and professional activities that complement the academic commitment to the students, the region, and beyond.

### ***Objectives***

The Bachelor of Business Administration Degree with a major in Management, enables students to demonstrate a wide-range of technical, creative and conceptual skills. It allows the student to have the opportunity to analyze, diagnose and execute judgments across a broad range of management functions.

The Department aims to:

- Ensure an exceptional and distinctive learning experience for all students.
- Provide a comprehensive curriculum of study which develops management knowledge, skills and competences that are essential for effective decision making.
- Provide a basic understanding of how to apply key managerial concepts and theories in the contemporary work environment.
- Develop human relations (Interpersonal Skills).
- Develop an understanding of how group dynamics affect individual and group behavior.
- Understand how to integrate the functional areas of an organization.
- Provide an understanding and appreciation of the human resources policies and procedures used by organizations and managers.
- Understand sources of change, barriers to change and effective ways to overcome them.
- Instill in students an appreciation of differences in cultures and values.

### ***Learning Outcomes***

#### **a- Knowledge and Understanding**

- Provide the basic and foundational subjects relevant to Business Administration.
- Acquire various theories and models in studying business situations.
- Describe quantitative methods in business analysis.
- Recognize different types of strategies in the business disciplines.
- Handle available resources and put them to proper use in practical applications.
- Distinguish different types of production and operation management.
- Acquire adequate knowledge in related fields such as accounting and economics.

#### **b- Intellectual Skills**

- Develop analytical skills.
- Develop decision-making skills.
- Develop effective communication skills.
- Build negotiation skills.
- Analyze business case studies.
- Demonstrate a social foundation of the concepts and theories of management.
- Develop professional knowledge and skills in the field of management.

### c- Practical and Professional Skills

- Apply theoretical models to actual business situations (assignments, case studies and project work).
- Perform critical assessment, evaluation, application and decision making capabilities in every subject/discipline.
- Formulate and implement strategies in every business situation.
- Apply creative, logical and critical thinking to respond effectively to the changes in the business world.

### d- General and Transferable Skills

- Communication skills.
- Presentation skills.
- Analyze data in an organized form.
- Work collaboratively and engage with people in different settings.
- Interpersonal skills.
- Time management skills.

### *Degree Requirements*

The undergraduate curriculum for the Degree of Bachelor in Business Administration (Management Major) consists of 100 credit hours of course work + IC3.

### *Career Opportunities*

Management graduates may be employed by large private or public organizations, profit or non-profit organizations, governmental or local authorities, consultation firms and much more.

Some career options include:

Administrative Assistant; Assistant Manager; Production Control Manager; Technical Consultant; Office Manager; Development Officer; Human Resources Specialist; Information Services Supervisor; Branch Manager; Information Systems Manager; Customer Service Manager; Market Research Analyst; Entrepreneur.

### *Program Overview*

The Management Curriculum consists of the following components:

<b>Program Requirements</b>	<b>Credits</b>
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

### *I. University Requirements*

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University Mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

### *II. Major Requirements*

#### *a. Common Requirement Courses*

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

**b. Major Core Courses**

Courses			Crs.	Pre/co-requisites
BMGT	303	International Business	3	<b>Pre:</b> BMGT202
BMGT	306	Human Resources Management	3	<b>Pre:</b> BMGT202 + BMGT301
BMGT	401	Leadership	3	<b>Pre:</b> BMGT202 + BMGT301
BMKT	401	Marketing Research	3	<b>Pre:</b> BMKT301
BUSN	401	E-Business	3	<b>Pre:</b> BMGT 202
BMGT	402	Organizational Analysis and Design	3	<b>Pre:</b> BMGT202
BMGT	404	Entrepreneurship and Venture Management	3	<b>Pre:</b> BMGT 202
BACC	404	Managerial Accounting	3	<b>Pre:</b> BACC202
BMGT	410	Senior Project and Internship	3	

**Description of Major Core Courses**

**BMGT303-INTERNATIONAL BUSINESS (3Cr.:3Lec):**

This course provides insights on tools and practices that help to identify and interpret international business opportunities. Students will analyze international management and investment strategies. This course provides insights on tools and practices that help to identify and interpret international business opportunities. This course draws upon international business theory and practice for understanding the international business context. It aims to provide students with practical tools and theoretical knowledge related to international trade and the exploration of practical issues faced by business managers in international business situations. **Pre-req:** : BMGT202-Principles of Management.

**BMGT306-HUMAN RESOURCE MANAGEMENT (3Cr.:3Lec):**

This course provides with the basic principles and techniques of human resource management. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the ‘real world.’ Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization’s human resources department. **Pre-req:** BMGT202-Principles of Management-BMGT301- Organizational Behavior.

**BMGT401-LEADERSHIP (3Cr.:3Lec):**

This course is designed to develop and strengthen the necessary competencies to prepare students for leadership positions in their chosen field. This course emphasizes skill building in business writing, preparing and delivering business presentations, social skills in informal settings, interviewing skills, working in teams, learning about and adapting to organizational cultures, and mentoring and networking. Leadership skills such as adaptability, self-motivation, risk taking, time orientation, and adding value to the firm are also covered.

**Pre-req:** BMGT202-Principles of Management-BMGT301-Organizational Behavior.

**BMKT401-MARKETING RESEARCH (3Cr.:3Lec):**

This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. **Pre-req:** BMKT301-Principles of Marketing.

**BUSN401-E-BUSINESS (3Cr.:3Lec):**

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—is be explored. Students will build their own web presence and market it using an online platform. **Pre-req:** BMGT202-Principles of Management

**BMGT402-ORGANIZATIONAL ANALYSIS AND DESIGN (3Cr.:3Lec):**

This course is intended to increase your understanding of the nature and purpose of organizations and how and why approaches to organization design change. This course is useful for students interested in management as well as those interested in management and organization consulting. Organization structure, processes, effectiveness, and the impact on individual member development and stakeholder expectations will be the major focal points of the course. The need for organizational change and innovation against the backdrop of traditional organization theory will be analyzed and new organizational forms will be examined. **Pre-req:** BMGT202-Principles of Management.

**BMGT404-ENTREPRENEURSHIP AND VENTURE MANAGEMENT (3Cr.:3Lec):**

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts. **Pre-req:** BMGT202-Principles of Management.

**BACC404-MANAGERIAL ACCOUNTING (3Cr.:3Lec):**

This course covers the principles, techniques, and uses of accounting information for planning, decision-making and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, differential analysis. Related theory and application will also be reviewed. **Pre-req:** BACC202-Principles of Accounting II.

**BMGT410-SENIOR PROJECT AND INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a supervising instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the supervising instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.

*c. Major Elective Courses*

Courses			Crs.	Pre/co-requisites
BHOT	301	Introduction to Hospitality Management	3	<b>Pre:</b> BMGT202
BMIS	302	Management Information Systems II	3	<b>Pre:</b> BMIS301
BFIN	314	Investments	3	<b>Pre:</b> BFIN302
BACC	403	Cost Accounting	3	<b>Pre:</b> BACC202
BECO	406	Managerial Economics	3	
BMGT	411	Human Resource Planning and Development	3	<b>Pre:</b> BMGT306
BMGT	412	Quantitative Techniques for Management	3	<b>Pre:</b> BMGT302
BFIN	412	Financial Institutions and Capital Markets	3	<b>Pre:</b> BFIN302
BMGT	413	Logistics and Supply Chain Management	3	<b>Pre:</b> BMGT202
BUSN	420	Corporate Social Responsibility	3	<b>Pre:</b> BGMT202

*Description of Major Elective Courses***BHOT301-INTRODUCTION TO HOSPITALITY MANAGEMENT (3Cr.:3Lec):**

This course provides with an overview of the hotel, restaurant and tourism industries, their history, problems, general operating procedures, management functions, and concepts in hospitality and tourism management along with the its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students will be exposed to the general concepts in hospitality management. **Pre-req:** BMGT202-Principles of Management.

**BMIS302-MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab):**

This course provides with managerial perspective on issues arising in managing information systems through their life-cycle. The topics include different methodologies for estimating software development costs, maintenance costs, systems project management, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. **Pre-req:** BMIS301-Management Information Systems I.

**BFIN314-INVESTMENTS (3Cr.:3Lec):**

The course covers the theoretical and practical applications of investments. The topics covered include portfolio and diversification theory, short-term investments, long-term investments, investment banking, security trading, measuring portfolio performance, international investing, and mutual funds. This course aims to explain the key concepts in investment theory from the perspective of a portfolio manager rather than an individual investor. **Pre-req:** BFIN302-Financial Management.

**BACC403-COST ACCOUNTING (3Cr.:3Lec):**

The course covers in-depth coverage of cost behavior, cost concepts and classifications, direct costing, cost reports, accounting for materials, labor, and overhead, product costing methods (e.g., job-order costing and process costing), activity based costing. The design, interpretation and identification of opportunities and methods for improving costs and performance are discussed. *Pre-req:* BACC202- Principles of Accounting II.

**BECO406-MANAGERIAL ECONOMICS (3Cr.:3Lec):**

The objective of this course is to provide knowledge in the field of economics and management. Upon successful completion of this course, students will be able to build up an economic managerial view of an organization. Topics covered include the market equilibrium (demand and supply), elasticity of demand, the theory and estimation of cost, pricing and output decisions, game theory, and capital budgeting and risks.

**BMGT411-HUMAN RESOURCE PLANNING AND DEVELOPMENT (3Cr.:3Lec):**

This course examines the activities and processes that impact on organizational and individual learning. The focus is on interventions which change, or improve the ability to change organizational behavior. Interventions can range from the strategic to the functional areas of training and development. Topics include the strategic role of human resource development, organizational and individual analysis, adult learning styles, technology and learning, management education, vocational education and training. Communication and group management techniques are emphasized as important attributes for the HRD professional. *Pre-req:* BMGT306 Human Resource Management.

**BMGT412-QUANTITATIVE TECHNIQUES FOR MANAGEMENT (3Cr.:3Lec):**

This course includes statistics which is used to make inferences related to situations. Various Statistical methods can be applied to different situations to arrive at meaningful results. This subject aims to familiarize students towards perceiving and analyzing modern business & economic numerical and apply statistical techniques for arriving at sound management decisions. Course helps in identifying and establishing relationships between real life variables using tools like correlation and regression and comprehend the concepts of probability and probability distributions. *Pre-req:* BMGT302-Operations Management.

**BFIN412-FINANCIAL INSTITUTIONS AND CAPITAL MARKETS (3Cr.:3Lec):**

This course highlights the importance of institutions and markets. Markets do not exist in a vacuum; rather, participants interact in organized markets that are set up to promote efficient exchange of funds from buyers to sellers. Therefore, this course is an integrative course that covers a variety of financial instruments and institutions. Topics include supply and demand for loanable funds, financial markets and institutions, level and structure of interest rates, interest rate theory and determination money and capital markets; and monetary, fiscal and debt management policies by various types of financial institutions. *Pre-req:* BFIN302-Financial Management.

**BMGT413-LOGISTICS AND SUPPLY CHAIN MANAGEMENT (3Cr.:3Lec):**

This course introduces the concept of supply chain management and evaluates the core fundamentals of logistics within commerce. From corporate giants to small businesses, product manufacturing industries operating within all verticals constantly strive to optimize logistics and operations techniques and practices. In addition to identifying supply chain trends and evolution, the relationship between domestic and foreign goods supply is explored. *Pre-req:* BMGT202-Principles of Management.

**BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. *Pre-req:* BMGT202-Principles of Management.

## Study Plan

### Bachelor Degree in Business Administration / Management Major (100 Credits)

First Semester (16 Credits)			Crs.	Pre/co-requisites
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language	2	
		University Elective	1	
Second Semester (17 Credits)			Crs.	Pre/co-requisites
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
Third Semester (16 Credits)			Crs.	Pre/co-requisites
BMGT	301	Organizational Behavior	3	Pre: BMGT 202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles of Marketing	3	Pre: BMGT 202
BMGT	303	International Business	3	Pre: BMGT 202
		Elective (General) <sup>1</sup>	4	
Fourth Semester (17 Credits)			Crs.	Pre/co-requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BMGT	306	Human Resource Management	3	Pre: BMGT202 + BMGT301
		Elective (General) <sup>1</sup>	2	
Fifth Semester (17 Credits)			Crs.	Pre/co-requisites
BMGT	401	Leadership	3	Pre: BMGT 202 + BMGT 301
BMKT	401	Marketing Research	3	Pre: BMKT 301
BUSN	401	E – Business	3	Pre: BMGT202
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	
Sixth Semester (17 Credits)			Crs.	Pre/co-requisites
BMGT	402	Organizational Analysis and Design	3	Pre: BMGT202
BMGT	404	Entrepreneurship and Venture Management	3	Pre: BMGT 202
BACC	404	Managerial Accounting	3	Pre: BACC 202
BMGT	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for *BT students* equivalent to Lebanese Bacc II.

- MATH 112 is pre/co-requisite for Humanities students.

## ***Department of Business Administration (Banking and Finance Major)***

<b><i>Chairperson</i></b>	Dr. Alaa Abbass (Acting Head)
<b><i>Professors</i></b>	Prof. Nehale Farid Mostafa
<b><i>Associate Professors</i></b>	Dr. Alaa Abbas, Dr. Rania Mostafa
<b><i>Assistant Professors</i></b>	Dr. Nasser Issa, Dr. AbdulRahman Beydoun, Dr. Ahmed Anouti, Ms. Rachel Saad
<b><i>Part-time Lecturers</i></b>	Dr. Pierre Khoury, Dr Nada Yamout, Dr. Fadi Hashem, Dr. Fawzi Haddad, Mr. Talal Kaissi, Dr. Salah Shami, Mr. Michel Saliby, Ms. Tamara Kaasamani, Mr. Mohammad Azakir, Mr Khaled Fayed, Mr. Karim Bourdoukali, Mr. Ayman Bazzi, Mr. Rabih Elkhatib, Mr. Ali Abou Ali, , Mrs. Rouba Farhat

### ***Mission***

The mission of the Banking and Finance major is to prepare qualified students for various careers in the financial field. This is achieved through a structured curriculum that enables students to analyze and critically assess an entity's financial conditions and values.

### ***Objectives***

The bachelor of Business Administration with a major in Banking and Finance enables students to demonstrate a wide-range of financial competences and skills.

#### ***A major in Banking and Finance aims at:***

- Ensuring an exceptional and distinctive learning experience.
- Providing an educational environment in which students become skilled in actively pursuing the specific discipline of banking and finance.
- Providing a basic understanding of how to apply key financial concepts and theories.
- Developing financial technical skills.
- Understanding how to integrate among areas of management, economics, accounting and finance.
- Demonstrating the skills necessary to tackle problems within the complex world of international finance and banking.
- Preparing and implementing findings directed at the evaluation of corporate, market, investment and risk management situations.
- Demonstrating business and cultural skills related to the professional workplace in a local and international context.

### ***Learning Outcomes***

#### **a- Knowledge and Understanding**

- Understand the basic and foundational topics relevant to the business environment.
- Describe how finance is integrated with business domains.
- Follow up on contemporary theories for selected aspects of banking and finance.
- Recognize the mechanism of investment procedures, financial assets allocations and financial strategies within a business.
- Provide the basis knowledge related to finance theories and models.
- Provide a foundation in the methods and applications of evaluation in the fields of finance.
- Acquire adequate knowledge in related fields of accounting, management and economics.
- Examine methods of managing funds.
- Differentiate between corporate finance management, investments and financial institutions.

#### **b- Intellectual Skills**

- Demonstrate a solid foundation of the concepts and theories of finance.
- Evaluate economic, business and financial information for decision making.
- Evaluate the role of finance for individual organizations and for society as a whole.
- Undertake effective problem-solving and decision-making using appropriate quantitative and qualitative financial techniques.
- Attain good negotiation skills in the field of financial management.
- Build commercial awareness and interests.

#### **c- Practical and Professional Skills**

- Conduct research through the creation, extraction and analysis of financial information.
- Apply relevant software and programs in order to better analyze financial data.



- Formulate and implement strategies in financial organizations.
- Apply creative, logical and critical thinking to respond effectively to financial issues and financial crises.
- Analyze how corporations deal with financial problems.

#### **d- General and Transferable Skills**

- Communication skills.
- Presentations skills.
- Interpersonal skills.
- Time management skills.
- Analyzing financial data in a systematic way.
- Making effective use of IT tools in the field of finance.
- Working in a team.

### ***Degree Requirements***

The undergraduate curriculum for the degree of Bachelor in Business Administration (Banking and Finance Major) consists of 100 credit hours of course work + IC3.

### ***Career Opportunities***

Graduates may seek employment in multiple professional settings, since finance professionals are necessary in a wide variety of businesses and organizations.

Hence, our graduates may find careers in payroll, real estate, budget analysis, investor relations, financial reporting and among other areas.

Some career options include:

Banking Professional; Credit Analyst; Personal Financial Advisor; Loans Officer; Financial Analyst; Financial Controller; Risk Analyst; Investments Banker; Security Analyst; Lending Officer; Financial Planner

### ***Program Overview***

The Banking and Finance Curriculum consists of the following components:

<b>Program Requirements</b>	<b>Credits</b>
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

#### ***I. University Requirements***

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University Mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

#### ***II. Major Requirements***

##### ***a. Common Requirement Courses***

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

##### ***b. Major Core Courses***

<b>Courses</b>			<b>Crs.</b>	<b>Pre-/Co-requisites</b>
BACC	301	Intermediate Accounting I	3	<b>Pre:</b> BACC202
BACC	302	Intermediate Accounting II	3	<b>Pre:</b> BACC301
BFIN	401	Security Analysis	3	<b>Pre:</b> BFIN302
BFIN	402	Islamic Banking	3	<b>Pre:</b> BFIN302
BFIN	403	Portfolio Management	3	<b>Pre:</b> BFIN302

BFIN	404	Bank Management	3	<b>Pre:</b> BFIN302
BFIN	405	Principles of Insurance	3	<b>Pre:</b> BMTH201
BFIN	406	Fundamentals of Risk Management	3	<b>Pre:</b> BFIN302
BFIN	410	Senior Project and Internship	3	

### *Description of Major Core Courses*

#### **BACC301-INTERMEDIATE ACCOUNTING I (3Cr.:3Lec):**

The course covers the financial accounting theory and practice, including, the conceptual framework underlying financial accounting, statement of income, statement of retained earnings, balance sheet and statement of cash flows, and the accounting for revenue recognition alternatives. **Pre-req:** BACC202-Principles of Accounting II.

#### **BACC302-INTERMEDIATE ACCOUNTING II (3Cr.:3Lec):**

The course covers a continuation of accounting theory and practice including accounting for property, plant, equipment, natural resources, intangible assets, current and long-term liabilities, contributed capital, retained earnings, EPS calculations and temporary and long-term investments. **Pre-req:** BACC301-Intermediate Accounting I.

#### **BFIN401-SECURITY ANALYSIS (3Cr.:3Lec):**

This course emphasizes the investment needs for both individual and institutional investors. Students will learn about fundamental and technical analysis which will be used to quantitatively evaluate and value assets. Topics covered include various types of securities, security markets, security analysis, risk-return analysis, regulation of security markets and ethics. Students will be exposed to theory and practice since they will also use the dealing room.

**Pre-req:** BFIN302-Financial Management.

#### **BFIN402-ISLAMIC BANKING (3Cr.:3Lec):**

This course provide students with general overview regarding Islamic banking where several concepts will be covered starting from an introduction to Islamic banking and finance, to understand how Islamic banks are operating; Islamic contract law; financial instruments of Islamic banking and finance; financial accounting for Islamic banking products; Corporate governance; Islamic assets and fund management; Islamic bonds valuation and risk management techniques.

**Pre-req:** BFIN302-Financial Management.

#### **BFIN403-PORTFOLIO MANAGEMENT(3Cr.:3Lec):**

This course emphasizes the portfolio aspects of Investments. Concepts of Common stock, the stock market, stock options, and approaches to investing in the stock market and building stock portfolios are elaborated. Topics include in-depth coverage of fixed income portfolio management, derivatives, international portfolio diversification and ethics. Students are introduced to portfolio theory and study various methods of modeling the risk associated with stock investment such as the capital asset pricing model and arbitrage pricing theory. **Pre-req:** BFIN302-Financial Management.

#### **BFIN404-BANK MANAGEMENT (3Cr.:3Lec):**

This course introduces banking and financial services management. It also covers concepts of the financial statements and performance of banks and their principal competitors, the tools for managing and hedging against risk, management of the investment portfolio and liquidity positions/reserves as well as the sources of funds including deposits, borrowed funds, fee income, and capital and loans and lending policies and procedures. **Pre-req:** BFIN302-Financial Management.

#### **BFIN405-PRINCIPLES OF INSURANCE (3Cr.:3Lec):**

This course intends to provide a basic understanding of the insurance mechanism. The course covers several topics. It explains the concept of insurance and how it is used to cover risk, how insurance is transacted as a business and how the insurance market operates, the relationship between insurers and their customers and the importance of insurance contracts. Some commonly used insurance terms are also listed out. **Pre-req:** BMTH 201- Business Math.

#### **BFIN406-FUNDAMENTALS OF RISK MANAGEMENT (3Cr.:3Lec):**

This course aims to introduce students to the rationale, principles, process and major tools of risk management. A holistic/integrated view of risk management is adopted throughout the course. Covered topics include: The concept of risk, risk theory, risk measurement, corporate risks and the rationales of corporate risk management, risk management organization and process, and some major tools of risk management. The course reflects the latest developments and industry practices in the discipline of risk management. **Pre-req:** BFIN302-Financial Management

#### **BFIN410-SENIOR PROJECT AND INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a supervising instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the supervising instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.

*c. Major Elective Courses*

Courses			Crs.	Pre/co-requisites
BMIS	302	Management Information Systems II	3	<b>Pre:</b> BMIS301
BECO	402	Money and Banking	3	<b>Pre:</b> BECO 202
BECO	405	Public Finance and Fiscal Policy	3	<b>Pre:</b> BECO 202
BFIN	411	Real Estate Finance	3	<b>Pre:</b> BECO 202
BFIN	412	Financial Institutions and Capital Markets	3	<b>Pre:</b> BFIN302
BFIN	413	Derivatives	3	<b>Pre:</b> BECO 202
BFIN	414	International Finance	3	<b>Pre:</b> BECO 202
BFIN	415	Credit and Risk Analysis	3	<b>Pre:</b> BECO 202
BECO	417	Applied Econometrics	3	<b>Pre:</b> BMTH202
BUSN	420	Corporate Social Responsibility	3	<b>Pre:</b> BMGT202

*Description of Major Elective Courses*

**BMIS302-MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab):**

This course provides with managerial perspective on issues arising in managing information systems through their life-cycle. The topics include different methodologies for estimating software development costs, maintenance costs, systems project management, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. **Pre-req:** BMIS-301-Management Information Systems I.

