

Undergraduate Catalogue 2017

Faculty of
BUSINESS ADMINISTRATION

Faculty Administration

Dean	Prof. Dr. Nehale Farid Mostapha
Assistant Dean	Dr. Abdullah Nassreddine
Director , Tripoli Branch	Dr. Hani Shaarani
Executive Administrator	Dr. Karam Hamdan

History

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

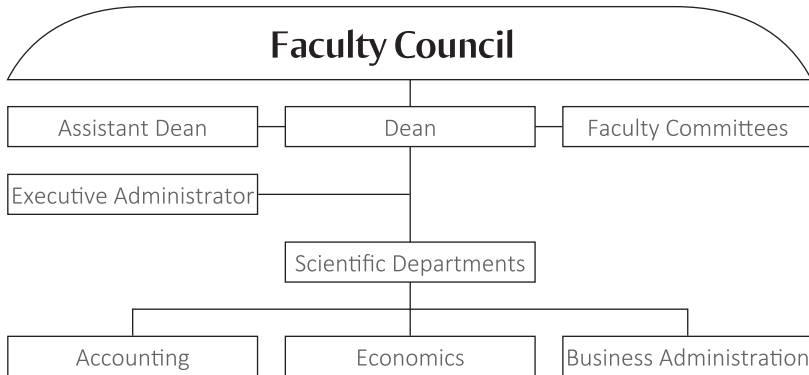
The academic departments are now three departments: Accounting, Business Administration & Economics. More recently, the Faculty has undergone many significant changes deemed crucial in promoting effective & modern programs. In 2002, the Faculty changed its entire curriculum of both mandatory & elective courses from Arabic to English in line with the fast developments in the field of Business Administration. In 2006, it adopted the Credit Hours System, thereby offering students much needed flexibility & simplicity in designing their own academic programs in terms of course selection & schedules. In 2009, the Faculty of Business Administration developed, with the help of top business leaders, a new curriculum to help our graduates leave with the competencies employers seek in a rapidly changing economy where new opportunities arise every day for those individuals with specific business administration knowledge & skills. The new curriculum introduced new fields of specialization such as Banking & Finance, & Marketing Management.

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

After earning the bachelor's degree, our graduates & other discipline graduates now have the opportunity to take the next step in their career & continue their education at BAU to earn a Master's degree in Business Administration (MBA).

Organizational Structure

The Faculty of Business Administration constitutes the following departments: Accounting , Economics, & Business Administration. The Business Administration Department offers five majors: Management, Banking & Finance, Marketing, Hospitality & Tourism Management, & Management Information Systems. The Accounting Department offers the Accounting Major & 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, & 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 & society. Knowledge that transforms our views of the business world and, through sharing & application, transforms our society. Through an innovative curriculum, excellent teaching, cutting-edge research, & involvement with industry, the Faculty will bring together the highest quality instructors & students to provide the best educational programs & 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 & Finance Major
- Bachelor Degree in Business Administration / Marketing Major
- Bachelor Degree in Business Administration / Hospitality & 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 + ICDL (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	
BACC	5	11	48	27	9	100
BMGT	5	11	48	27	9	100
BECO	5	11	48	27	9	100
BFIN	5	11	48	27	9	100
BMKT	5	11	48	27	9	100
BHOT	5	11	48	27	9	100
BMIS	5	11	48	27	9	100
	BACC: Accounting BMGT: Management BECO: Economics BFIN: Banking & Finance BMKT: Marketing BHOT: Hospitality & 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	Pre/Co: ECON 110
BMTH	201	Business Math	3	Pre/Co: MATH 112
BACC	202	Principles of Accounting II	3	Pre: BACC201
BECO	202	Macroeconomics	3	Pre: BECO201
BMTH	202	Business Statistics	3	Pre/Co: MATH 112, 113
BMGT	202	Principles of Management	3	

BUSN	203	Business Communications	2	
BUSN	204	Business Ethics	2	
BMGT	301	Organizational Behavior	3	Pre:BMGT202
BMKT	301	Principles of Marketing	3	Pre: BMGT202
BMIS	301	Management Information Systems I	3	Pre: BMGT202
BMGT	302	Operations Management	3	Pre: BMGT202
BFSC	302	Taxation Systems	3	
BFIN	302	Financial Management	3	
BMGT	304	Strategic Management	3	Pre: BMGT202

Descriptions of the required common courses are given below:

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

This is an introductory accounting course with a focus on financial accounting. It introduces the accounting cycle that includes the double entry system for recording transactions, adjusting & closing entries, & preparation of financial statements. The accounting topics for merchandising activities, assets valuation, & 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 & corporations. Students are introduced to the Uniform Commercial Codes, treatment of sales, security transactions, & negotiable instruments. Bankruptcy & Accounts legal liability are also covered.

BECO201 MICROECONOMICS (3Cr.:3Lec):

This course introduces economic analysis of individual, business, & industry choices in the market economy. Topics include the price mechanism, supply & demand, optimizing economic behavior, costs & revenue, market structures, factor markets, income distribution, market failure, & government intervention. Upon completion, students should be able to identify & evaluate consumer & business alternatives in order to achieve economic objectives efficiently. Pre/Co-req: ECON 110.

BMTH201 BUSINESS MATH (3Cr.:3Lec)

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

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

This course is a continuation of principles of accounting I with a focus on financial accounting for the first half of the course & a focus on managerial accounting during the second half of the course. Behavioral & ethical issues are covered in general & specifically with the budgeting & control chapters. Multinational differences are noted (e.g., non-capitalist countries rely more on managerial accounting than on financial accounting due to differences in sources of capital). Pre-req: BACC201-Principles of Accounting I.

BECO202 MACROECONOMICS (3Cr.:3Lec):

This course provides students with an introduction to the basic macroeconomic principles; it enables students to appreciate the workings of real & money markets & the nature of equilibrium in each market; to emphasize the role of macroeconomic policies that affect internal & external deficits, inflation & growth of per capita income. Throughout the course a focus will be on 'critical thinking' to analyze macroeconomic problems. 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, & interpreting data. In the business community, managers must make decisions based on what will happen to such things as demand, costs, & profits. These decisions are an effort to shape the future of the organization. If the managers make no effort to look at the past & extrapolate into the future, the likelihood of achieving success is slim. Pre-req: MATH 112 : MATH 113.

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

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

Use of ethical reasoning to analyze business decisions. The ethical content of these decisions. The role of ethics in business situations. Practices in ethical reasoning. Major ethical systems.

BMGT301 ORGANIZATIONAL BEHAVIOR (3Cr.:3Lec)

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

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

Marketing forms the foundation of all successful business & non-business transactions. This course introduces the student to the concepts & applications of marketing in society & in the firm & presents an overview of the marketing mix, global marketing, & 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) & 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, & overall strategic initiatives & 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 & 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 & 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, & 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 & other authority) including use of tax research sources; administrative & statutory procedures & limitations, including court appeals; taxpayer & practitioner penalties & responsibilities; & 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 & financing decisions, & 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 & its operating environment; it will help any future manager to understand how the finances of a company work, & 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 & techniques that are useful in gaining knowledge of the strategic management process, with particular emphasis on strategic inputs, strategic actions (strategy formulation, & strategy implementation) & strategic outcomes. The course describes the origins & development of business strategy, selected strategic paradigms, competing or alternative theoretical frameworks & their implications. Pre-req: BMGT202-Principles of Management.

DEPARTMENT OF ACCOUNTING

Academic Staff

Chairperson	Prof. Wajdi Hijazi
Associate Professor	Prof. Wajdi Hijazi
Assistant Professors	Dr. Ali ElHaridy, Dr. Mohammad Mandour, Dr. Ekramy Mokhtar
Teaching Assistant	Mrs. Rasha Mahboub
Part-time Lecturers	Mrs. Rasha Nouredine, Mrs. Rasha Bou Hamdan, Mrs. Rufeida Hout Mr. Mohammad Saleh, Dr. Rjaa Sherif

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, & obtain national & international recognition in teaching, research & other services;
- Maintain curricula that are of high quality & responsive to the needs of our stakeholders;
- Foster interaction among internal & external stakeholders.

Objectives

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

Learning Outcomes

a. Knowledge & Understanding

- Understand the basics & 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 & external accounting.

b. Intellectual Skills

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

c. Practical & Professional Skills

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

d. General & 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 & internal users.
- Engage in different seminars & workshops.

Degree Requirements

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

Career Opportunities

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

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

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.) & another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

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

Description of Major Core Courses

BACC301 INTERMEDIATE ACCOUNTING I (3Cr.:3Lec):

The course gives an intense coverage of financial accounting theory & practice, including, the conceptual framework underlying financial accounting, statement of income & retained earnings, balance sheet & statement of cash flows, cash & receivables, inventory valuation, & revenue recognition alternatives. Pre-req: BACC202-Principles of Accounting II.

BACC302 INTERMEDIATE ACCOUNTING II (3Cr.:3Lec)

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

BACC401 CORPORATION & PARTNERSHIP ACCOUNTING (3Cr.:3Lec)

This course deals with transactions, financial statements, & problems peculiar to the operations of partnership & corporations as distinguished from sole proprietorships. Topics include: partnership formation & operations including accounting for the admission of partners, changes in capital, & profit-and loss-sharing ratios, the conversion of an unincorporated enterprise into a corporation; accounting for incorporated enterprises, including the preparation of financial statements for internal & external purposes; & sample financial statements of companies in the service, manufacturing & trading industries. Pre-req: BACC302-Intermediate Accounting II.

