

Undergraduate Catalogue 2018

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 and Political Sciences). Postgraduate studies (Diplomas, Master degrees, PhDs in all fields of specialization) started in 1992.

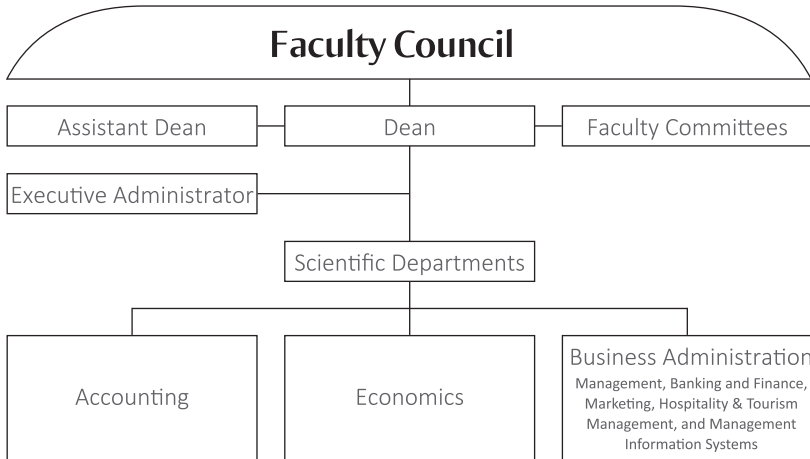
The academic departments are now three departments: Accounting, Business Administration and Economics. More recently, the Faculty has undergone many significant changes deemed crucial in promoting effective and modern programs. In 2002, the Faculty changed its entire curriculum of both mandatory and elective courses from Arabic to English in line with the fast developments in the field of Business Administration. In 2006, it adopted the Credit Hours System, thereby offering students much needed flexibility and simplicity in designing their own academic programs in terms of course selection and schedules. In 2009, the Faculty of Business Administration developed, with the help of top business leaders, a new curriculum to 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 and skills. The new curriculum introduced new fields of specialization such as Banking and Finance, and Marketing Management.

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

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

Organizational Structure

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



Vision

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

Mission

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

Academic Programs

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

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

Admission Requirements

To be accepted for an undergraduate degree, applicants must:

- Hold the official Lebanese Secondary School Certificate in a branch relevant to the chosen undergraduate field of specialization, or an official equivalent;

- Successfully pass an Entrance Exam to measure the level of Proficiency in English Language, or provide evidence of English Language abilities such as TOEFL, IELTS...

Graduation Requirements

To receive a Bachelor Degree in a Business Administration major, a student must satisfactorily complete 100 credit hours with an overall minimum cumulative grade point average (CGPA) of 2.0 + 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 and Finance BMKT: Marketing BHOT: Hospitality and Tourism Management BMIS: Management Information Systems					

Common Requirements

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

Courses			Crs.	Pre-Co/requisites
BACC	201	Principles of Accounting I	3	
BUSN	201	Business Law	2	
BECO	201	Microeconomics	3	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 and closing entries, and preparation of financial statements. The accounting topics for merchandising activities, assets valuation, and current liabilities are discussed.

BUSN201 BUSINESS LAW (2Cr.:2Lec)

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

BECO201 MICROECONOMICS (3Cr.:3Lec):

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

BMTH201 BUSINESS MATH (3Cr.:3Lec)

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

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

This course is a continuation of principles of accounting I with a focus on financial accounting for the first half of the course and a focus on managerial accounting during the second half of the course. Behavioral and ethical issues are covered in general and specifically with the budgeting and 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 and money markets and the nature of equilibrium in each market; to emphasize the role of macroeconomic policies that affect internal and external deficits, inflation and 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, and interpreting data. In the business community, managers must make decisions based on what will happen to such things as demand, costs, and profits. These decisions are an effort to shape the future of the organization. If the managers make no effort to look at the past and extrapolate into the future, the likelihood of achieving success is slim. Pre-req: MATH 112 : MATH 113.

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

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

BUSN203 BUSINESS COMMUNICATIONS (2Cr.:2Lec)

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

BUSN204 BUSINESS ETHICS (2Cr.:2Lec)

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

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

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

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

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

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

Operations Management (OM) deals with the management of systems that provide goods and services to customers. The objective of this course is to provide an introduction to the field of OM. It will give a survey of the main OM issues and the key concepts and tools for dealing with them. It is intended to provide a basic exposure for those who will be specializing in other business areas, and to serve as a first step for those wishing to do further studies on this topic. Pre-req: BMGT202-Principles of Management.

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

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

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

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

BMGT304 STRATEGIC MANAGEMENT (3Cr.:3Lec)

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

DEPARTMENT OF ACCOUNTING

Academic Staff

Chairperson	Prof. Wajdi Hijazi
Associate Professor	Prof. Wajdi Hijazi
Assistant Professors	Dr. Ali ElHaridy, Dr. Mohammad Mandour, Dr. Ekramy Mokhtar
Teaching Assistant	Dr. Rasha Mahboub
Part-time Lecturers	Mrs. Rasha Noureddine, Mrs. Rasha Bou Hamdan, 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, and obtain national and international recognition in teaching, research and other services;
- Maintain curricula that are of high quality and responsive to the needs of our stakeholders;
- Foster interaction among internal and external stakeholders.