**BECO402-MONEY AND BANKING (3Cr.:3Lec):**

This course addresses classical and contemporary issues in the theory of money, banking, and financial institutions. The topics that are covered in this course include: money creation, the gold standard, the structure of central banks, theories of money demand and money supply, the relationship between money supply and overall economic activity, the theoretical and practical aspects of monetary policies, and the tools used by the Central Bank to influence the economy. We shall pay particular attention to the money creation process, the goals and conduct of monetary policy, and the transmission mechanisms. **Pre-req:** BECO 202-Intermediate Macroeconomic.

**BECO405-PUBLIC FINANCE AND FISCAL POLICY (3Cr.:3Lec):**

This course provides students with the definition of public finance. The course introduces the basic principles and rules that govern state intervention in the economy to achieve society goals. The student is then subjected to externalities and affiances, public goods and its characteristics, economics of public expenditure, and then emphasizes the concepts, cycle, types and classification of state budget. **Pre-req:** BECO 202-Intermediate Macroeconomic.

**BFIN411-REAL ESTATE FINANCE (3Cr.:3Lec):**

This course introduces students to the overall real estate process including concept generation, market research, design, construction, finance and transactions. The course is structured as a survey course, providing a holistic view of the real estate process with the ultimate goal of helping students understand how to generate optimal real estate solutions for various users that are economically viable, sustainable and environmentally responsible. **Pre-req:** BECO 202-Intermediate Macroeconomic.

**BFIN412-FINANCIAL INSTITUTIONS AND CAPITAL MARKETS (3Cr.:3Lec):**

This course highlights the importance of institutions and markets. This course is an integrative course that covers a variety of financial instruments and institutions. Topics include supply and demand for loanable funds, financial markets and institutions, level and structure of interest rates, interest rate theory and determination money and capital markets; and monetary, fiscal and debt management policies by various types of financial institutions. **Pre-req:** BFIN302-Financial Management.

**BFIN413-DERIVATIVES (3Cr.:3Lec):**

In this course students will develop an understanding of financial derivative instruments and their applications to corporate strategy and risk management. Students also will be able to distinguish between using derivatives to appropriately manage risk and using them for speculation. The course covers the following topics: Forward, future, option, and swap contracts, hedging, arbitrage, and derivatives-pricing models. In addition, it introduces securitization, real options, and risk management. **Pre-req:** BECO 202-Intermediate Macroeconomic.

**BFIN414-INTERNATIONAL FINANCE (3Cr.:3Lec):**

This course examines the theoretical and applied perspectives of international finance. Topics include the determination of spot and forward exchange rates and interest rates, the returns to foreign investments in external currency and in bond and stock markets, the management of foreign exchange risk with forward markets and foreign currency option markets, and the dynamics of the balance of payments with a focus on understanding international capital flows, country debt, and exchange rate fluctuations. *Pre-req:* BECO 202-Intermediate Macroeconomic.

**BFIN415-CREDIT AND RISK ANALYSIS (3Cr.:3Lec):**

The course is designed to strike a balance between a practical approach to the most popular credit risk models and their theoretical underpinnings. The credit risk concept such as the possibility that an obligor will fail to perform as agreed is examined from the perspective of the commercial banker. Focuses on a sound understanding of the firm and its business plan and how the banker constructs the appropriate structure for the senior loan. Topics include asset-based, real estate, and cash flow lending. *Pre-req:* BECO 202-Intermediate Macroeconomic.

**BECO417-APPLIED ECONOMETRICS (3Cr.:3Lec):**

This course provides students with a solid theoretical and practical foundation for the interpretation of empirical evidence in economics. As such there is a dual focus on econometric theory and “hands-on” experience working with economic data. The centerpiece of the course is an empirical term paper due at the end of the semester. At the end of the course, students should be able to conduct their own empirical investigations, and critically evaluate econometric and other statistical evidence. *Pre-req:* BMTH202-Business Statistics.

**BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. *Pre-req:* BMGT202-Principles of Management

## Study Plan

### Bachelor Degree in Business Administration / Banking and Finance Major (100 Credit Hours)

First Semester (16 Credits)			Crs.	Pre/co-requisites
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language	2	
		University Elective	1	

Second Semester (17 Credits)			Crs.	Pre/co-requisites
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	

Third Semester (16 Credits)			Crs.	Pre/Co-requisites
BMGT	301	Organizational Behavior	3	Pre: BMGT 202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles of Marketing	3	Pre: BMGT 202
BACC	301	Intermediate Accounting I	3	Pre: BACC 202
		Elective (General) <sup>1</sup>	4	

Fourth Semester (17 Credits)			Crs.	Pre/Co-requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BACC	302	Intermediate Accounting II	3	Pre: BACC 301
		Elective (General) <sup>1</sup>	2	

Fifth Semester (17 Credits)			Crs.	Pre/Co-requisites
BFIN	401	Security Analysis	3	Pre: BFIN 302
BFIN	403	Portfolio Management	3	Pre: BFIN 302
BFIN	405	Principles Of Insurance	3	Pre: BMTH 201
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	

Sixth Semester (17 Credits)			Crs.	Pre/Co-requisites
BFIN	402	Islamic Banking	3	Pre: BFIN 302
BFIN	404	Bank Management	3	Pre: BFIN 302
BFIN	406	Fundamentals of Risk Management	3	Pre: BFIN 302
BFIN	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for *BT students* equivalent to Lebanese Bacc II.
- MATH 112 is pre/co-requisite for Humanities students.

## ***Department of Business Administration (Marketing Major)***

### ***Academic Staff***

<b><i>Chairperson</i></b>	Dr. Alaa Abbass (Acting Head)
<b><i>Professors</i></b>	Prof. Nehale Farid Mostafa
<b><i>Associate Professors</i></b>	Dr. Alaa Abbas, Dr. Rania Mostafa
<b><i>Assistant Professors</i></b>	Dr. Nasser Issa, Dr. AbdulRahman Beydoun, Dr. Ahmed Anouti, Ms. Rachel Saad
<b><i>Part-time Lecturers</i></b>	Dr. Pierre Khoury, Dr Nada Yamout, Dr. Fadi Hashem, Dr. Fawzi Haddad, Mr. Talal Kaissi, Dr. Salah Shami, Mr. Michel Saliby, Ms. Tamara Kaasamani, Mr. Mohammad Azakir, Mr Khaled Fayed, Mr. Karim Bourdoukali, Mr. Ayman Bazzi, Mr. Rabih Elkhatib, Mr. Ali Abou Ali, Mrs. Rouba Farhat

### ***Mission***

The Mission of the Marketing Major is to create an intellectual environment within which students may acquire marketing knowledge, skills and attitudes required for achieving success. The Major's mission supports the University's mission, in that the major:

- Has a commitment to academic excellence.
- Inspires students through the scholarly activity of its staff members.
- Provides exemplary professional training.
- Prepares students for ethical leadership in a global society.

### ***Objectives***

- Provide challenging learning experiences for undergraduate and graduate students that are grounded in marketing theory and practice within the global business environment.
- Serve students as advisors, mentors and role models.
- Encourage and support the intellectual and professional development of students and academic and non-academic staff.
- Interact with business partners to continuously improve undergraduate and graduate marketing programs.
- Encourage the participation of students and academic and non-academic staff in activities supporting the marketing profession, the University and the business community.
- Recognize the value of all work by students and academic and non-academic staff that contributes to the mission and goals of the department and the faculty.

### ***Learning Outcomes***

#### **a- Knowledge and Understanding**

- Identify core concepts of marketing and the role of marketing in business and society.
- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation of the global nature of marketing and appropriate measures to operate effectively in international settings.

#### **b- Intellectual Skills**

- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
- Ability to construct written marketing plans and a professional interactive oral marketing presentation.

#### **c- Practical and Professional Skills**

- Ability to analyze, synthesize, evaluate, and apply information in order to solve complex problems.
- Ability to contribute to scholarly understanding of a subject by balancing the complexity and clarity of an argument, providing clear conceptual organization of evidence, and adaptation to context and audience.
- Ability to use all of the above to make positive contributions to one's community and the larger society.

#### **d- General and Transferable Skills**

- Develop managerial leadership and inculcate professional ethics and competency in marketing.
- Master communication skills.
- Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.
- Ability to apply knowledge and skills to real-world experiences in an internship.

## Degree Requirements

The undergraduate curriculum for the degree of Bachelor in Business Administration (Marketing Major) consists of 100 credit hours of course work + IC3.

## Career Opportunities

Marketing is a broad area with many career opportunities. This concentration helps students to develop skills that enable them to function in many different marketing roles while working closely and effectively with other business functions. Students, who major in marketing, may learn about the six functional areas related to the marketing process - brand marketing, advertising, sales promotion, market research, sales, and retailing. Employers include large business and industrial firms but also smaller companies, private research organizations, and advertising agencies. Retail and wholesale trade, insurance, travel, and real estate are other areas where your training can open up job opportunities.

Some career options include:

Advertising Manager; Advertising Sales Director; Account Executive; Account Coordinator; Media Director; Media Coordinator; Brand Manager; Product Manager; Product Development Manager; Market Research Director; Relations Director; Corporate Communications Manager.

## Program Overview

The Marketing Curriculum consists of the following components:

Program Requirements	Credits
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

### I. University Requirements

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University Mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

### II. Major Requirements

#### a. Common Requirement Courses

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

#### b. Major Core Courses

Courses	Crs.	Pre-Co/requisites
BMKT 302	3	Services Marketing <b>Pre:</b> BMKT301
BMKT 401	3	Marketing Research <b>Pre:</b> BMKT301
BUSN 401	3	E-Business <b>Pre:</b> BMGT202
BMKT 402	3	Strategic Marketing Management <b>Pre:</b> BMKT 301+ BMGT 304
BMKT 403	3	International Marketing <b>Pre:</b> BMKT301
BMKT 404	3	Brand Management <b>Pre:</b> BMKT301
BMKT 405	3	Consumer Behavior <b>Pre:</b> BMKT301
BMKT 406	3	Advertising Marketing Communications <b>Pre:</b> BMKT301
BMKT 410	3	Senior Project and Internship

## *Description of Major Core Courses*

### **BMKT302-SERVICES MARKETING (3Cr.:3Lec):**

This course provides a framework for understanding the key issues of services marketing. It focuses on how services differ from goods and how this influences the way the former are marketed. Particular attention is paid to the role of quality in delivering services to meet and exceed customer expectations. Topics covered include the following: customer satisfaction, service delivery, promotion, pricing, and consumer decision-making.

*Pre-req:* BMKT301-Principles of Marketing.

### **BMKT401-MARKETING RESEARCH (3Cr.:3Lec):**

This course provides a comprehensive introduction to marketing research and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. *Pre-req:* BMKT301-Principles of Marketing.

### **BUSN401-E-BUSINESS (3Cr.:3Lec):**

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—is explored. Students will be able to build their own web presence and market it using an online platform.

*Pre-req:* BMGT202-Principles of Management

### **BMKT402-STRATEGIC MARKETING MANAGEMENT (3Cr.:3Lec):**

This is a capstone course with a "big picture," environmental focus that examines major managerial problems in marketing. It prepares students to lead integrated marketing tactics. Cases, computer simulations, and literature on strategic marketing management are utilized to enhanced student competence with the principles and processes of strategic market planning, and the development, implementation, and control of marketing plans and programs.