BACC402 AUDITING (3Cr.:3Lec)

This course is an examination of the concepts & principles underlying the financial statement examination & review process. Risk exposures along with procedures for managing risk, which include ethical & international issues, are studied. Pre-req: BACC401-Corporation & Partnership Accounting.

BACC403 COST ACCOUNTING (3Cr.:3Lec)

The course provides in-depth coverage of cost behavior, product costing; cost-volume-profit analysis, budgeting, cost structures for variance analysis, direct costing, & activity based costing & special managerial decisions. The design, interpretation & identification of opportunities & methods for improving costs & performance are discussed. Pre: BACC202

BACC404 MANAGERIAL ACCOUNTING (3Cr.:3Lec)

This course examines the principles, techniques, & uses of accounting in the planning & control of business organizations from a management perspective. Identified are the budgetary process & related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, & Activity Based Costing (ABC). Related theory & application will also be reviewed. Pre-req: BACC202-Principles of Accounting II.

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

This course studies accounting systems that include the events & the steps of the accounting cycle, from source documents to the preparation of financial statements, both manual & computerized. More topics covered are internal controls, the impact of technology on accounting systems, data management & e-commerce. The course stresses problem solving, & computer application skills. The course also provides hands-on experience with accounting, flowcharting, & database software. Pre-req: BACC301-Intermediate Accounting I.

BACC406 TAX ACCOUNTING (3Cr.:3Lec)

Course covers tax accounting & business considerations in the global business environment. Study of tax issues involved in international transactions, the Foreign Corrupt Practices Act, & uses of accounting information in managing an international business is also discussed. Pre-req: BACC401-Corporation & Partnership Accounting.

BACC410 SENIOR PROJECT & INTERNSHIP (3Cr.:3Lec)

This course requires students to present a project which reflects a problem faced by a Lebanese business & suggest possible solutions to such problem and/or an internship which is a short work experience designed to help students get real world experience.

c. Major Elective Courses

Courses			Crs.	Pre-Co/requisites
BMIS	302	Management Information Systems II	3	Pre: BMIS301
BMGT	404	Entrepreneurship & Venture Management	3	
BECO	406	Managerial Economics	3	
BACC	411	Governmental Accounting	3	Pre: BACC302
BACC	412	International Accounting	3	Pre: BACC302
BACC	413	Advanced Cost & Managerial Accounting	3	Pre: BACC403 + BACC404
BACC	414	Advanced Financial Accounting	3	Pre: BACC411
BACC	415	Cost Accounting for Restaurants & Hotels	3	Pre: BACC202
BACC	416	Hospitality Managerial Accounting	3	Pre: BACC202
BUSN	420	Corporate Social Responsibility	3	

Description of Major Elective Courses**BMIS302 MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab)**

Managerial perspective on issues arising in managing information systems through their life-cycle. The topics include using different methodologies for estimating software development costs, maintenance costs, systems project management, & pricing information products & services. The course also covers methodologies for monitoring performance of information systems, & ways for assessing the strategic & business value of use of information technology.

Pre-req: BMIS301-Management Information Systems I.

BMGT404 ENTREPRENEURSHIP & VENTURE MANAGEMENT (3Cr.:3Lec)

This course focuses on creating, owning & operating a business firm as well as selected opportunities, challenges & strategic problems. Course theme is that success for a new business is dependent upon distinctive strategy, competence, & managerial effectiveness, supported by consistent, efficient policies & practices in marketing, production, finance, human resource management, & customer service.

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

This course aims at equipping students with the knowledge & skills necessary to tackle many of the complex strategic decisions facing modern managers. Topics to be covered include: the economics of mergers & acquisitions; strategic competition over prices,

quality characteristics & capacity; profitability & entry into new industries; R&D & the strategic importance of innovation; collusion & other methods to reduce competition & the role of networks in modern economies.

BACC411 GOVERNMENTAL ACCOUNTING (3Cr.:3Lec)

Accounting principles, concepts, & practices in municipal & other governmental units are covered with emphasis on fund accounts. The related budgetary & encumbrance procedures are included. The use of fund & financial accounting principles & practices relative to non-profit hospitals, colleges/universities, & associations receive particular attention. Pre-req: BACC302-Intermediate Accounting II.

BACC412 INTERNATIONAL ACCOUNTING (3Cr.:3Lec):

This course addresses how the internationalization of capital markets & the dramatic increase in the foreign direct investments of multinational enterprises have increased the need for relevant, timely & comparable information about the activities of business enterprises having operations in more than one nation. This course describes some of the historical & current developments that push for commonality in accounting & reporting standards at national, regional, & international levels. The cultural & perceived ethical differences relative to accounting & reporting are examined. Pre-req: BACC302-Intermediate Accounting II.

BACC413 ADVANCED COST & MANAGERIAL ACCOUNTING (3Cr.:3Lec):

This course provides in-depth coverage of cost structures of variance analysis, performance measurement techniques, balanced scorecard, target costing, transfer pricing, the design, interpretation, & identification of opportunities & methods for improving cost & performance discussed.

Pre-req: BACC403-Cost Accounting + BACC404-Managerial Accounting.

BACC414 ADVANCED FINANCIAL ACCOUNTING (3Cr.:3Lec)

Advanced Financial Accounting is a continuation of the study of financial accounting. The areas of coverage in this course include Business Combinations & Consolidated Financial Statements, & International Accounting Issues. These topics require a working knowledge of GAAP & Professional Pronouncements. The course is designed to provide an understanding of the technical requirements as well as developing an appreciation for working with accounting pronouncements & research of accounting issues. Professional Communication skills for writing & speaking will be emphasized throughout the semester. Pre: BACC411

BACC415 COST ACCOUNTING FOR RESTAURANTS & HOTELS (3Cr.:3Lec):

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

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

Managerial decision-making using accounting information is an integral part of the function of managers in the hospitality industry. Main topics typically include:

- Introduction to managerial decision-making in the hospitality industry.
- Cost behavior analysis in the hospitality industry.
- Cost, volume & profit analysis in the hospitality industry.
- Pricing decisions in the hospitality industry.
- Preparation of operational budgets in the hospitality industry.
- Preparation of cash budgets & control over cash in hospitality operations.

Pre-req: BACC202-Principles of Accounting II.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan**Bachelor Degree in Business Administration / Accounting Major (100 Credits)**

First Semester (18 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	3	
Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	2	
		University Elective	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) ¹		

Fourth Semester (18 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BACC	403	Cost Accounting	3	Pre: BACC 202
BFSC	302	Taxation Systems	3	
BACC	405	Accounting Information Systems	3	Pre: BACC 301
BACC	302	Intermediate Accounting II	3	Pre: BACC 301
		Elective (General) ¹	3	

First Semester (15 Credits)			Crs.	Pre-co/requisites
BACC	401	Corporation & Partnership Accounting	3	Pre: BACC 302
BACC	404	Managerial Accounting	3	
BFIN	302	Financial Management	3	
		Elective ³	6	

First Semester (15 Credits)			Crs.	Pre-co/requisites
BACC	402	Auditing	3	Pre: BACC 401
BMGT	304	Strategic Management	3	Pre: BMGT 202
BACC	406	Tax Accounting	3	Pre: BACC 401
BACC	410	Senior Project & Internship	3	
		Elective ³	3	

DEPARTMENT OF BUSINESS ADMINISTRATION (MANAGEMENT MAJOR)

Academic Staff

Chairperson	Prof. Ahmad Selim
Professors	Prof. Nehale Farid Mostafa, Prof. Ahmad Selim
Associate Professors	Dr. Alaa Abbas, Dr. Rania Mostafa
Assistant Professors	Dr. Asrar Deeb, Dr. Amr Samy, Dr. AbdulRahman Beydoun Dr Rania Serhal, Mrs Rachel Saad
Part-time Lecturers	Dr. Ahmad Farhat, Dr. Ali Awdi, Dr. Mostafa Kamleh Mr. Ayman Bazzi, Mr. Louay Assadi, Mr. Karim Bourdoukali Mr Khaled Fayed, Dr. Pierre Khoury

Mission

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

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

Objectives

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

The Department aims to:

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

Learning Outcomes

a- Knowledge & Understanding

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

c- Practical & Professional Skills

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

d- General & Transferable Skills

- Communication skills.
- Presentation skills.
- Analyze data in an organized form.
- Work collaboratively & 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 + ICDL.

Career Opportunities

Management graduates may be employed by large private or public organizations, profit or non-profit organizations, governmental or local authorities, consultation firms & 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:

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

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.) & another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

The List of Common Requirement courses & 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	Pre: BMGT202
BMGT	306	Human Resources Management	3	Pre: BMGT202 + BMGT301
BMGT	401	Leadership	3	Pre: BMGT202 + BMGT301
BMKT	401	Marketing Research	3	Pre: BMKT301
BUSN	401	E-Business	3	Pre: BMIS301
BMGT	402	Organizational Analysis & Design	3	Pre: BMGT202
BMGT	404	Entrepreneurship & Venture Management	3	
BACC	404	Managerial Accounting	3	Pre: BACC202
BMGT	410	Senior Project & Internship	3	

Description of Major Core Courses**BMGT303 INTERNATIONAL BUSINESS (3Cr.:3Lec)**

This course provides conceptual & functional analysis of business operations in the global environment encompassing the impact of institutional, socio-cultural, political & legal forces on international business relations & current policy issues. Pre-req: BMGT202-Principles of Management.