*Pre-req:* BMKT301- Principles of Marketing + BMGT304-Strategic Management.

### **BMKT403-INTERNATIONAL MARKETING (3Cr.:3Lec):**

This course analyzes and examines the key concepts, environmental and strategic issues involved in entering international markets and conducting marketing operations across national borders. The course focuses on the identification and evaluation of market opportunities, modification of marketing strategies and programs in response to different market needs and constraints, and coordinating strategies in world markets.

*Pre-req:* BMKT301-Principles of Marketing.

### **BMKT404-BRAND MANAGEMENT (3Cr.:3Lec):**

This course introduces how brands are viewed, built, managed, and measured to ensure firms' superiority and sustainability in profits. The course builds on existing communications and consumer behavior models in order to explore many of the issues facing a modern day brand manager. Topics: evaluation of brands, brands and their relationships with consumers, how to create brand equity and the tools required to manage equity over time.

*Pre-req:* BMKT301-Principles of Marketing.

### **BMKT405-CONSUMER BEHAVIOR (3Cr.:3Lec):**

A study of how marketing meets consumer needs. Students apply psychological, social and cultural concepts to marketing decision making. Topics include the internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making. *Pre-req:* BMKT301-Principles of Marketing.

### **BMKT406-ADVERTISING AND MARKETING COMMUNICATIONS (3Cr.:3Lec):**

This course emphasizes on understanding and application of the principles of marketing communications from a managerial perspective. It provides students with a broad background to marketing concepts as they apply to Integrated Marketing Communications. It focuses on advertising sales promotion, and public relations with special attention to the economic, sociological and psychological aspects of behavior. *Pre-req:* BMKT301-Principles of Marketing.

### **BMKT410-SENIOR PROJECT AND INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a supervising instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the Supervising Instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.



*c. Major Elective Courses*

Courses			Crs.	Pre/co-requisites
BMIS	302	Management Information Systems II	3	<b>Pre:</b> BMIS301
BMGT	306	Human Resource Management	3	<b>Pre:</b> BMGT202 + BMGT301
BACC	403	Cost Accounting	3	<b>Pre:</b> BACC202
BMGT	404	Entrepreneurship and Venture Management	3	<b>Pre:</b> BMGT202
BMKT	411	Social Marketing	3	<b>Pre:</b> BMKT301
BMKT	412	Professional Selling	3	<b>Pre:</b> BMKT301
BMKT	413	Retail Management	3	<b>Pre:</b> BMKT301
BMGT	413	Logistics and Supply Chain Management	3	<b>Pre:</b> BMGT202
BMKT	414	Public Relations	3	<b>Pre:</b> BMKT301
BUSN	420	Corporate Social Responsibility	3	<b>Pre:</b> BMGT202

*Description of Major Elective Courses*

**BMIS302-MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab):**

This course provides with managerial perspective on issues arising in managing information systems through their life-cycle. The topics include different methodologies for estimating software development costs, maintenance costs, systems project management, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. **Pre-req:** BMIS301-Management Information Systems I.

**BMGT306-HUMAN RESOURCE MANAGEMENT (3Cr.:3Lec):**

This course provides with the basic principles and techniques of human resource management. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the ‘real world.’ Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization’s human resources department. **Pre-req:** BMGT202-Principles of Management- BMGT301- Organizational Behavior.

**BACC403-COST ACCOUNTING (3Cr.:3Lec):**

The course covers in-depth coverage of cost behavior, cost concepts and classifications, direct costing, cost reports, accounting for materials, labor, and overhead, product costing methods (e.g., job-order costing and process costing), activity based costing. The design, interpretation and identification of opportunities and methods for improving costs and performance are discussed. **Pre:** BACC202- Principles of Accounting II.

**BMGT404-ENTREPRENEURSHIP AND VENTURE MANAGEMENT (3Cr.:3Lec):**

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts. **Pre-req:** BMGT202-Principles of Management.

**BMKT411-SOCIAL MARKETING (3Cr.:3Lec):**

This course provides coverage of marketing activities related to social causes, ideas, and behaviors. These activities are typically carried out by non-profit organizations involved in such areas as education, health care, religion, and philanthropy. The focus of marketing in these areas is to encourage, promote and sustain desirable social behaviors and ideas and to foster community and volunteer support. This course is designed for students concerned about social issues and problems. **Pre-req:** BMKT301-Principles of Marketing.

**BMKT412-PROFESSIONAL SELLING (3Cr.:3Lec):**

This course is a detailed examination of the process and steps in effective selling. It examines contemporary salesperson's responsibilities of prospecting, making sales calls and presentations, closing sales, ensuring customer satisfaction. It covers sales promotion and territory management. Students examine an overall analysis of the

professional selling function, and gain insight into the role of personal selling in marketing and society and its applications within organizations. *Pre-req:* BMKT301-Principles of Marketing.

**BMKT413-RETAIL MANAGEMENT (3Cr.:3Lec):**

The objective of this course is to enrich students' understanding of retailing and to develop knowledge of contemporary retail management issues at the strategic level. This course will enable students to develop decision making skills related to retailing. This course describes and analyzes the way retailing works, specifically the key activities and relationships. Such course provides an academic underpinning to the above through the application of retailing theory and research. *Pre-req:* BMKT301-Principles of Marketing.

**BMGT413-LOGISTICS AND SUPPLY CHAIN MANAGEMENT (3Cr.:3Lec):**

This course introduces the concept of supply chain management and evaluates the core fundamentals of logistics within commerce. From corporate giants to small businesses, product manufacturing industries operating within all verticals constantly strive to optimize logistics and operations techniques and practices. In addition to identifying supply chain trends and evolution, the relationship between domestic and foreign goods supply is explored.

*Pre-req:* BMGT202-Principles of Management.

**BMKT414-PUBLIC RELATIONS (3Cr.:3Lec):**

The goal of this course is to provide an introduction to public relations principles, concepts and emerging trends in Public Relations. The various career paths will be examined, to include, but not limited to: investor relations, community relations, public affairs, media relations and event management. Students will explore the significance of management by objective with respect to effective strategies, tactics, concise objectives and SMART goals within the dynamics of public relations. *Pre-req:* BMKT301 Principles of Marketing

**BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. *Pre-req:* BMGT202-Principles of Management

## Study Plan

### Bachelor Degree in Business Administration / Marketing Major (100 Credits)

<b>First Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language	2	
		University Elective	1	
<b>Second Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
<b>Third Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	301	Organizational Behavior	3	Pre: BMGT 202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles Of Marketing	3	Pre: BMGT 202
BUSN	401	E – Business	3	Pre: BMGT 202
		Elective (General) <sup>1</sup>	4	
<b>Fourth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BMKT	302	Services Marketing	3	Pre: BMKT 301
		Elective (General) <sup>1</sup>	2	
<b>Fifth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMKT	401	Marketing Research	3	Pre: BMKT 301
BMKT	403	International Marketing	3	Pre: BMKT 301
BMKT	405	Consumer Behavior	3	Pre: BMKT 301
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	
<b>Sixth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMKT	402	Strategic Marketing Management	3	Pre: BMKT 301+ BMGT 304
BMKT	404	Brand Management	3	Pre: BMKT 301
BMKT	406	Advertising Marketing Communications	3	Pre: BMKT 301
BMKT	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for *BT students* equivalent to Lebanese Bacc II.

- MATH 112 is pre/co-requisite for Humanities students.

## ***Department of Business Administration (Hospitality and Tourism Management Major)***

### ***Academic Staff***

<b><i>Chairperson</i></b>	Dr. Alaa Abbass (Acting Head)
<b><i>Professors</i></b>	Prof. Nehale Farid Mostafa
<b><i>Associate Professors</i></b>	Dr. Alaa Abbas, Dr. Rania Mostafa
<b><i>Assistant Professors</i></b>	Dr. Nasser Issa, Dr. AbdulRahman Beydoun, Dr. Ahmed Anouti, Ms. Rachel Saad
<b><i>Part-time Lecturers</i></b>	Dr. Pierre Khoury, Dr Nada Yamout, Dr. Fadi Hashem, Dr. Fawzi Haddad, Mr. Talal Kaissi, Dr. Salah Shami, Mr. Michel Saliby, Ms. Tamara Kaasamani, Mr. Mohammad Azakir, Mr Khaled Fayed, Mr. Karim Bourdoukali, Mr. Ayman Bazzi, Mr. Rabih Elkhatib, Mr. Ali Abou Ali, , Mrs. Rouba Farhat

### ***Mission***

The mission of the Hospitality and Tourism Management major is committed to academic excellence through the creation and dissemination of knowledge in the tourism business. It also seeks to provide Lebanon and the Middle East with graduates, who have the knowledge, skills and behaviour required to achieve successful engagement in the tourism career. It also prepares its graduates to engage in life-long learning and be capable of carrying out tourism and hospitality management with competence.

### ***Objectives***

- Provide a high standard education suitable for individuals seeking employment as professionals in the tourism, hospitality, and tourist-guiding career.
- Provide the Lebanese and the Middle East tourist market with the professional human resources required in all fields of the tourism industry.
- Produce graduates capable of communicating and working effectively in a multidisciplinary environment after graduation.
- Evaluate current cultural, economic and social issues affecting the tourism and travel industry.
- Participate in both local and regional community services by providing general lectures, consultation, and training programs.

### ***Learning Outcomes***

#### **a- Knowledge and Understanding**

- Demonstrate knowledge of computer applications, management information systems, and quantitative methods.
- Demonstrate effective written and interpersonal communication skills. Moreover, acquire knowledge of a global perspective and diversity issues as related to hospitality management.

#### **b- Intellectual Skills**

- Develop an awareness of the various career opportunities and options within the hospitality industry.
- Analyze legal and ethical considerations affecting foodservice and lodging organizations.
- Integrate outstanding guest service quality, server-guest relationships, and ethics.

#### **c- Practical and Professional Skills**

- Apply knowledge of financial management to operations related to hospitality management.
- Examine foundations of management, leadership, and human resources in hospitality management.

#### **d- General and Transferable Skills**

- Provide the student with a "real life" experience in the hospitality industry.
- Apply and improve written, oral, and non-verbal communication skills.
- Evaluate the organization and the functions of the hospitality industry.
- Practice effective sales techniques and procedures including marketing, public relations and entrepreneurship within the industry.
- Perform essential food production and cost control strategies.

### ***Degree Requirements***

The undergraduate curriculum for the degree of Bachelor in Business Administration (Hospitality and Tourism Management Major) consists of 100 credit hours of course work + IC3.

## Career Opportunities

The Bachelor of Business Administration in Hospitality and Tourism Management gives the graduates access to top positions and a wide range of career opportunities in different types of businesses including hotels, eco-tourism, cruise ships, events, sports and leisure management and much more.

Some career options include:

Travel Agent; Tour Operator; Heritage Specialist; Housekeeping Supervisor; Executive Conference Manager; Executive Meeting Manager; Food and Beverage Manager; Front Desk Agent; Director of Hotel Operations; Shift Leader; Wedding Coordinator.

## Program Overview

The Hospitality and Tourism Management Curriculum consists of the following components:

Program Requirements	Credits
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

### I. University Requirements

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University Mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

### II. Major Requirements

#### a. Common Requirement Courses

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

#### b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BHOT	301	Introduction to Hospitality Management	3	<b>Pre:</b> BMGT202
BHOT	302	Lodging Management and Operations	3	<b>Pre:</b> BHOT301
BHOT	401	Food and Beverage Production and Control	3	<b>Pre:</b> BHOT301
BHOT	402	Hotel Operations	3	<b>Pre:</b> BMGT302
BHOT	403	Event Planning and Management	3	<b>Pre:</b> BHOT301
BHOT	404	Hospitality and Tourism Marketing	3	<b>Pre:</b> BHOT301
BHOT	410	Senior Project and Internship	3	
BACC	415	Cost Accounting for Restaurants and Hotels	3	<b>Pre:</b> BACC202
BACC	416	Hospitality Managerial Accounting	3	<b>Pre:</b> BACC202

### Description of Major Core Courses

#### **BHOT301-INTRODUCTION TO HOSPITALITY MANAGEMENT (3Cr.:3Lec):**

This course provides with an overview of the hotel, restaurant and tourism industries, their history, problems, general operating procedures, management functions, and concepts in hospitality and tourism management along with the its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students will be exposed to the general concepts in hospitality management.

**Pre-req:** BMGT202-Principles of Management.

**BHOT302-LODGING MANAGEMENT AND OPERATIONS (3Cr.:3Lec):**

This course provides an overview of the functions and operations of departments in various lodging facilities. It includes front office operations and guest services, housekeeping, accounting systems, and night audit. Personnel issues and regulations related to the provision of quality services will be examined and analyzed.

*Pre-req:* BHOT301-Introduction to Hospitality Management

**BHOT401-FOOD AND BEVERAGE PRODUCTION AND CONTROL (3Cr.:3Lec):**

The course will focus on food service systems, including menu management, purchasing and production applied to an operating environment. Therefore, the emphasis is in the planning and operations of a restaurant or a food service operation. Laboratory includes demonstration of basic food production techniques, culinary and management principles.

*Pre-req:* BHOT301-Introduction to Hospitality Management.

**BHOT402-HOTEL OPERATIONS (3Cr.:3Lec):**

This course is designed to provide not only an elemental understanding of the hospitality industry but a realistic exposure to the work, decisions, and competitive forces that have an impact on all of those who take a professional stake, either directly in the industry or within any of its supporting industries. This course also emphasizes on communication, and analytical skills. *Pre-req:* BMGT302- Operations Management.

**BHOT403-EVENT PLANNING AND MANAGEMENT (3Cr.:3Lec):**

This course provides students with the concepts and logistics of event planning and management. The course entails: marketing, planning costing, executing, and evaluating of events. Students are required to complete and or assist with a major event. Therefore, students must pass Event Certification to receive credit.

*Pre-req:* BHOT301-Introduction to Hospitality Management.

**BHOT404-HOSPITALITY AND TOURISM MARKETING (3Cr.:3Lec):**

An exploration of the design and delivery of a marketing plan for segments of the hospitality industry based on customer services to achieve guest satisfaction and competitive distinctiveness. The application of basic marketing concepts and research methods will be emphasized as well as design of marketing strategies for a hospitality business.

*Pre-req:* BHOT301-Introduction to Hospitality Management.

**BHOT410-SENIOR PROJECT and INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a Supervising Instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the supervising instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.

**BACC415-COST ACCOUNTING FOR RESTAURANTS AND HOTELS (3Cr.:3Lec):**

This course covers generally accepted accounting principles and the uniform system of accounts for hotels and restaurants. Emphasis is placed on the accounting cycle, analysis of financial statements, and payroll procedures including treatment of tips. Upon completion, students should be able to demonstrate competence in the cost accounting principles and procedures used in hotels and restaurants. *Pre-req:* BACC202-Principles of Accounting II.

**BACC416-HOSPITALITY MANAGERIAL ACCOUNTING (3Cr.:3Lec):**

This course covers the principles, techniques, and uses of accounting information in the hospitality industry. Main topics typically include managerial decision-making, cost behavior analysis, cost-volume and profit analysis, pricing decisions, preparation of operational budgets, preparation of cash budgets and control over cash in hospitality operations. *Pre-req:* BACC202-Principles of Accounting II.

*c. Major Elective Courses*

Courses			Crs.	Pre/co-requisites
BMKT	302	Services Marketing	3	<b>Pre:</b> BMKT301
BMGT	306	Human Resource Management	3	<b>Pre:</b> BMGT202 + BMGT301
BMKT	401	Marketing Research	3	<b>Pre:</b> BMKT301
BMGT	404	Entrepreneurship and Venture Management	3	<b>Pre:</b> BMGT202
BECO	406	Managerial Economics	3	
BHOT	411	Travel Agency and Tour Management	3	<b>Pre:</b> BHOT301
BHOT	412	Eco and Cultural Tourism	3	<b>Pre:</b> BHOT301
BMKT	412	Professional Selling	3	<b>Pre:</b> BMKT301

BMGT	413	Logistics and Supply Chain Management	3	<b>Pre:</b> BMGT202
BUSN	420	Corporate Social Responsibility	3	<b>Pre:</b> BMGT202

### *Description of Major Elective Courses*

#### **BMKT302-SERVICES MARKETING (3Cr.:3Lec):**

This course provides a framework for understanding the key issues of services marketing. It focuses on how services differ from goods and how this influences the way the former are marketed. Particular attention is paid to the role of quality in delivering services to meet and exceed customer expectations. Topics covered include the following: customer satisfaction, service delivery, promotion, pricing, and consumer decision-making.

**Pre-req:** BMKT301-Principles of Marketing.

#### **BMGT306-HUMAN RESOURCE MANAGEMENT (3Cr.:3Lec):**

This course provides with the basic principles and techniques of human resource management. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the 'real world.' Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization's human resources department. **Pre-req:** BMGT202-Principles of Management-BMGT301- Organizational Behavior.

#### **BMKT401-MARKETING RESEARCH (3Cr.:3Lec):**

This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. **Prerequisites:** BMKT301-Principles of Marketing.

#### **BMGT404-ENTREPRENEURSHIP AND VENTURE MANAGEMENT (3Cr.:3Lec):**

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts. **Pre-req:** BMGT202-Principles of Management.

#### **BECO406-MANAGERIAL ECONOMICS (3Cr.:3Lec):**

The objective of this course is to provide knowledge in the field of economics and management. Upon successful completion of this course, students will be able to build up an economic managerial view of an organization. Topics covered include the market equilibrium (demand and supply), elasticity of demand, the theory and estimation of cost, pricing and output decisions, game theory, and capital budgeting and risks.

#### **BHOT411-TRAVEL AGENCY AND TOURISM MANAGEMENT (3Cr.:3Lec):**

This course takes a multidisciplinary look at the various issues in facing travel and tourism today . This course includes: Tourism destinations and their attractiveness, tourist profiles and destination decisions, space travel, religious travel, new trends in marketing and promotion, and issues facing management from a global perspective.

**Pre-req:** BHOT301-Introduction to Hospitality Management.

#### **BHOT412-ECO AND CULTURAL TOURISM (3Cr.:3Lec):**

This course is a study of purposeful travel and tourism natural habitats to create an understanding of the cultural and natural history pertaining to the environment. The course emphasizes not altering the ecosystem, while producing economic benefits to local people and governments that encourage the preservation of the inherent resources of the environments locally and elsewhere. **Pre-req.:** BHOT301-Introduction to Hospitality Management.

#### **BMKT412-PROFESSIONAL SELLING (3Cr.:3Lec):**

This course is a detailed examination of the process and steps in effective selling. It examines contemporary salesperson's responsibilities of prospecting, making sales calls and presentations, closing sales, ensuring customer satisfaction. It covers sales promotion and territory management. Students examine an overall analysis of the professional selling function, and gain insight into the role of personal selling in marketing and society and its applications within organizations. **Pre-req:** BMKT301-Principles of Marketing.

**BMGT413-LOGISTICS AND SUPPLY CHAIN MANAGEMENT (3Cr.:3Lec):**

This course introduces the concept of supply chain management and evaluates the core fundamentals of logistics within commerce. From corporate giants to small businesses, product manufacturing industries operating within all verticals constantly strive to optimize logistics and operations techniques and practices. In addition to identifying supply chain trends and evolution, the relationship between domestic and foreign goods supply is explored. *Pre-req:* BMGT202-Principles of Management.

**BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. *Pre-req:* BMGT202-Principles of Management



## Study Plan

### Bachelor Degree in Business Administration / Hospitality and Tourism Management (100 Credits)

<b>First Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language	2	
		University Elective	1	
<b>Second Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
<b>Third Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	301	Organizational Behavior	3	Pre: BMGT 202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles of Marketing	3	Pre: BMGT 202
BHOT	301	Introduction to Hospitality Management	3	Pre: BMGT 202
		Elective (General) <sup>1</sup>	4	
<b>Fourth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BHOT	302	Lodging Management and Operations	3	Pre: BHOT 301
		Elective (General) <sup>1</sup>	2	
<b>Fifth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BHOT	401	Food and Beverage Production and Control	3	Pre: BHOT 301
BHOT	403	Event Planning and Management	3	Pre: BHOT 301
BACC	415	Cost Accounting for Restaurants and Hotels	3	Pre: BACC 202
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	
<b>Sixth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BHOT	402	Hotel Operations	3	Pre: BMGT 302
BHOT	404	Hospitality and Tourism Marketing	3	Pre: BHOT301
BACC	416	Hospitality Managerial Accounting	3	Pre: BACC 202
BHOT	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for BT students equivalent to Lebanese Bacc II.

- MATH 112 is pre/co-requisite for Humanities students.

## ***Department of Business Administration (Management Information Systems Major)***

### ***Academic Staff***

<b><i>Chairperson</i></b>	Dr. Alaa Abbass (Acting Head)
<b><i>Professors</i></b>	Prof. Nehale Farid Mostafa
<b><i>Associate Professors</i></b>	Dr. Alaa Abbas, Dr. Rania Mostafa
<b><i>Assistant Professors</i></b>	Dr. Nasser Issa, Dr. AbdulRahman Beydoun, Dr. Ahmed Anouti, Ms. Rachel Saad
<b><i>Part-time Lecturers</i></b>	Dr. Pierre Khoury, Dr Nada Yamout, Dr. Fadi Hashem, Dr. Fawzi Haddad, Mr. Talal Kaissi, Dr. Salah Shami, Mr. Michel Saliby, Ms. Tamara Kaasamani, Mr. Mohammad Azakir, Mr Khaled Fayed, Mr. Karim Bourdoukali, Mr. Ayman Bazzi, Mr. Rabih Elkhatib, Mr. Ali Abou Ali, Mrs. Rouba Farhat

### ***Mission***

The mission of the Management of Information Systems (MIS) major is to provide information technology resources that support and enhance the mission and activities of the University.

### ***Objectives***

The Management Information Systems (MIS) program is designed to provide students with a strong educational foundation preparing them as information system (IS) professionals. The MIS program provides comprehensive training in the application, use, and management of information systems preparing students to provide effective information services and support.

The management information systems program gives students well-developed skills in information processing, business writing, and microcomputers. Because of the variety of business courses required to obtain a degree in management information systems, graduates might find opportunities beyond the traditional MIS sphere, including sales, advertising, retailing, finance, personnel, traffic, and transportation.

The program is designed to prepare individuals for positions as managers in business information systems, including database administrators, web designers, electronic commerce developers, systems analysts, applications programmers, IT security managers, and systems trainers. Courses enable students to solve business problems using a variety of computer programs.