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

This course examines principles & practices involved in recruiting, interviewing, selecting, hiring & developing employees. Separations, transfers, promotions, EEO considerations, privacy & affirmative action are considered. Pre-req: BMGT202-Principles of Management + BMGT301: Organizational Behavior.

BMGT401 LEADERSHIP (3Cr.:3Lec)

This course is designed to develop & strengthen the necessary competencies to prepare students for leadership positions in their chosen field. This course emphasizes skill building in business writing, preparing & delivering business presentations, social skills in informal settings, interviewing skills, working in teams, learning about & adapting to organizational cultures, & mentoring & networking. Leadership skills such as adaptability, self-motivation, risk taking, time orientation, & adding value to the firm are also covered. Pre-req: BMGT202-Principles of Management + BMGT301-Organizational Behavior.

BMKT401 MARKETING RESEARCH (3Cr.:3Lec)

Students learn the salient features of a total marketing research & information system that encompasses internal reports, marketing intelligence, marketing research & analytical marketing. Pre-req: BMKT301-Principles of Marketing.

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

This course explores how the Internet has revolutionized the buying & selling of goods & services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance & security issues, & the legal & ethical challenges of electronic commerce. Students will also gain hands-on experience in creating a web site using an HTML authoring tool.

BMGT402 ORGANIZATIONAL ANALYSIS & DESIGN (3Cr.:3Lec)

The course is an analysis of the phenomena & theories of large, complex, formal organizations. It examines the organization as an economic, social, bureaucratic & political system with regard to such design factors as structure, change & decision making. Pre-req: BMGT202-Principles of Management.

BMGT404 ENTREPRENEURSHIP & VENTURE MANAGEMENT (3Cr.:3Lec)

This course focuses on creating, owning & operating a business firm as well as selected opportunities, challenges & strategic problems. Course theme is that success for a new business is dependent upon distinctive strategy, competence, & managerial effectiveness, supported by consistent, efficient policies & practices in marketing, production, finance, human resource management, & customer service.

BACC404 MANAGERIAL ACCOUNTING (3Cr.:3Lec)

This course examines the principles, techniques, & uses of accounting in the planning & control of business organizations from a management perspective. Topics include the budgetary process & related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, & Activity Based Costing (ABC). Related theory & application will also be reviewed. Pre-req: BACC202-Principles of Accounting II.

BMGT410 SENIOR PROJECT & INTERNSHIP (3Cr.:3Lec)

This course requires students to present a project which reflects a problem faced by a Lebanese business & suggest possible solutions to such problem & / or an internship which is a short work experience designed to help students get real world experience.

c. Major Elective Courses

Courses			Crs.	Pre-Co/requisites
BHOT	301	Introduction to Hospitality Management	3	Pre: BMGT202
BMIS	302	Management Information Systems II	3	Pre: BMIS301
BFIN	314	Investments	3	
BACC	403	Cost Accounting	3	Pre: BACC202
BECO	406	Managerial Economics	3	
BMGT	411	Human Resource Planning & Development	3	Pre: BMGT302

BMGT	412	Quantitative Techniques for Management	3	Pre: BMGT302 + BMGT303
BFIN	412	Financial Institutions & Capital Markets	3	Pre: BFIN302
BMGT	413	Logistics & Supply Chain Management	3	Pre: BMGT202
BUSN	420	Corporate Social Responsibility	3	

Description of Major Elective Courses

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

A survey of the hotel, restaurant & tourism industries, their history, problems, general operating procedures, management functions, & concepts in hospitality & tourism management. Pre-req: BMGT202-Principles of Management.

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

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

BFIN314 INVESTMENTS (3Cr.:3Lec):

This course aims to explain the key concepts in investment theory from the perspective of a portfolio manager rather than an individual investor. The goal of this class is to provide you with a structure for thinking about investment theory & show you how to address investment problems in a systematic manner.

BACC403 COST ACCOUNTING (3Cr.:3Lec)

The course provides in-depth coverage of cost behavior, product costing; cost-volume-profit analysis, budgeting, cost structures for variance analysis, direct costing, & activity based costing & special managerial decisions. The design, interpretation & identification of opportunities & methods for improving costs & performance are discussed. Pre: BACC202

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

This course aims to prepare students with the necessary knowledge & skills to tackle many of the complex strategic decisions facing modern managers. Topics to be covered include: the economics of mergers & acquisitions; strategic competition over prices, quality characteristics & capacity, profitability, & entry into new industries, R&D & the strategic importance of innovation, collusion & other methods to reduce competition & the role of networks in modern economies.

BMGT411 HUMAN RESOURCE PLANNING & DEVELOPMENT (3Cr.:3Lec)

The success of an organization depends largely on the quantity & quality of its human resources. No organization can be successful in the long run without having the right number, the right kind of people with required qualifications & capabilities, doing the right jobs at the right time. This is where the function of HR planning & staff training comes in. At the end of the course students will be able; to understand the techniques for analyzing the requirements & the availability of employees at all times throughout the organization, to apply principles related to the demand & supply of labor, to carry out Training needs assessment for the purpose of developing human resources at all times, to identify their role & responsibility in employee development process. Pre-req: BMGT301-Human Resource Management

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

An analytical scientific approach to Problem solving , quantitative analysis, operational research models & modeling process for managerial decision making. This course also provides an overview of management science / operations research with selective applications / case studies from management systems & interdisciplinary areas. Pre-req: BMGT302-Operations Management + BMGT303-International Business

BFIN412 FINANCIAL INSTITUTIONS & CAPITAL MARKETS (3Cr.:3Lec)

This is an integrative course that covers a variety of financial instruments & institutions. Topics include supply & demand for loanable funds, financial markets & institutions, level & structure of interest rates, & monetary, fiscal & debt management policies. Pre-req: BFIN302-Financial Management

BMGT413 LOGISTICS & SUPPLY CHAIN MANAGEMENT (3Cr.:3Lec)

Students develop the ability to conceptualize, design, & implement supply chains aligned with product, market, & customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, & revenue across supply chains differentiates the ability of supply networks to fulfill customer needs. Students develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, & why such systems succeed or fail. They assess how internet technologies, dynamic markets, & globalization are impacting supply chain strategies & practices, including logistics, digital coordination of decisions & resources, inventory & risk management, procurement & supply contracting, product & process design, & revenue management. Pre-req: BMGT202-Principles of Management

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

Corporate Social Responsibility (CSR) is the principle of businesses support communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan

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

First Semester (18 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	3	
Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
		University Elective	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) ¹	4	
Fourth Semester (18 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMGT	404	Entrepreneurship & Venture Management	3	Pre: BMGT 202
BFSC	302	Taxation Systems	3	
BMKT	401	Marketing Research	3	Pre: BMKT 301
BMGT	306	Human Resource Management	3	Pre: BMGT202 + BMGT301
		Elective (General) ¹	3	

Fifth Semester (15 Credits)			Crs.	Pre-co/requisites
BACC	404	Managerial Accounting	3	Pre: BACC202+ BACC403
BFIN	302	Financial Management	3	
BUSN	401	E – Business	3	
		Elective ³	6	
Sixth Semester (15 Credits)			Crs.	Pre-co/requisites
BMGT	402	Organizational Analysis & Design	3	Pre: BMGT202
BMGT	401	Leadership	3	Pre: BMGT 202 +BMGT 301
BMGT	304	Strategic Management	3	Pre: BMGT 202
BMGT	410	Senior Project & Internship	3	
		Elective ³	3	

DEPARTMENT OF ECONOMICS

Academic Staff

Chairperson	Prof. Eman Attia
Associate Professors	Prof. Eman Attia
Assistant Professors	Dr. Abdallah Nassereddine, Dr. Hanadi Taher, Dr. Amal Dabbous
Teaching Assistance	Mr. Mohammad Balouza
Part-time Lecturers	Dr Mona Wehba ,Mr. Mohammad Alaa Kaddour

Mission

The primary mission of the Economics Department is to offer educational opportunities to students in order to prepare them to become accomplished citizens & professionals capable of critical thinking & independent analysis. The economics major places an emphasis on excellence in teaching through continuous professional development in instruction, as well as, in applied & 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 & managerial functions for life-long career development.

The major introduces students to the theoretical, scientific & practical basis that enables them to acquire professional competences that meet future needs & job opportunities in Lebanon & abroad.

Learning Outcomes

a- Knowledge & Understanding

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

b- Intellectual Skills

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

c- Practical & Professional Skills

- 1- Assess & justify the behavior of markets.
- 2- Apply microeconomic tools in real economic contexts.
- 3- Evaluate business opportunities emerging from business operations through economic

approaches.