### ***Learning Outcomes***

#### **e- Knowledge and Understanding**

- Provide the basic and foundational topics relevant to MIS.
- Distinguish relationships between programming languages and information systems.
- Determine factors influencing the strengths and weaknesses of the most common computer operating systems and determine how one would be preferred over others.
- Identify current and emerging technologies and apply them to today's organizations.
- Identify fundamental processes and functional business units in contemporary and emerging business technology models.
- Acquire various theories and models in studying management information systems.
- Describe business models based on information technology.
- Recognize the importance of information technology for business disciplines.

#### **f- Intellectual Skills**

- Explain complex software within the context of business user needs through training presentations and written documentation.
- Analyze existing systems and design technology solutions appropriate to the goals of an organization.
- Explain the various roles of management information systems have toward advancing strategic goals and the operational success of an organization.
- Evaluate the integration of Internet technologies into business at every level, from manufacturing, supply chain, and inventory management to customer relationships.

#### **g- Practical and Professional Skills**

- Effectively utilize database and database management systems to organize, store and retrieve data.
- Support and defend an original proposal for the operation and maintenance of an enterprise level database system, to include policies for audits, security, backup, repair and replication.
- Perform basic and moderate system configuration and server administration tasks to a network operating system.

- Map information system interfaces among organizational units to integrate business functions across an enterprise.
- Use mathematical and statistical analyses in business problem-solving models.
- Apply project management methods in complex system development environments.
- Interpret financial statements of business entities using financial Management Information Systems concepts.
- Plan and control the operation of business organizations through the use of Management Information Systems information.

#### **h- General and Transferable Skills**

- Communication skills.
- Presentation skills.
- Work collaboratively and engage with people in different settings.
- Interpersonal skills.
- Project management skills
- Time management skills.

### ***Degree Requirements***

The undergraduate curriculum for the degree of Bachelor in Business Administration (Management Information Systems Major) consists of 100 credit hours of course work + IC3.

### ***Career Opportunities***

MIS graduates have a wide variety of careers open to them, with new forms of specialization opening up almost daily in response to new challenges to society. In almost every sector of our economy, one finds people grappling with problems of information management, making your knowledge and skills increasingly valuable. Career opportunities are varied and interesting, and lifelong learning is valued.

Some career options include:

Management Information Specialist; System Analyst; System Administrator; Management / Decision Support Specialist; Senior IT Officer; IT – Assistant Manager; Records and Information Manager; Software Developer; Programmer; Database Administrator; Applications Developer; Project Manager.

### ***Program Overview***

The Management Information Systems Curriculum consists of the following components:

<b>Program Requirements</b>	<b>Credits</b>
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

#### ***I. University Requirements***

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University Mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

#### ***II. Major Requirements***

##### ***a. Common Requirement Courses***

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

**b. Major Core Courses**

Courses			Crs.	Pre-Co/requisites
BMIS	302	Management Information Systems II	3	<b>Pre:</b> BMIS301
BMIS	303	Introduction to Programming for Business Applications	3	<b>Pre:</b> BMIS301
BMIS	401	Database Management Systems	3	<b>Pre:</b> BMIS302
BUSN	401	E-Business	3	<b>Pre:</b> BMGT202
BMIS	402	E-Business Systems Development	3	<b>Pre:</b> BMIS401
BMIS	403	Web Applications Design and Implementations	3	<b>Pre:</b> BMIS303
BMIS	405	Information Systems Analysis and Design	3	<b>Pre:</b> BMIS303 + BMIS301
BMIS	406	Introduction to Networks and Security	3	<b>Pre:</b> BMIS301
BMIS	410	Senior Project and Internship	3	

**Description of Major Core Courses**

**BMIS302-MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec, 2Lab):**

This course provides with managerial perspective on issues arising in managing information systems through their life-cycle. The topics include different methodologies for estimating software development costs, maintenance costs, systems project management, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. **Pre-req:** BMIS301-Management Information Systems I.

**BMIS303-INTRODUCTION TO PROGRAMMING FOR BUSINESS APPLICATIONS (3Cr.:3Lec, 1Lab):**

This course covers the design and the implementation of program data structures and algorithms to solve business problems using structured programming techniques. Students become familiar with program development life cycle using standard programming language such as Visual BASIC.NET supported by a modern Integrated Development Environment (IDE). Students complete assignments involving development of real-life business application.

**Pre-req:** BMIS301-Management Information Systems I.

**BMIS401-DATABASE MANAGEMENT SYSTEMS (3Cr.:3Lec,1Lab):**

This course introduces principles of designing and manipulating relational databases with a focus on business applications. Theoretical database concepts and hands-on experience with a relational package. Term project requiring implementation of a substantial business database application. This course provides students with hypothetical knowledge and practical skills in the use of databases and database management systems in information technology applications. **Pre-req:** BMIS302-Management Information Systems II.

**BUSN401-E-BUSINESS (3Cr.:3Lec):**

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—is explored. Students will build their own web presence and market it using an online platform. **Pre-req:** BMGT202-Principles of Management

**BMIS402-E-BUSINESS SYSTEMS DEVELOPMENT (3Cr.:3Lec, 1Lab):**

This course provides a comprehensive coverage of some of the most recent topics, concepts, issues and applications of information systems. It introduces students to the development of web-based information systems for E-business. Students learn to develop web-based database applications for e-commerce using ASP.NET. It also covers Web 2.0 technologies and contemporary business trends and issues related to web application development. Emphasizes technologies, methods, and application development tools. **Pre-req:** BMIS401-Database Management Systems

**BMIS403-WEB APPLICATIONS DESIGN and IMPLEMENTATIONS (3Cr.:3Lec,1Lab):**

This course provides a practical approach to the design, development and implementation of dynamic web pages. Emphasis is on the use of current web development languages as tools to develop interactive web pages. Students also learn concepts such as the architecture of the web, the use of browsers, the effectiveness of user interfaces, and effective search strategies. Web security is addressed to familiarize the student with the web as a business tool.

**Pre-req:** BMIS303-Introduction to Programming for Business Applications.

**BMIS405-INFORMATION SYSTEMS ANALYSIS AND DESIGN (3Cr.:3Lec, 1Lab):**

Understanding systems analysis and design methods is a necessary skill for contemporary business analysts, managers, software engineers and system users. System analysts solve business problems through analyzing the requirements of

information systems and by applying analysis and design techniques. This course provides students with the foundations for effectively using modern systems analysis and design tools and methodologies for developing modern software and applications.

**Pre-req:** BMIS303- Introduction to Programming for Business Applications + BMIS301-Management Information Systems I.

**BMIS406-INTRODUCTION TO NETWORKS AND SECURITY (3Cr.:3 Lec, 1Lab):**

Introduces students to fundamentals of networking technologies and their role in businesses. Emphasis is on understanding the business implications of different networking technologies and solutions. Students learn how to bring together the different technological components to design the required communication solutions. The course also focuses on the types of security threats to the business network infrastructure, and approach to tackling such threats through business practices combined with appropriate technological solutions.

**Pre-req:** BMIS301-Management Information Systems I.

**BMIS410-SENIOR PROJECT AND INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a Supervising Instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the Supervising Instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.

*c. Major Elective Courses*

Courses			Crs.	Pre/co-requisites
BMGT	404	Entrepreneurship and Venture Management	3	Pre: BMGT202
BMIS	411	Enterprise Resource Planning Systems and Applications	3	Pre: BMIS401
BMIS	412	Business Intelligence	3	Pre: BMIS405
BMIS	413	IS Project Management	3	Pre: BMIS301
BMIS	414	Object Oriented Programming for Business	3	Pre: BMIS301
BMIS	415	Enterprise Data Warehouses	3	Pre: BMIS407
BMIS	416	Web Analytics	3	Pre: BMIS301
BMIS	417	E-Government	3	Pre: BMIS401
BMIS	418	Healthcare Information Systems	3	Pre: BMIS301
BUSN	420	Corporate Social Responsibility	3	Pre: BMGT202

*Description of Major Elective Courses*

**BMGT404-ENTREPRENEURSHIP AND VENTURE MANAGEMENT (3Cr.:3Lec):**

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts. **Pre-req:** BMGT202-Principles of Management.

**BMIS411-ENTERPRISE RESOURCE PLANNING SYSTEMS and APPLICATIONS (3Cr.:3Lec):**

Enterprise resource planning (ERP) is an integrated information system that manages internal, external resources including suppliers, employees, customers, and partners. This course provides students with an understanding of how firms consolidate all business operations (i.e., manufacturing, finance and accounting, sales and marketing, and human resources) into a centralized database; facilitate information flows among all business functions, and turn into innovative business decisions. **Pre-req:** BMIS401-Database Management Systems.

**BMIS412-BUSINESS INTELLIGENCE (3Cr.:3Lec):**

This course introduces the basic concepts in business intelligence. Students will learn data analysis skills such as data integration, data preparation, making predictions and estimation. Topics covered are: Data preprocessing, correlation, hypothesis testing, and regression. Case studies in finance, accounting, marketing, management and related fields are provided to illustrate these topics. Hands-on practice is provided with the current statistical software package.

**Pre-req:** BMIS405-Information Systems Analysis and Design.

**BMIS413 IS PROJECT MANAGEMENT (3Cr.:3Lec):**

The objective of this course is to develop the students' understanding of the issues involved in managing Information Systems projects. The course imparts practical knowledge of the skills and techniques used to manage information systems projects. This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. *Pre-req:* BMIS301-Management Information Systems I.

**BMIS414-OBJECT ORIENTED PROGRAMMING FOR BUSINESS (3Cr.:3Lec):**

This course emphasizes current techniques in object oriented design, analysis, and programming. This course introduces the fundamental concepts of object-oriented programming using a contemporary Object Oriented Programming language. Topics include event driven programming, classes and objects, graphical user interfaces, data types, control structures, functions and subroutines, arrays, files, error handling; the mechanics of running, testing, and debugging programs; definition and use of user-defined classes. *Pre-req:* BMIS301-Management Information Systems I.

**BMIS415-ENTERPRISE DATA WAREHOUSE (3Cr.:3Lec):**

This course aims at physically framing multiple sources of data in an architecture that requires the mapping of data from one or more operational data sources to a target database management system that supports the many decision making processes and business intelligence (BI) systems of an enterprise. This course enables students to get SAP Net weaver Business Warehouse knowledge necessary for successful implementation and administration within a heterogeneous SAP Net Weaver BW system landscape. *Pre-req:* BMIS407-Database Management Systems

**BMIS416-WEB ANALYTICS (3Cr.:3Lec):**

Web Analytics is the measurement, collection, analysis, and reporting of Internet data for purposes of understanding and optimizing Web usage. Web Analytic is a tool that can measure Web site traffic. Businesses can also use it as a tool for business and market research. This course provides the student with an overview of the world of web analytics. It covers areas from understanding web analytics terminology to implementing an analytics tool to your own site and analyzing the data to achieve your site's objectives. *Pre-req:* BMIS301-Management Information Systems I.

**BMIS417-E-GOVERNMENT (3Cr.:3Lec):**

This is an introduction to electronic government (e-government). E-Government includes all measures to further this goal with the combination of ICT and the necessary organizational improvement. This definition is the point of departure for the rest of the course that covers: reasons to embrace e-government, challenges to e-government, planning of e-government, front-office and back-office implementations, and the management of e-government projects.

*Pre-req:* BMIS401 E-Business

**BMIS418-HEALTHCARE INFORMATION SYSTEMS (3Cr.:3Lec):**

This course provides a historical foundation for the study of the current health care system and alternative views of health. Course content includes examining the structure and process of the U.S. health care system and comparison to health care systems in other developed countries. Enablers, constraints, and incentives are identified and evaluated in terms of developing a health care system that is efficient and provides patient value. *Pre-req:* BMIS301-Management Information Systems I.

**BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations have revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, the course examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. *Pre-req:* BMGT202-Principles of Management

## Study Plan

### Bachelor Degree in Business Administration / Management Information Systems (100 Credits)

<b>First Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language	2	
		University Elective	1	
<b>Second Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
<b>Third Semester (16 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	301	Organizational Behavior	3	Pre: BMGT 202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles of Marketing	3	Pre: BMGT 202
BMIS	303	Introduction to Programming for Business Applications	3	Pre: BMIS 301
		Elective (General) <sup>1</sup>	4	
<b>Fourth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BMIS	302	Management Information Systems II	3	Pre: BMIS 301
		Elective (General) <sup>1</sup>	2	
<b>Fifth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMIS	401	Database Management Systems	3	Pre: BMIS 302
BUSN	401	E – Business	3	Pre: BMGT 202
BMIS	405	Information Systems Analysis and Design	3	Pre: BMIS 303 + BMIS301
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	
<b>Sixth Semester (17 Credits)</b>			<b>Crs.</b>	<b>Pre/co-requisites</b>
BMIS	402	E – Business Systems Development	3	Pre: BMIS401
BMIS	403	Web Applications Design and Implementations	3	Pre: BMIS 303
BMIS	406	Introduction to Networks and Security	3	Pre: BMIS 301
BMIS	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for *BT students* equivalent to Lebanese Bacc II.
- MATH 112 is pre/co-requisite for Humanities students.

## ***Department of Economics***

### ***Academic Staff***

<b><i>Chairperson</i></b>	Prof. Nehale Farid Mostafa
<b><i>Associate Professors</i></b>	Dr. Hanadi Taher
<b><i>Part-time Lecturers</i></b>	Dr. Pierre Khoury, Dr. Nada Yamout, Dr. Fadwa Mansour, Dr. Abbas Mourad, Dr. Antoine Abi Zeid, Dr. Rafia Khalil, Mr. Mohammad Alaa Kaddour, Ms. Nisreen Moussa, Ms. Maggie Housheimi, Dr. Mona Wehbeh, Ms. Rasha Fattouh

### ***Mission***

The primary mission of the Economics Department is to offer educational opportunities to students in order to prepare them to become accomplished citizens and professionals capable of critical thinking and independent analysis. The economics major places an emphasis on excellence in teaching through continuous professional development in instruction, as well as, in applied and theoretical economic research.

### ***Objectives***

The Economics major at the Faculty of Business Administration was established to prepare graduates for careers in various areas. The economic major enables students to perform technical and managerial functions for life-long career development. Economics major introduces students to the theoretical, scientific and practical basis that enables them to acquire professional competences that meet future needs and job opportunities in Lebanon and abroad.

### ***Learning Outcomes***

#### **a- Knowledge and Understanding**

- Define the nature of economics.
- Describe the functioning of a market economy through different approaches.
- Demonstrate key knowledge and skills in disciplines specific to business and economics.
- Demonstrate competence in applying fundamental concepts, models and analytical tools for operations related to economics in service organizations.
- Explain basic concepts and operations in economics.

#### **b- Intellectual Skills**

- Formulate economic strategies.
- Analyze determinants of consumer behavior and purchase decision-making processes by using different perspectives and methods.
- Apply analytical problem-solving skills to identify key trends and exploit emerging business opportunities.

#### **c- Practical and Professional Skills**

- Assess and justify the behavior of markets.
- Apply microeconomic tools in real economic contexts.
- Evaluate business opportunities emerging from business operations through economic approaches.
- Formulate and implement economic theories in real life contexts.

#### **d- General and Transferable Skills**

- Integrate several micro and macroeconomic models to explain the behavior of markets.
- Combine production and cost, short run and long run, and profit and revenues to assess the behavior of markets.
- Demonstrate and apply current information technology skills in conjunction with economic knowledge to economic system designs.
- Make effective use of Information Technology tools in the field of economic and financial analysis.

### ***Degree Requirements***

The undergraduate curriculum for the degree of Bachelor in Business Administration (Economics major) consists of 100 credit hours of course work + IC3.

### ***Career Opportunities***

Economics graduates may be employed by large private or public organizations, profit or non-profit organizations, governmental or local authorities, consultation firms and much more. Beside that, they can be an effective entrepreneur.

Some career options include:

Market Analyst; Investments Analyst; Urban/Regional Planner; Research Assistant; Securities Broker; Supply-Chain Analyst; Real Estate Agent; Budget Analyst; Insurance Analyst; Real Estate Appraiser; Financial Officer; Economic Analyst.



## Program Overview

The Economics Curriculum consists of the following components:

Program Requirements	Credits
<b>I. University Requirements:</b>	
University Mandatory Courses	5
University Elective Courses	11
<b>II. Major Requirements:</b>	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
<b>Total</b>	<b>100</b>

### I. University Requirements

A total of 16 credits is required as General University Requirements; 5 credits are selected from the University mandatory courses list including-ARAB 001 (2Cr.), ENGL 001 (2Cr.), BLAW 001 (1Cr.) and another 11 credits are selected from the University Elective courses list + IC3.

The list of University Requirement courses and their descriptions are presented in the introductory pages of this catalogue.

### II. Major Requirements

#### a. Common Requirement Courses

The List of Common Requirement courses and their descriptions are presented in the introductory pages of the Faculty of Business Administration.

#### b. Major Core Courses

Courses			Crs.	Pre-/Co-requisites
BECO	301	Intermediate Microeconomics	3	<b>Pre:</b> BECO201
BECO	302	Intermediate Macroeconomics	3	<b>Pre:</b> BECO202
BECO	401	Economics Statistics	3	
BECO	402	Money and Banking	3	
BECO	403	International Economics	3	<b>Pre:</b> BECO301 + BECO302
BECO	404	Economics of Risk and Uncertainty	3	<b>Pre:</b> BMTH202 + BECO301
BECO	405	Public Finance and Fiscal Policy	3	
BECO	406	Managerial Economics	3	
BECO	410	Senior Project and Internship	3	

#### Description of Major Core Courses

##### **BECO301-INTERMEDIATE MICROECONOMICS (3Cr.:3Lec):**

Intermediate microeconomics is one of the core courses offered by the Department of Economics. It is a foundation course for the understanding of economics. The course components include the foundation theories of basic microeconomics including an introduction into the study of economics and analyses of economic agents' behaviors, particularly that of the individual and the firm. The main topics are: consumer choice theory and applications; the theory of production and costs; and theories of the firm. **Pre-req:** BECO201-Microeconomics.

##### **BECO302-INTERMEDIATE MACROECONOMICS (3Cr.:3Lec):**

Intermediate Macroeconomics is an economic course focusing on the study of the performance of the economy as a whole. It includes the rate of economic growth, the rate of unemployment, the rate of inflation, and the determination of national output aggregates. Among the questions that the course aims to answer are: why does the economy sometimes become overheated and sometimes slip into recession? why can some countries stabilize the commodity price and others cannot do so, which results in the hyperinflation? Which role should government play in stimulating economic growth, curing inflation and lowering high unemployment rate, and which approaches can achieve the desired results? Why do some countries have favorable balance of the current account and others adverse balance of the current account? How can economic change of one country influence on that of others? **Pre-req:** BECO202-Macroeconomics.

**BECO401-ECONOMIC STATISTICS (3Cr.:3Lec):**

This course is an introduction to the theory and practice of econometrics, the application of statistical methods to the analysis of economic and financial phenomena. The course is based on intuitive understanding rather than on proof and derivations. The main objective of this course is learning to apply statistical and econometric methods in both economic and financial contexts. It helps students make use of econometrics to solve real-world economic problems.

**BECO402-MONEY AND BANKING (3Cr.:3Lec):**

This course addresses classical and contemporary issues in the theory of money, banking, and financial institutions. The topics that are covered in this course include: money creation, the gold standard, the structure of central banks, theories of money demand and money supply, the relationship between money supply and overall economic activity, the theoretical and practical aspects of monetary policies, and the tools used by the Central Bank to influence the economy. We shall pay particular attention to the money creation process, the goals and conduct of monetary policy, and the transmission mechanisms.

**BECO403-INTERNATIONAL ECONOMICS (3Cr.:3Lec):**

International economics deals with the economic interdependence among nation. It analyzes the flow of goods, services, and payments between a nation and the rest of the world. Specifically, international economics deals with international trade theory, international trade policy, the balance of payments and foreign exchange markets, and open –economy macroeconomics. *Pre-req:* BECO301-Intermediate Microeconomics + BECO302-Intermediate Macroeconomics.

**BECO404-ECONOMICS OF RISK AND UNCERTAINTY (3Cr.:3Lec):**

This course aims at introducing students to the rationale, principles, process and major tools of risk management. This course deals with the ways in which different risk sources are quantified and managed by financial institutions. A holistic/integrated view of risk management is adopted throughout the course. Covered topics include the concept of risk, risk theory, risk measurement, corporate risks and the rationales of corporate risk management, risk management organization and process, and some major tools of risk management. The course covers various exercises and examples that help to understand the concept of risk in financial institutions.

*Pre-req:* BMTH202-Business Statistics + BECO301-Intermediate Microeconomics.

**BECO405-PUBLIC FINANCE AND FISCAL POLICY (3Cr.:3Lec):**

This course provides students with the definition of public finance. The course introduces the basic principles and rules that govern state intervention in the economy to achieve society goals. The student is then subjected to externalities and affiances, public goods and its characteristics, economics of public expenditure, and then emphasizes the concepts, cycle, types and classification of state budget.

**BECO406-MANAGERIAL ECONOMICS (3Cr.:3Lec):**

The objective of this course is to provide knowledge in the field of economics and management. Upon successful completion of this course, students will be able to build up an economic managerial view of an organization. Topics covered include the market equilibrium (demand and supply), elasticity of demand, the theory and estimation of cost, pricing and output decisions, game theory, and capital budgeting and risks.

**BECO410-SENIOR PROJECT and INTERNSHIP (3Cr.:3Lec):**

This course requires students to work in conjunction with a supervising instructor in performing research, collecting data and preparing a paper on a topic of interest to the student and approved by the supervising instructor or to do an internship. In the internship program, the student must submit in a final paper the outcome of the work performed and the benefits achieved from their short work experience designed to help them to get real world experience.

**Description of Major Elective Courses**

Courses			Crs.	Pre/co-requisites
BMIS	302	Management Information Systems II	3	<b>Pre:</b> BMIS301
BMGT	306	Human Resource Management	3	<b>Pre:</b> BMGT202 + BMGT301
BECO	411	Environmental Economics	3	
BECO	412	Health Economics	3	
BFIN	412	Financial Institutions and Capital Markets	3	<b>Pre:</b> BFIN302
BECO	413	Labor Economics	3	
BECO	414	Introduction to Econometrics	3	<b>Pre:</b> BECO401
BECO	415	Islamic Economics	3	
BECO	416	Economic Development	3	
BUSN	420	Corporate Social Responsibility	3	<b>Pre:</b> BMGT202

**BMIS302-MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab):**

This course provides with managerial perspective on issues arising in managing information systems through their life-cycle. The topics include different methodologies for estimating software development costs, maintenance costs, systems project management, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. *Pre-req:* BMIS301-Management Information Systems I.