4- Formulate & implement economic theories in real life contexts.

d- General & Transferable Skills

- 1- Integrate several micro & macroeconomic models to explain the behavior of markets.
- 2- Combine production & cost, short run & long run, & profit & revenues to assess the behavior of markets.
- 3- Demonstrate & apply current information technology skills in conjunction with economic knowledge to economic system designs.
- 4- Make effective use of IT tools in the field of economic & 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 + ICDL.

Career Opportunities

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

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.

Program Overview

The Economics Curriculum consists of the following components:

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

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.) & another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

The List of Common Requirement courses & 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	Pre: BECO201
BECO	302	Intermediate Macroeconomics	3	Pre: BECO202
BECO	401	Economics Statistics	3	
BECO	402	Money & Banking	3	
BECO	403	International Economics	3	Pre: BECO301 + BECO302
BECO	404	Economics of Risk & Uncertainty	3	Pre: BMTH202 + BECO301
BECO	405	Public Finance & Fiscal Policy	3	
BECO	406	Managerial Economics	3	
BECO	410	Senior Project & Internship	3	

Description of Major Core Courses

BECO301 INTERMEDIATE MICROECONOMICS (3Cr.:3Lec)

This course presents a more formal treatment of the foundations of microeconomics theory, with the aim of providing a deeper insight into the nature of economic theory, introducing key results & methods of analysis that will be developed in later economic courses & providing a preview of the issues discussed in these courses. The main topics are: consumer choice theory & applications; the theory of production & costs; & theories of the firm.

Pre-req: BECO201-Microeconomics.

BECO302 INTERMEDIATE MACROECONOMICS (3Cr.:3Lec)

The course aims to provide students with the basic measures of aggregate-level economic performance such as gross domestic product, personal income, unemployment, the money supply, & the consumer price index; & present the major (competing) theories of national income & employment, inflation, exchange rates & the balance of trade, as well as the policy recommendations to which the alternative theories give rise.

Pre-req: BECO202-Macroeconomics.

BECO401 ECONOMIC STATISTICS (3Cr.:3Lec)

Introduction to fundamentals of statistical inference; estimation & tests of hypotheses; regression & analysis of variance; nonparametric statistics; applications using automatic computation programmed packages.

BECO402 MONEY & BANKING (3Cr.:3Lec)

This course examines the relationship of the financial system to real economic activity, focusing especially on banks & central banks. Topics include the monetary & payments systems; financial instruments & their pricing; the structure, management, & regulation of bank & non-bank financial intermediaries & the design & operations of central banks in a modern economy.

BECO403 INTERNATIONAL ECONOMICS (3Cr.:3Lec)

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

BECO404 ECONOMICS OF RISK & UNCERTAINTY (3Cr.:3Lec)

Emphasis on quantitative links between theory & data. Topics include expected utility, portfolio choice & the capital asset pricing model, interest rates & monetary policy, the relation between the real economy & the stock market.
Pre-req: BMTH202-Business Statistics + BECO301-Intermediate Microeconomics.

BECO405 PUBLIC FINANCE & FISCAL POLICY (3Cr.:3Lec)

This course covers selected topics in fiscal policy & public finance including the incidence & effects of taxation, government expenditure programs & public debt operations.

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

This course aims at equipping students with the knowledge & skills to tackle many of the complex strategic decisions facing modern managers. Topics to be covered include: the economics of mergers & acquisitions; strategic competition over prices, quality characteristics & capacity; profitability & entry into new industries; R&D & the strategic importance of innovation; collusion & other methods to reduce competition & the role of networks in modern economies.

BECO410 SENIOR PROJECT & INTERNSHIP(3Cr.:3Lec)

This course requires students to present a project that reflects a problem faced by a Lebanese business & suggest possible solutions to such problem & / or an internship which is a short work experience designed to help students to get real world experience.

c. Major Elective Courses

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

Description of Major Elective Courses**BMIS302 MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab)**

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

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

The success of an organization depends largely on the quantity & quality of its human resources. No organization can be successful in the long run without having the right number, the right kind of people with required qualifications & capabilities, doing the right jobs at the right time. This is where the function of HR planning & staff training comes in. At the end of the course students will be able; to understand the techniques for analyzing the requirements & the availability of employees at all times throughout the organization, to apply principles related to the demand & supply of labor, to carry out Training needs assessment for the purpose of developing human resources at all times, to identify their role & responsibility in employee development process. 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 & public goods, & considers policy responses to these market failures, including command-and-control regulations, tax & subsidy incentives, & marketable pollution permits. These policies

are examined in the context of, for example, urban air pollution, ozone depletion & global warming, water pollution, municipal & hazardous waste, threats to biodiversity, & economic development. Particular attention is paid to methods of quantifying the benefits & costs of environmental protection.

BECO412 HEALTH ECONOMICS (3Cr.:3Lec)

Health care is expanding rapidly, both in the private & the public sectors of the economy. As prevention & cure absorbs a larger & larger share of the national income, it becomes increasingly important to examine the implications for efficiency & equity of the use it makes of scarce resources. This course considers the allocative & distributive dimensions of the resources committed to the care & improvement of health status.

BFIN412 FINANCIAL INSTITUTIONS & CAPITAL MARKETS (3Cr.:3Lec)

This is an integrative course that covers a variety of financial instruments & institutions. Topics include supply & demand for loanable funds, financial markets & institutions, level & structure of interest rates, & monetary, fiscal & debt management policies. Pre-req: BFIN302-Financial Management

BECO413 LABOR ECONOMICS (3Cr.:3Lec)

This course explores how labor markets operate & how institutions shape labor market performance & outcomes from a theoretical & empirical perspective. Students will become familiar with the theories & methods used by labor economists & will have the opportunity to apply them to topics of interest & current events. We will also discuss historical & institutional forces that have shaped the modern American workplace & 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 & bargaining power, unemployment insurance, & full employment policies.

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

This course is an introduction to the theory & practice of econometrics, the application of statistical methods to the analysis of economic phenomena. The course is based on intuitive understanding rather than on proof & derivations. The main objective of this course is learning to apply statistical & econometric methods in both economic contexts. It help students make use of econometrics to solve real-world economic problems. Among others, the course covers topics such as linear regression analysis, Gauss-Markov theorem, & violations of the classical model.

Pre-req: BECO401-Economics Statistics

BECO415 ISLAMIC ECONOMICS (3Cr.:3Lec)

This course provides students with the basic knowledge of the principles of Islamic economics & the Islamic economic system, developing skills necessary to appreciate an alternative to a commonly familiar approach of interpreting the economic behavior of men & women in the society, & helping the students probe liberally outside the frontiers of familiar forms of capitalist & socialist systems.

BECO416 ECONOMIC DEVELOPMENT (3Cr.:3Lec)

The course deals with the principal issues of economic development, with the objective

of preparing students for advanced study & policy-oriented research in this subject area. Emphasis will be on economy-wide aspects of economic development, with special references to international dimensions of national development policy making. The basic approach is to present the relevant theory, examine the empirical validity of alternative models & draw out their policy implications. Major policy issues are discussed with illustrations from actual experiences in selected developing countries. As an integral part of the course, an attempt will be made to train students to collect & interpret data on developing economics.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan

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

First Semester (18 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 3	
Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights University Elective	1 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) ¹	4	

Fourth Semester (18 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BECO	406	Managerial Economics	3	
BFSC	302	Taxation Systems	3	
BECO	405	Public Finance & Fiscal Policy	3	
BECO	302	Intermediate Macroeconomics	3	Pre: BECO 202
		Elective (General) ¹	3	

Fifth Semester (15 Credits)			Crs.	Pre-co/requisites
BECO	401	Economics Statistics	3	
BECO	403	International Economics	3	Pre: BECO301 + BECO302
BFIN	302	Financial Management	3	
		Elective ³	6	

Sixth Semester (15 Credits)			Crs.	Pre-co/requisites
BECO	402	Money & Banking	3	
BECO	404	Economics of Risk & Uncertainty	3	Pre: BMTH 202 + BECO301
BMGT	304	Strategic Management	3	Pre: BMGT 202
BECO	410	Senior Project & Internship	3	
		Elective ³	3	

DEPARTMENT OF BUSINESS ADMINISTRATION (BANKING & FINANCE MAJOR)

Academic Staff

Chairperson

Prof. Ahmad Selim

Professors

Prof. Nehale Farid Mostafa, Prof. Ahmad Selim

Associate Professors

Dr. Alaa Abbas, Dr. Rania Mostafa

Assistant Professors

Dr. Asrar Deeb, Dr. Amr Samy, Dr. AbdulRahman Beydoun

Dr Rania Serhal

Mrs Rachel Saad

Part-time Lecturers

Dr. Ahmad Farhat, Dr. Ali Awdi, Dr. Mostafa Kamleh

Mr. Ayman Bazzi, Mr. Karim Bourdoukali

Mr Khaled Fayed, Dr. Pierre Khoury

Mission

The mission of the Banking & 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 & critically assess an entity's financial conditions & values.

Objectives

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

A major in Banking & Finance aims at:

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

Learning Outcomes

a. Knowledge & Understanding

- Understand the basic & 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 & finance.
- Recognize the mechanism of investment procedures, financial assets allocations & financial strategies within a business.
- Provide the basis knowledge related to finance theories & models.

- Provide a foundation in the methods & applications of evaluation in the fields of finance.
- Acquire adequate knowledge in related fields of accounting, management & economics.
- Examine methods of managing funds.
- Differentiate between corporate finance management, investments & financial institutions.

b. Intellectual Skills

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

c. Practical & Professional Skills

- Conduct research through the creation, extraction & analysis of financial information.
- Apply relevant software & programs in order to better analyze financial data.
- Formulate & implement strategies in financial organizations.
- Apply creative, logical & critical thinking to respond effectively to financial issues & financial crises.
- Analyze how corporations deal with financial problems.

d. General & Transferable Skills

- Communication skills.
- Presentations skills.
- Analyze financial data in an organized form.
- Make effective use of IT tools in the field of finance.
- Work in a team.
- Interpersonal skills.
- Time management skills.

Degree Requirements

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

Career Opportunities

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

Hence, our graduates may find careers in payroll, real estate, budget analysis, investor relations, financial reporting & 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 & Finance Curriculum consists of the following components:

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

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.) & another 11 credits are selected from the University Elective courses list + IC DL.

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BACC	301	Intermediate Accounting I	3	Pre: BACC202
BACC	302	Intermediate Accounting II	3	Pre: BACC301
BFIN	401	Security Analysis	3	Pre: BFIN302
BFIN	402	Islamic Banking	3	Pre: BFIN302
BFIN	403	Portfolio Management	3	Pre: BFIN302
BFIN	404	Bank Management	3	
BFIN	405	Principles of Insurance	3	Pre: BMTH201
BFIN	406	Fundamentals of Risk Management	3	
BFIN	410	Senior Project & Internship	3	

Description of Major Core Courses

BACC301 INTERMEDIATE ACCOUNTING I (3Cr.:3Lec)

The course gives an intense coverage of financial accounting theory & practice, including, the conceptual framework underlying financial accounting, statement of income & retained earnings, balance sheet & statement of cash flows, cash & receivables, inventory valuation, & revenue recognition alternatives.

Pre-req: BACC202-Principles of Accounting II.

BACC302 INTERMEDIATE ACCOUNTING II (3Cr.:3Lec)

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

BFIN401 SECURITY ANALYSIS (3Cr.:3Lec)

This course emphasizes the investment needs for both individual & institutional investors. Topics covered include: Various types of securities, security markets, security analysis, risk-return analysis, regulation of security markets & ethics.

Pre-req: BFIN302-Financial Management.

BFIN402 ISLAMIC BANKING (3Cr.:3Lec)

Beginning with the fundamental guidelines of Islam in the arena of dealings & business transactions, this course covers the application of canonical Islamic laws to modern financial transactions. Although the focus is on commercial banking, other aspects of financial marketplace are also addressed. Pre-req: BFIN302-Financial Management.

BFIN403 PORTFOLIO MANAGEMENT(3Cr.:3Lec)

This course emphasizes the portfolio aspects of Investments. Topics covered include in-depth coverage of fixed income portfolio management, derivatives, international portfolio diversification & ethics. Pre-req: BFIN302-Financial Management.

BFIN404 BANK MANAGEMENT (3Cr.:3Lec)

Problems & policies concerning liquidity & solvency, reserves & earning assets, loans & discounts, accounting analysis, income & expense, services, personnel & public relations.

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 the following areas: It explains the concept of insurance & how it is used to cover risk, how insurance is transacted as a business & how the insurance market operates, the relationship between insurers & their customers & the importance of insurance contracts. Some commonly used insurance terms are also listed out. Pre-req: BFIN302-Financial Management. Pre: BMTH201

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

This course aims to introduce students to the rationale, principles, process & 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 & the rationales of corporate risk management, risk management organization & process, & some major tools of risk management. Course contents reflect the latest developments & industry practices in the discipline of risk management.

BFIN410 SENIOR PROJECT & INTERNSHIP (3Cr.:3Lec)

This course requires students to present a project that reflects a problem faced by a Lebanese business & suggest possible solutions to such problem, & / or an internship which is a short work experience designed to help students get real world experience.

c. Major Elective Courses

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

Description of Major Elective Courses**BMIS302 MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab)**

Managerial perspective on issues arising in managing information systems through their life-cycle. The topics include using different methodologies for estimating software development costs, maintenance costs, systems project management, & pricing information products & services. The course also covers methodologies for monitoring performance of information systems, & ways for assessing the strategic & business value of use of information technology.

Pre-req:BMIS301-Management Information Systems I.

BECO402 MONEY & BANKING (3Cr.:3Lec)

This course examines the relationship of the financial system & the economic activity, focusing especially on banks & between central banks. Topics include: The monetary & payments systems; financial instruments & their pricing; the structure, management, the regulation of bank & non-bank financial intermediaries & the design & operations of central banks in a modern economy.

BECO405 PUBLIC FINANCE & FISCAL POLICY (3Cr.:3Lec)

This course is meant to provide an understanding of how budgetary policy & institutional arrangements for fiscal policy operate & how they can be captured & analyzed in economic models. The focuses on both the short run, that is at the frequency of the business cycle, & the long run, where we pay due attention of the consequences of rising costs associated with population ageing.

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

This course introduces students to the overall real estate process including concept generation, market research, design, construction, finance & 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 & environmentally responsible.

BFIN412 FINANCIAL INSTITUTIONS & CAPITAL MARKETS (3Cr.:3Lec)

This is an integrative course that covers a variety of financial instruments & institutions. Topics include supply & demand for loanable funds, financial markets & institutions, level & structure of interest rates, & monetary, fiscal & debt management policies. Pre-req: BFIN302-Financial Management.

BFIN413 DERIVATIVES (3Cr.:3Lec)

In this course, students develop an understanding of financial derivative instruments & their applications to corporate strategy & risk management. Throughout the course, we distinguish between using derivatives to appropriately manage risk & using them for speculation. The emphasize is on the perspective that derivative instruments are problem-solving tools that, when used correctly, can create value for financial & non-financial corporations. We develop the basic mathematical tools necessary for analysis, design, pricing, & implementation of derivatives in a managerial context. The course covers the following topics: Forward, future, option, & swap contracts, hedging, arbitrage, & derivatives-pricing models. In addition, it introduces securitization, real options, & risk management. Through case preparation & discussion, students learn to model & evaluate derivative instruments & risk exposure.

BFIN414 INTERNATIONAL FINANCE (3Cr.:3Lec)

Management of an international business requires knowledge of international financial instruments, markets, & institutions. This course examines these issues from theoretical & applied perspectives. Topics include the determination of spot & forward exchange rates & interest rates, the returns to foreign investments in external currency & in bond & stock markets, the management of foreign exchange risk with forward markets & foreign currency option markets, & the dynamics of the balance of payments with a focus on understanding international capital flows, country debt, & exchange rate fluctuations.

BFIN415 CREDIT & RISK ANALYSIS (3Cr.:3Lec)

This course examines credit risk (i.e., the possibility that an obligor will fail to perform as agreed) from the perspective of the commercial banker. Focuses on a sound understanding of the firm & its business plan & how the banker constructs the appropriate structure for the senior loan. Topics include asset-based, real estate, & cash flow lending.

BECO417 APPLIED ECONOMETRICS (3Cr.:3Lec)

This course provides students with a solid theoretical & practical foundation for the interpretation of empirical evidence in economics. As such there is a dual focus on econometric theory & “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, & critically evaluate econometric & other statistical evidence. Pre-req: BMTH202-Business Statistics.

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

Corporate Social Responsibility (CSR) is the principle of businesses that supports communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan

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

First Semester (18 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	3	
Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
		University Elective	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) ¹	4	
Fourth Semester (18 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BFIN	404	Bank Management	3	
BFSC	302	Taxation Systems	3	
BFIN	405	Principles of Insurance	3	Pre: BMTH 201
BACC	302	Intermediate Accounting II	3	Pre: BACC 301
		Elective (General) ¹	3	

Fifth Semester (15 Credits)			Crs.	Pre-co/requisites
BFIN	402	Islamic Banking		3
BFIN	302	Financial Management		3
BFIN	302	Fundamentals of Risk Management		3
		Elective ³		6
Sixth Semester (15 Credits)			Crs.	Pre-co/requisites
BFIN	401	Security Analysis	3	Pre: BFIN 302
BMGT	304	Strategic Management	3	
BFIN	403	Portfolio Management	3	Pre: BFIN 302
BFIN	410	Senior Project & Internship	3	
		Elective ³	3	

DEPARTMENT OF BUSINESS ADMINISTRATION (MARKETING MAJOR)

Academic Staff

Chairperson	Prof. Ahmad Selim
Professors	Prof. Nehale Farid Mostafa, Prof. Ahmad Selim
Associate Professors	Dr. Alaa Abbas, Dr. Rania Mostafa
Assistant Professors	Dr. Asrar Deeb, Dr. Amr Samy, Dr. AbdulRahman Beydoun Dr Rania Serhal, Mrs Rachel Saad
Part-time Lecturers	Dr. Ahmad Farhat, Dr. Ali Awdi, Dr. Mostafa Kamleh Mr. Ayman Bazzi, Mr. Karim Bourdoukali, Mr Khaled Fayed Dr. Pierre Khoury

Mission

The Mission of the Marketing Major is to create an intellectual environment within which students may acquire marketing knowledge, skills & 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 & graduate students that are grounded in marketing theory & practice within the global business environment.
- Serve students as advisors, mentors & role models.
- Encourage & support the intellectual & professional development of students & academic & non-academic staff.
- Interact with business partners to continuously improve undergraduate & graduate marketing programs.
- Encourage the participation of students & academic & non-academic staff in activities supporting the marketing profession, the University & the business community.
- Recognize the value of all work by students & academic & non-academic staff that contributes to the mission & goals of the department & the faculty.