**BMGT306-HUMAN RESOURCE MANAGEMENT (3Cr.:3Lec):**

This course provides with the basic principles and techniques of human resource management. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the 'real world.' Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization's human resources department. *Pre-req:* BMGT202-Principles of Management-BMGT301 + Organizational Behavior.

**BECO411-ENVIRONMENTAL ECONOMICS (3Cr.:3Lec):**

This course analyzes the economics of public policy toward the environment. It examines the problem of market failure in the presence of externalities and public goods, and considers policy responses to these market failures, including command-and-control regulations, tax and subsidy incentives, and marketable pollution permits. These policies are examined in the context of, for example, urban air pollution, ozone depletion and global warming, water pollution, municipal and hazardous waste, threats to biodiversity, and economic development. Particular attention is paid to methods of quantifying the benefits and costs of environmental protection. The course also discuss issues of sustainability, conservation, and preservation.

**BECO412-HEALTH ECONOMICS (3Cr.:3Lec):**

Health economics is a growing field and is an important aspect of public policy in developed and developing countries. This course is designed to introduce upper level undergraduate students in economics to the field of Health Economics. The course focuses on two broad areas: 1) population health; 2) health care. We will cover a number of topics including basic economic concepts important for the study in health economics, human capital model of health, health and human development, health insurance, the US health care market, healthcare in other countries, health care reform, health and economic development.

**BFIN412-FINANCIAL INSTITUTIONS AND CAPITAL MARKETS (3Cr.:3Lec):**

This course highlights the importance of institutions and markets. Markets do not exist in a vacuum; rather, participants interact in organized markets that are set up to promote efficient exchange of funds from buyers to sellers. Therefore, this course is an integrative course that covers a variety of financial instruments and institutions. Topics include supply and demand for loanable funds, financial markets and institutions, level and structure of interest rates, interest rate theory and determination money and capital markets; and monetary, fiscal and debt management policies by various types of financial institutions. *Pre-req:* BFIN302-Financial Management.

**BECO413-LABOR ECONOMICS (3Cr.:3Lec):**

This course explores how labor markets operate and how institutions shape labor market performance and outcomes from a theoretical and empirical perspective. Students will become familiar with the theories and methods used by labor economists and will have the opportunity to apply them to topics of interest and current events. This course discusses historical and institutional forces that have shaped the modern American workplace and workforce. Topics to be covered include, but are not limited to, labor supply, labor demand, wage determination, human capital, wage inequality, mobility, discrimination, unions, labor discipline, unemployment and bargaining power, unemployment insurance, and full employment policies.

**BECO414-INTRODUCTION TO ECONOMETRICS (3Cr.:3Lec):**

The primary objective is to provide students with a solid theoretical and practical foundation for the interpretation of empirical evidence in economics. This course is intended to turn the knowledge of statistics into techniques that can be used to analyze real-world data and to answer economic questions. The course reviews the basic theoretical concepts in probability and statistics in order to understand regression models and hypothesis testing. As such there is a dual focus on econometric theory and "hands-on" experience working with economic data. As such, the student devotes to spend a substantial amount of time mastering Gretl, a statistical computer software package designed especially for empirical economic analysis and that does not require a license. At the end of the course, students should be able to conduct their own empirical investigations, and critically evaluate econometric and other statistical evidence. *Pre-req:* BECO401-Economics Statistics

**BECO415-ISLAMIC ECONOMICS (3Cr.:3Lec):**

This course aims at enabling the candidate to deeply understand the Islamic economics system and the concepts of Islamic banking through participation, in class discussions and activities. The course includes Islamic Finance and its innovative products. An introductory background on the related Islamic concepts is offered linking them to the emerging banking and financial issues. This course aims to introduce the concept of Islamic investment which is based on non interest banking. It also shows the alternative investment fields that may replace the interests lending function of traditional banks.

**BECO416-ECONOMIC DEVELOPMENT (3Cr.:3Lec):**

This course introduces a solid background for the theories in economic development. The economic factors such as population, resources, innovation and capital formation which affect economic growth are analyzed. The course provides a distinction between the traditional and the more contemporary view of development. Selected underdeveloped areas will be studied to understand the economic reasons for lack of development and the steps necessary to promote economic progress. The course introduces also the concepts of convergence hypothesis in the Neoclassical framework of economic growth.

**BUSN420-CORPORATE SOCIAL RESPONSIBILITY (3Cr.:3Lec):**

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. In this course numerous corporate initiatives that attempt to address these challenges are examined as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Furthermore, examines how CSR is currently practiced with particular consideration for interaction with government and the non-profit sector. *Pre-req:* BMGT202-Principles of Management.

## Study Plan

### Bachelor Degree in Business Administration / Economics Major (100 Credit Hours)

First Semester (16 Credits)			Crs.	Pre/co-requisites
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	MATH 112*
ARAB	001	Arabic Language University Elective	2 1	
Second Semester (17 Credits)			Crs.	Pre/co-requisites
BACC	202	Principles of Accounting II	3	Pre: BACC 201
BECO	202	Macro Economics	3	Pre: BECO 201
BMGT	202	Principles of Management	3	
BUSN	204	Business Ethics	2	
BMTH	202	Business Statistics	3	MATH 112 + MATH 113 *
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
Third Semester (16 Credits)			Crs.	Pre/Co-requisites
BMGT	301	Organizational Behavior	3	Pre: BMGT 202
BMIS	301	Management Information Systems I	3	Pre: BMGT 202
BMKT	301	Principles Of Marketing	3	Pre: BMGT 202
BECO	301	Intermediate Microeconomics	3	Pre: BECO 201
		Elective (General) <sup>1</sup>	4	
Fourth Semester (17 Credits)			Crs.	Pre/Co-requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	304	Strategic Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BECO	302	Intermediate Macroeconomics	3	Pre: BECO 202
		Elective (General) <sup>1</sup>	2	
Fifth Semester (15 Credits)			Crs.	Pre/Co-requisites
BECO	401	Economics Statistics	3	
BECO	403	International Economics	3	Pre: BECO301 + BECO302
BECO	405	Public Finance and Fiscal Policy	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	6	
Sixth Semester (17 Credits)			Crs.	Pre/Co-requisites
BECO	402	Money and Banking	3	
BECO	404	Economics of Risk and Uncertainty	3	Pre: BMTH 202 + BECO301
BECO	406	Managerial Economics	3	
BECO	410	Senior Project and Internship	3	
		Elective (General) <sup>1</sup>	2	
		Elective <sup>4</sup>	3	

- ECON 110, MATH 112 and MATH 113 are pre/co-requisites for BT students equivalent to Lebanese Bacc II.

- MATH 112 is pre/co-requisite for Humanities students.

## Minors offered at the Faculty of Business Administration

This minor presents students the opportunity to focus on a growing national and international issue by taking only 18 Cr which constitute 6 courses of 3 Cr each. The students must take 4 mandatory courses and select 2 courses from a list of elective courses. The minors at the Faculty of Business Administration provide an excellent foundation for students in other discipline. For instance, the minors could be of particular interest such as engineering, architecture, law, pharmacy, medicine, dentistry, computer science, and others. The minors aim at increasing the students' employment prospects in their field of study.

The minors offered at the Faculty of Business Administration are as follows:

- 1) Minor in Accounting
- 2) Minor in Economics
- 3) Minor in Management
- 4) Minor in Marketing
- 5) Minor in Finance

### 1) Minor Course Requirements in Accounting

Core Requirements (12 credits)			Pre-requisites
Code	Course	Cr.	
BACC201	Principles of Accounting I	3	
BACC202	Principle of Accounting II	3	BACC201
BACC301	Intermediate Accounting I	3	BACC202
BACC302	Intermediate Accounting II	3	BACC301

Elective Requirements (6 credits)			Pre-requisites
Code	Course	Cr.	
BACC401	Corporation and Partnership Accounting	3	BACC302
BACC402	Auditing	3	BACC401
BACC403	Cost Accounting	3	
BACC404	Managerial Accounting	3	BACC202
BACC405	Accounting Information Systems	3	BACC301
BACC406	Tax Accounting	3	BACC401
BACC411	Governmental Accounting		BACC302

### 2) Minor Course Requirements in Economics

Core Requirements (12 credits)			Pre-requisites
Code	Course	Cr.	
BECO201	Microeconomics	3	
BECO202	Macroeconomics	3	BECO201
BECO301	Intermediate Microeconomics	3	BECO201
BECO302	Intermediate Macroeconomics	3	BECO202

Elective Requirements (6 credits)			Pre-requisites
Code	Course	Cr.	
BECO401	Economics Statistics	3	
BECO402	Money and Banking	3	
BECO403	International Economics	3	BECO301-BECO302
BECO404	Economics of Risk and Uncertainty	3	BMTH202-BECO301
BECO405	Public Finance and Fiscal Policy	3	
BECO406	Managerial Economics	3	
BFIN414	International Finance		

### 3) Minor Course Requirements in Management

Core Requirements (12 credits)			Pre-requisites
Code	Course	Cr.	
BMGT202	Principles of Management	3	
BMGT301	Organizational Behavior	3	BMGT202
BMGT303	Operations Management	3	BMGT202
BMGT304	Strategic Management	3	BMGT202

Elective Requirements (6 credits)			Pre-requisites
Code	Course	Cr.	
BMGT303	International Business	3	BMGT202
BMGT306	Human Resources Management	3	BMGT201-BMGT301
BMGT401	Leadership	3	BMGT202-BMGT301
BMGT402	Organizational Analysis and Design	3	BMGT202
BMGT404	Entrepreneurship and Venture Management	3	BMGT202
BMGT413	Logistics and Supply Chain Management	3	BMGT202
BMKT401	Marketing Research	3	BMKT301

### 4) Minor Course Requirements in Marketing

Core Requirements (12 credits)			Pre-requisites
Code	Course	Cr.	
BMGT202	Principles of Management	3	
BMGT301	Organization Behaviour	3	BMGT202
BMKT301	Principles of Marketing	3	BMGT202
BMGT304	Strategic Management	3	BMGT202

Elective Requirements (6 credits)			Pre-requisites
Code	Course	Cr.	
BMKT302	Services Marketing	3	BMKT301
BMKT401	Marketing Research	3	BMKT301
BMKT402	Strategic Marketing Management	3	BMKT301-BMGT304
BMKT403	International Marketing	3	BMKT301
BMKT404	Brand Management	3	BMKT301
BMKT405	Consumer Behavior	3	BMKT301
BMKT406	Advertising Marketing Communications	3	BMKT301

### 5) Minor Course Requirements in Finance

Core Requirements (12 credits)			Pre-requisites
Code	Course	Cr.	
BMGT202	Principles of Management	3	
BMGT301	Organizational Behavior	3	BMGT202
BFIN302	Financial Management	3	
BMGT304	Strategic Management	3	BMGT202

Elective Requirements (6 credits)			Pre-requisites
Code	Course	Cr.	
BFIN404	Bank Management	3	BFIN302
BFIN314	Investments	3	BFIN302
BFIN406	Fundamentals of Risk Management	3	BFIN302
BFIN412	Financial Institutions And Capital Markets	3	BFIN302
BECO405	Public Finance And Fiscal Policy	3	
BECO402	Money And Banking	3	