Learning Outcomes

a- Knowledge & Understanding

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

b- Intellectual Skills

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

c- Practical & Professional Skills

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

d- General & Transferable Skills

- Develop managerial leadership & inculcate professional ethics & competency in marketing.
- Master communication skills.
- Ability to analyze marketing problems & provide solutions based on a critical examination of marketing information.
- Ability to apply knowledge & 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 + ICDL.

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 & 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, & retailing. Employers include large business & industrial firms but also smaller companies, private research organizations, & advertising agencies. Retail & wholesale trade, insurance, travel, & 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
I. University Requirements:	
University Mandatory Courses	5
University Elective Courses	11
II. Major Requirements:	
a. Common Requirement Courses	48
b. Major Core Courses	27
c. Major Elective Courses	9
Total	100

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.) & another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

The List of Common Requirement courses & 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	Services Marketing	3	Pre: BMKT301
BMKT	401	Marketing Research	3	Pre: BMKT301
BUSN	401	E-Business	3	
BMKT	402	Strategic Marketing Management	3	Pre: BMGT304 + BMKT405
BMKT	403	International Marketing	3	Pre: BMKT301
BMKT	404	Brand Management	3	Pre: BMKT301
BMKT	405	Consumer Behavior	3	Pre: BMKT301
BMKT	406	Advertising Marketing Communications	3	Pre: BMKT405
BMKT	410	Senior Project & Internship	3	

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 & how this influences the way the former are marketed. Particular attention is paid to the role of quality in delivering services to meet & exceed customer expectations. Topics covered include the following: blueprinting, role of physical evidence, customer satisfaction, service delivery, promotion, pricing, locating facilities, & consumer decision-making. Pre-req: BMKT301-Principles of Marketing.

BMKT401 MARKETING RESEARCH

Students will learn the salient features of a total marketing research & information system that encompasses internal reports, marketing intelligence, marketing research & analytical marketing. Pre-req: BMKT301-Principles of Marketing.

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

This course explores how the Internet has revolutionized the buying & selling of goods & services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance & security issues, & the legal & ethical challenges of electronic commerce. Students will also gain hands-on experience in creating a web site using an HTML authoring tool.

BMKT402 STRATEGIC MARKETING MANAGEMENT(3Cr.:3Lec)

This is a capstone course with a “big picture,” environmental focus that examines major managerial problems in marketing. Cases, computer simulations, & literature on strategic marketing management are utilized to enhanced student competence with the principles & processes of strategic market planning, & the development, implementation, & control of marketing plans & programs.

Pre-req: BMGT304-Strategic Management + BMKT405-Consumer Behavior.

BMKT403 INTERNATIONAL MARKETING (3Cr.:3Lec)

This course analyze & examine the key concepts, environmental & strategic issues involved in entering international markets & conducting marketing operations across national borders. The focus will be on: The identification & evaluation of market opportunities, modification of marketing strategies & programs in response to different market needs & constraints, & coordinating strategies in world markets. Pre-req: BMKT301-Principles of Marketing.

BMKT404 BRAND MANAGEMENT(3Cr.:3Lec)

This course is about how brands are viewed, built, managed, & measured to ensure firms' superiority & sustainability in profits. To explore such issues, this course provides relevant & up to-date theories.

Pre-req: BMKT301-Principles of Marketing.

BMKT405 CONSUMER BEHAVIOR (3Cr.:3Lec)

The purpose of this course is to introduce the student to the various facets of consumer behavior, including the decision making process, problems, needs & goals, the consumer's search for information, & the evaluation of the purchase decision. Pre-req: BMKT301-Principles of Marketing.

BMKT406 ADVERTISING & MARKETING COMMUNICATIONS (3Cr.:3Lec)

This course emphasizes an understanding & application of the principles of marketing communications from a managerial Perspective. It focuses on advertising sales promotion, & public relations with special attention to the economic, sociological & psychological aspects of behavior. Pre-req: BMKT405-Consumer Behavior.

BMKT410 SENIOR PROJECT & INTERNSHIP (3Cr.:3Lec)

This course requires students to present a project that reflects a problem faced by a Lebanese business & suggest possible solutions to such problem & / or an internship which is a short work experience designed to help students to get real world experience.

c. Major Elective Courses

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

Description of Major Elective Courses**BMIS302 MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec,2Lab)**

This course focuses on examining the issues that arise in managing information systems through their life-cycle. The topics include: Using different methodologies for estimating software development costs, maintenance costs, systems project management, & pricing information products & services. The course also covers methodologies for monitoring performance of information systems, & ways for assessing the strategic & business value of use of information technology.

Pre-req: BMIS301-Management Information Systems I.

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

This course examines the principles & practices involved in recruiting, interviewing, selecting, hiring & developing employees. Separations, transfers, promotions, EEO considerations, privacy & affirmative action are considered. Pre-req: BMGT202-Principles of Management + BMGT301-Organizational Behavior

BACC403 COST ACCOUNTING (3Cr.:3Lec)

This course provides in-depth coverage of cost behavior, product costing; cost-volume-profit analysis, budgeting, cost structures for variance analysis, direct costing, & activity based costing & special managerial decisions. The design, interpretation & identification of opportunities & methods for improving costs & performance are discussed. Pre: BACC202

BMGT404 ENTREPRENEURSHIP & VENTURE MANAGEMENT (3Cr.:3Lec)

This course focuses on creating, owning & operating a business firm as well as selected opportunities, challenges & strategic problems. Course theme is that the success for a new business is dependent upon distinctive strategy, competence, & managerial effectiveness, supported by consistent, efficient policies & practices in marketing, production, finance, human resource management, & customer service.

BMKT411 SOCIAL MARKETING (3Cr.:3Lec)

This course provides coverage of marketing activities related to social causes, ideas, & behaviors. These activities are typically carried out by non-profit organizations involved in such areas as education, health care, religion, & philanthropy. The focus of marketing in these areas is to encourage, promote & sustain desirable social behaviors & ideas & to foster community & volunteer support.

Pre-req: BMKT301-Principles of Marketing.

BMKT412 PROFESSIONAL SELLING (3Cr.:3Lec)

This course is a detailed examination of the process & steps in effective selling. It examines contemporary salesperson's responsibilities of prospecting, making sales calls & presentations, closing sales, ensuring customer satisfaction. It covers sales promotion & territory management. Pre-req: BMKT301-Principles of Marketing.

BMKT413 RETAIL MANAGEMENT (3Cr.:3Lec)

To develop knowledge of contemporary retail management issues at the strategic level. This course describes & analyzes the way retailing works, specifically the key activities & relationships. Such course provides an academic underpinning to the above through the application of retailing theory & research.

BMGT 413 LOGISTICS & SUPPLY CHAIN MANAGEMENT (3Cr.:3Lec)

Students develop the ability to conceptualize, design, & implement supply chains aligned with product, market, & customer characteristics. Managing the flow of products, information, & revenue across supply chains differentiates the ability of supply networks to fulfill customer needs. Students develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, & why such systems succeed or fail. They assess how internet technologies, dynamic markets, & globalization are impacting supply chain strategies & practices, including logistics, digital coordination of decisions & resources, inventory & risk management, procurement, product & process design, & revenue management. Pre-req: BMGT202-Principles of Management. + Pre: BMKT301Principles of Marketing

BMKT414 PUBLIC RELATIONS (3Cr.:3Lec)

The goal of this course is to provide an introduction to public relations principles, concepts & emerging trends in Public Relations. Students will explore the “world of public relations” including the historical development of Public Relations & the responsibilities & functions of the public relations practitioner. The various career paths will be examined, to include, but not limited to: investor relations, community relations, public affairs, media relations & event management. Students will explore the significance of management by objective with respect to effective strategies, tactics, concise objectives & SMART goals within the dynamics of public relations.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan

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

First Semester (18 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	3	
Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
		University Elective	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
BUSN	401	E – Business	3	
		Elective (General) ¹	4	
Fourth Semester (18 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMKT	406	Advertising Marketing Communications	3	
BFSC	302	Taxation Systems	3	
BMKT	401	Marketing Research	3	Pre: BMKT 301
BMKT	302	Services Marketing	3	Pre: BMKT 301
		Elective (General) ¹	3	

Fifth Semester (15 Credits)			Crs.	Pre-co/requisites
BFIN	302	Financial Management	3	
BMKT	403	International Marketing	3	Pre: BMKT 301
BMKT	405	Consumer Behavior	3	Pre: BMKT 301
		Elective ³	6	
Sixth Semester (15 Credits)			Crs.	Pre-co/requisites
BMKT	402	Strategic Marketing Management	3	Pre: BMGT 304 + BMKT 405
BMKT	404	Brand Management	3	Pre: BMKT 301
BMGT	304	Strategic Management	3	Pre: BMGT 202
BMKT	410	Senior Project & Internship	3	
		Elective ³	3	

DEPARTMENT OF BUSINESS ADMINISTRATION (HOSPITALITY & TOURISM MAJOR)

Academic Staff

Chairperson

Prof. Ahmad Selim

Professors

Prof. Nehale Farid Mostafa, Prof. Ahmad Selim

Associate Professors

Dr. Alaa Abbas, Dr. Rania Mostafa

Assistant Professors

Dr. Asrar Deeb, Dr. Amr Samy

Dr. AbdulRahman Beydoun, Dr. Rania Serhal, Mrs Rachel Saad

Part-time Lecturers

Dr. Ahmad Farhat, Dr. Ali Awdi, Dr. Mostafa Kamleh

Mr. Ayman Bazzi, Mr. Karim Bourdoukali, Mr Khaled Fayed

Dr. Pierre Houry

Mission

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

Objectives

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

Learning Outcomes

a- Knowledge & Understanding

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

b- Intellectual Skills

- Develop an awareness of the various career opportunities & options within the hospitality industry.

- Analyze legal & ethical considerations affecting foodservice & lodging organizations.
- Integrate outstanding guest service quality, server-guest relationships, & ethics.

c- Practical & Professional Skills

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

d- General & Transferable Skills

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

Degree Requirements

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

Career Opportunities

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

Some career options include:

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

Program Overview

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

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

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.) & another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

The List of Common Requirement courses & 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	Pre: BMGT202
BHOT	302	Lodging Management & Operations	3	Pre: BHOT301
BHOT	401	Food & Beverage Production & Control	3	
BHOT	402	Hotel Operations	3	Pre: BMGT302
BHOT	403	Event Planning & Management	3	
BHOT	404	Hospitality & Tourism Marketing	3	
BHOT	410	Senior Project & Internship	3	
BACC	415	Cost Accounting for Restaurants & Hotels	3	Pre: BACC202
BACC	416	Hospitality Managerial Accounting	3	Pre: BACC202

Description of Major Core Courses

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

A survey of the hotel, restaurant & tourism industries, their history, problems, general operating procedures, management functions, & concepts in hospitality & tourism management.

Pre-req: BMGT202-Principles of Management.

BHOT302 LODGING MANAGEMENT & OPERATIONS (3Cr.:3Lec)

An overview of the functions & operations of departments in various lodging facilities. It includes front office operations & guest services, housekeeping, accounting systems, & night audit. Personnel issues & regulations related to the provision of quality services will be examined & analyzed. Pre-req: BHOT301-Introduction to Hospitality Management.

BHOT401 FOOD & BEVERAGE PRODUCTION & CONTROL (3Cr.:3Lec)

The course will focus on food service systems, including menu management, purchasing & production applied to an operating environment. Laboratory includes demonstration of basic food production techniques, culinary & management principles.

BHOT402 HOTELOPERATIONS (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, & 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. Pre: BMGT302- Hotel Operations

BHOT403 EVENT PLANNING & MANAGEMENT (3Cr.:3Lec)

This course provides students with the concepts & logistics of event planning & management. The course entails: marketing, planning costing, executing, & evaluating of events. Students are required to complete & or assist with a major event.

BHOT404 HOSPITALITY & TOURISM MARKETING (3Cr.:3Lec)

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

BHOT410 SENIOR PROJECT & INTERNSHIP (3Cr.:3Lec)

This course requires students to present a project that reflects a problem faced by a Lebanese business & suggest possible solutions to such problem & / or an internship which is a short work experience designed to help students to get real world experience.

BACC415 COST ACCOUNTING FOR RESTAURANTS & HOTELS (3Cr.:3Lec)

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

BACC416-HOSPITALITY MANAGERIAL ACCOUNTING (3Cr.:3Lec): Managerial decision-making using accounting information is an integral part of the function of managers in the hospitality industry. Main topics typically include:

- Introduction to managerial decision-making in the hospitality industry.
- Cost behavior analysis in the hospitality industry.
- Cost, volume & profit analysis in the hospitality industry.
- Pricing decisions in the hospitality industry.
- Preparation of operational budgets in the hospitality industry.
- Preparation of cash budgets & 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	Pre: BMKT301
BMGT	306	Human Resource Management	3	Pre: BMGT202 + BMGT301
BMKT	401	Marketing Research	3	Pre: BMKT301
BMGT	404	Entrepreneurship & Venture Management	3	
BECO	406	Managerial Economics	3	
BHOT	411	Travel Agency & Tour Management	3	Pre: BHOT301
BHOT	412	Eco & Cultural Tourism	3	
BMKT	412	Professional Selling	3	Pre: BMKT301
BMGT	413	Logistics & Supply Chain Management	3	Pre: BMGT202
BUSN	420	Corporate Social Responsibility	3	

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 & how this influences the way the former are marketed. Particular attention is paid to the role of quality in delivering services to meet & exceed customer expectations. Topics covered include the following: blueprinting, role of physical evidence, customer satisfaction, service delivery, promotion, pricing, locating facilities, & consumer decision-making.

Pre-req: BMKT301-Principles of Marketing.

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

This course examines principles & practices involved in recruiting, interviewing, selecting, hiring & developing employees. Separations, transfers, promotions, EEO considerations, privacy & affirmative action are considered. Pre-req: BMGT202-Principles of Management + BMGT301-Organizational Behavior.

BMKT401 MARKETING RESEARCH (3Cr.:3Lec)

Students learn the salient features of a total marketing research & information system that encompasses internal reports, marketing intelligence, marketing research & analytical marketing. Pre-req: BMKT301-Principles of Marketing.

BMGT404 ENTREPRENEURSHIP & VENTURE MANAGEMENT (3Cr.:3Lec)

This course focuses on creating, owning & operating a business firm as well as selected opportunities, challenges & strategic problems. Course theme is that success for a new business is dependent upon distinctive strategy, competence, & managerial effectiveness, supported by consistent, efficient policies & practices in marketing, production, finance, human resource management, & customer service.

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

This course aims at equipping students with the necessary knowledge & skills to tackle many of the complex strategic decisions facing modern managers. Topics to be covered include: the economics of mergers & acquisitions; strategic competition over prices, quality characteristics & capacity; profitability & entry into new industries; R&D & the strategic importance of innovation; collusion & other methods to reduce competition & the role of networks in modern economies.

BHOT411 TRAVEL AGENCY & TOURISM MANAGEMENT (3Cr.:3Lec)

This course takes a multidisciplinary look at the various issues in facing travel & tourism today . This course includes: Tourism destinations & their attractiveness, tourist profiles & destination decisions, space travel, religious travel, new trends in marketing & promotion, & issues facing management from a global perspective. Pre-req: BHOT301-Introduction to Hospitality Management.

BHOT412 ECO & CULTURAL TOURISM (3Cr.:3Lec)

This course is a study of purposeful travel & tourism natural habitats to create an understanding of the cultural & natural history pertaining to the environment. The course emphasizes not altering the ecosystem, while producing economic benefits to local people & governments that encourage the preservation of the inherent resources of the environments locally & elsewhere. Pre-req.: BMGN202-Principles of Management.

BMKT412 PROFESSIONAL SELLING (3Cr.:3Lec)

This course is a detailed examination of the process & steps in effective selling. It examines contemporary salesperson's responsibilities of prospecting, making sales calls & presentations, closing sales, ensuring customer satisfaction. It covers sales promotion & territory management. Pre-req: BMKT301-Principles of Marketing.

BMGT 413 LOGISTICS & SUPPLY CHAIN MANAGEMENT (3Cr.:3Lec)

Students develop the ability to conceptualize, design, & implement supply chains aligned with product, market, & customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, & revenue across supply chains differentiates the ability of supply networks to fulfill customer needs. Students develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, & why such systems succeed or fail. They assess how internet technologies, dynamic markets, & globalization are impacting supply chain strategies & practices, including logistics, digital coordination of decisions & resources, inventory & risk management, procurement & supply contracting, product & process design, & revenue management. Pre-req: BMGT202-Principles of Management.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan

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

First Semester (18 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	3	

Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
		University Elective	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
BHOT	301	Introduction to Hospitality Management	3	
		Elective (General) ¹	4	

Fourth Semester (17 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BHOT	404	Hospitality & Tourism Marketing	3	Pre: BMKT 301
BFSC	302	Taxation Systems	3	
BHOT	403	Event Planning & Management	3	
BHOT	302	Lodging Management & Operations	3	Pre: BHOT 301
		Elective (General) ¹	3	

Fifth Semester (15 Credits)			Crs.	Pre-co/requisites
BHOT	401	Food & Beverage Production & Control	3	
BFIN	302	Financial Management	3	
BACC	415	Cost Accounting for Restaurants & Hotels	3	Pre: BACC 202
		Elective ³	6	

Sixth Semester (15 Credits)			Crs.	Pre-co/requisites
BHOT	402	Hotel Operations	3	Pre: BMGT 303
BMGT	302	Strategic Management	3	Pre: BMGT 202
BACC	416	Hospitality Managerial Accounting	3	Pre: BACC 202
BHOT	410	Senior Project & Internship	3	
		Elective ³	3	

DEPARTMENT OF BUSINESS ADMINISTRATION (MANAGEMENT INFORMATION SYSTEMS MAJOR)

Academic Staff

Chairperson	Prof. Ahmad Selim
Professors	Prof. Nehale Farid Mostafa, Prof. Ahmad Selim
Associate Professors	Dr. Alaa Abbas, Dr. Rania Mostafa
Assistant Professors	Dr. Asrar Deeb, Dr. Amr Samy, Dr. AbdulRahman Beydoun Dr Rania Serhal, Mrs Rachel Saad
Part-time Lecturers	Dr. Ahmad Farhat, Dr. Ali Awdi, Dr. Mostafa Kamleh Mr. Ayman Bazzi, Mr. Karim Bourdoukali, Mr Khaled Fayed Dr. Pierre Khoury

Mission

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

Objectives

- Direct the operations of computer & related equipment, including telecommunications & data networks .
- Develop transitional plans for the acquisition & installation of equipment.
- Assist program/department directors in the selection & setup of MIS equipment & applications.
- Keep abreast of new developments & trends & make recommendations to management on desirable additions or replacements.
- Advise managers concerning IT trends, technical problems, need for equipment, need for software upgrades & priorities.

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, & management of information systems preparing students to provide effective information services & support.

The management information systems program gives students well-developed skills in information processing, business writing, & 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, & 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, & systems trainers. Courses enable students to solve business problems using a variety of computer programs.

Learning Outcomes

a- Knowledge & Understanding

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

b- Intellectual Skills

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

c- Practical & Professional Skills

- Effectively utilize database & database management systems to organize, store & retrieve data.
- Support & defend an original proposal for the operation & maintenance of an enterprise level database system, to include policies for audits, security, backup, repair & replication.
- Perform basic & moderate system configuration & server administration tasks to a network operating system.
- Map information system interfaces among organizational units to integrate business functions across an enterprise.
- Use mathematical & 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 & control the operation of business organizations through the use of Management Information Systems information.

d- General & Transferable Skills

- Communication skills.
- Presentation skills.
- Work collaboratively & 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 + ICDL.

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 & skills increasingly valuable. Career opportunities are varied & interesting, & 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 & Information Manager; Software Developer; Programmer; Database Administrator; Applications Developer; Project Manager.

Program Overview

The Management Information Systems Curriculum consists of the following components:

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

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.) & another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

The List of Common Requirement courses & 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	Pre: BMIS301
BMIS	303	Introduction to Programming for Business Applications	3	
BMIS	401	Database Management Systems	3	Pre: BMIS302
BUSN	401	E-Business	3	
BMIS	402	E-Business Systems Development	3	Pre: BMIS401
BMIS	403	Web Applications Design & Implementations	3	Pre: BMIS303
BMIS	405	Information Systems Analysis & Design	3	Pre: BMIS303 + BMIS301
BMIS	406	Introduction to Networks & Security	3	
BMIS	410	Senior Project & Internship	3	

Description of Major Core Courses**BMIS302 MANAGEMENT INFORMATION SYSTEMS II (3Cr.:3Lec, 2Lab)**

Managerial perspective on issues arising in managing information systems through their life-cycle. The topics include using different methodologies for estimating software development costs, maintenance costs, systems project management, & pricing information products & services. The course also covers methodologies for monitoring performance of information systems, & ways for assessing the strategic & 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 & the implementation of program data structures & 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.

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

this course introduces principles of designing & manipulating relational databases with a focus on business applications. Theoretical database concepts & hands-on experience with a relational package. Term project requiring implementation of a substantial business database application. Pre-req: BMIS302-Management Information Systems II.

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

This course explores how the Internet has revolutionized the buying & selling of goods & services in the marketplace. Topics include: Internet business models, electronic

commerce infrastructure, designing on-line storefronts, payment acceptance & security issues, & the legal & ethical challenges of electronic commerce. Students will also gain hands-on experience in creating a web site using an HTML authoring tool.

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

This course 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. Also covers Web 2.0 technologies & contemporary business trends & issues related to web application development. Emphasizes technologies, methods, & application development tools. Pre-req: BMIS401-Database Management Systems

BMIS403 WEB APPLICATIONS DESIGN & IMPLEMENTATIONS (3Cr.:3Lec,1Lab)

This course provides a practical approach to the design, development & 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, & 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 & DESIGN (3Cr.:3Lec, 1Lab)

Understanding systems analysis & design methods is a necessary skill for contemporary business analysts, managers, software engineers & system users. This course provides students with the foundations for effectively using modern systems analysis & design tools & methodologies for developing modern software & applications. Pre-req: BMIS303- Introduction to Programming for Business Applications. + BMIS301-Management Information Systems I.

BMIS406 INTRODUCTION TO NETWORKS & SECURITY (3Cr.:3Lec, 1Lab)

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

BMIS410 SENIOR PROJECT & INTERNSHIP (3Cr.:3Lec)

This course requires students to present a project which reflects a problem faced by a Lebanese business & suggest possible solutions to such problem & / or an internship which is a short work experience designed to help students get to real world experience.

c. Major Elective Courses

Courses			Crs.	Pre-Co/requisites
BMGT	404	Entrepreneurship & Venture Management	3	
BMIS	411	Enterprise Resource Planning Systems & 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	
BMIS	415	Enterprise Data Warehouses	3	Pre: BMIS407
BMIS	416	Web Analytics	3	
BMIS	417	E-Government	3	Pre: BMIS401
BMIS	418	Healthcare Information Systems	3	
BUSN	420	Corporate Social Responsibility	3	

Description of Major Elective Courses**BMGT404 ENTREPRENEURSHIP & VENTURE MANAGEMENT (3Cr.:3Lec)**

This course focuses on creating, owning & operating a business firm as well as selected opportunities, challenges & strategic problems. Course theme is that success for a new business is dependent upon distinctive strategy, competence, & managerial effectiveness, supported by consistent, efficient policies & practices in marketing, production, finance, human resource management, & customer service.

BMIS411 ENTERPRISE RESOURCE PLANNING SYSTEMS & APPLICATIONS (3Cr.:3Lec):

Enterprise resource planning (ERP) is an integrated information system that manages internal, external resources including suppliers, employees, customers, & partners. This course provides students with an understanding of how firms consolidate all business operations (i.e., manufacturing, finance & accounting, sales & marketing, & human resources) into a centralized database; facilitate information flows among all business functions, & 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 & estimation. Topics covered are: Data preprocessing, correlation, hypothesis testing, & regression. Case studies in finance, accounting, marketing, management & 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 & Design.

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

This course develops a foundation of concepts & solutions that supports the planning, scheduling, controlling, resource allocation, & 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 introduces the fundamental concepts of object-oriented programming using a contemporary Object Oriented Programming language. Topics include event driven programming, classes & objects, graphical user interfaces, data types, control structures, functions & subroutines, arrays, files, error handling; the mechanics of running, testing, & debugging programs; definition & use of user-defined classes.

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

This course enables students to get SAP Net weaver Business Warehouse knowledge necessary for successful implementation & administration within a heterogeneous SAP Net Weaver BW system landscape. Pre-req: BMIS407-Database Management Systems

BMIS416 WEB ANALYTICS (3Cr.:3Lec)

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 & analyzing the data to achieve your site's objectives.

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

This is an introduction to electronic government (e-government). Our basic premise that the governments' use of Information & Communication Technology (ICT) is not an end in itself, certainly not a technical exercise, but a tool to achieve better government. E-Government includes all measures to further this goal with the combination of ICT & 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 & back-office implementations, & the management of e-government projects. Pre-req: BMIS401E-Business

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

This course provides a historical foundation for the study of the current health care system & alternative views of health. Course content includes examining the structure & process of the U.S. health care system & comparison to health care systems in other developed countries. Enablers, constraints, & incentives are identified & evaluated in terms of developing a health care system that is efficient & provides patient value.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities & people. It is best demonstrated when CSR practices are used to build bridges between the business & community sectors that enable businesses to support social issues & interests. This course covers CSR methods, tools, principles & practices, & is for those interested in knowing what CSR is & how it is generally implemented & managed in an organization.

Study Plan**Bachelor Degree in Business Administration / Management Information Systems (100 Credits)**

First Semester (18 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	3	

Second Semester (18 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 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	1	
		University Elective	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
BMIS	303	Introduction to Programming for Business Applications	3	
		Elective (General) ¹	4	

Management Information Systems Major

Fourth Semester (17 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMIS	406	Introduction to Networks & Security	3	Pre: BMIS301 +BMIS303
BFSC	302	Taxation Systems	3	
BMIS	405	Information Systems Analysis & Design	3	Pre: BMIS 303 + BMIS301
BMIS	302	Management Information Systems II	3	Pre: BMIS 301
		Elective (General) ¹	3	
Fifth Semester (15 Credits)			Crs.	Pre-co/requisites
BMIS	401	Database Management Systems	3	Pre: BMGT 202
BUSN	401	E – Business	3	
BFIN	302	Financial Management	3	
		Elective ³	6	
Sixth Semester (15 Credits)			Crs.	Pre-co/requisites
BMIS	402	E – Business Systems Development	3	Pre: BMIS401 + BUSN 401
BMIS	403	Web Applications Design & Implementations	3	Pre: BMIS 303
BMGT	304	Strategic Management	3	Pre: BMGT 202
BMIS	410	Senior Project & Internship	3	
		Elective ³	3	