Objectives

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

Learning Outcomes

a. Knowledge and Understanding

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

b. Intellectual Skills

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

c. Practical and Professional Skills

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

d. General and Transferable Skills

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

Degree Requirements

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

Career Opportunities

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

Some career options include:

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

Program Overview

The Accounting Curriculum consists of the following components:

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

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BACC	301	Intermediate Accounting I	3	Pre: BACC202
BACC	302	Intermediate Accounting II	3	Pre: BACC301
BACC	401	Corporation and 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 and Internship	3	

Description of Major Core Courses

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

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

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

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

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

This course deals with transactions, financial statements, and problems peculiar to the operations of partnership and corporations as distinguished from sole proprietorships. Topics include: partnership formation and operations including accounting for the admission of partners, changes in capital, and 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 and external purposes; and sample financial statements of companies in the service, manufacturing and trading industries. Pre-req: BACC302-Intermediate Accounting II.

BACC402 AUDITING (3Cr.:3Lec)

This course is an examination of the concepts and principles underlying the financial statement examination and review process. Risk exposures along with procedures for managing risk, which include ethical and international issues, are studied. Pre-req: BACC401-Corporation and 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, and activity based costing and special managerial decisions. The design, interpretation and identification of opportunities and methods for improving costs and performance are discussed. Pre: BACC202

BACC404 MANAGERIAL ACCOUNTING (3Cr.:3Lec)

This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, and Activity Based Costing (ABC). Related theory and 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 and the stops of the accounting cycle, from source documents to the preparation of financial statements, both manual and computerized. More topics covered are internal controls, the impact of technology on accounting systems, data management and e-commerce. The course stresses problem solving, and computer application skills. The course also provides hands-on experience with accounting, flowcharting, and database software. Pre-req: BACC301-Intermediate Accounting I.

BACC406 TAX ACCOUNTING (3Cr.:3Lec)

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

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

This course requires students to present a project which reflects a problem faced by a Lebanese business and 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 and 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 and Managerial Accounting	3	Pre: BACC403 + BACC404
BACC	414	Advanced Financial Accounting	3	Pre: BACC411
BACC	415	Cost Accounting for Restaurants and 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, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology.

Pre-req: BMIS301-Management Information Systems I.

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

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

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

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

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

BACC411 GOVERNMENTAL ACCOUNTING (3Cr.:3Lec)

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

BACC412 INTERNATIONAL ACCOUNTING (3Cr.:3Lec)

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

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

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

Pre-req: BACC403-Cost Accounting + 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 and Consolidated Financial Statements, and International Accounting Issues. These topics require a working knowledge of GAAP and 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 and research of accounting issues. Professional Communication skills for writing and speaking will be emphasized throughout the semester. Pre-req: BACC411

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

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

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

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 and profit analysis in the hospitality industry.
- Pricing decisions in the hospitality industry.
- Preparation of operational budgets in the hospitality industry.
- Preparation of cash budgets and 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 and people. It is best demonstrated when CSR practices are used to build bridges between the business and community sectors that enable businesses to support social issues and interests. This course covers CSR methods, tools, principles and practices, and is for those interested in knowing what CSR is and how it is generally implemented and 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	Pre/Co.: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: MATH 113*
ENGL	001	General English	2	
BLAW	001	Human Rights	2	

*Foundation Program

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
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	

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

Sixth 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 and Internship	3	
		Elective ³	3	

DEPARTMENT OF BUSINESS ADMINISTRATION (MANAGEMENT MAJOR)

Academic Staff

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

Mission

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

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

Objectives

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

The Department aims to:

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

Learning Outcomes

a- Knowledge and Understanding

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

b- Intellectual Skills

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

c- Practical and Professional Skills

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

d- General and Transferable Skills

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

Degree Requirements

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

Career Opportunities

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

Some career options include:

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

Program Overview

The Management Curriculum consists of the following components:

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

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BMGT	303	International Business	3	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 and Design	3	Pre: BMGT202
BMGT	404	Entrepreneurship and Venture Management	3	
BACC	404	Managerial Accounting	3	Pre: BACC202
BMGT	410	Senior Project and Internship	3	

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

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

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

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

BMGT401 LEADERSHIP (3Cr.:3Lec)

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

BMKT401 MARKETING RESEARCH (3Cr.:3Lec)

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

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

This course explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and 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 AND DESIGN (3Cr.:3Lec)

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

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

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

BACC404 MANAGERIAL ACCOUNTING (3Cr.:3Lec)

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

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

This course requires students to present a project which reflects a problem faced by a Lebanese business and 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
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 and Development	3	Pre: BMGT302

BMGT	412	Quantitative Techniques for Management	3	Pre: BMGT302 + BMGT303
BFIN	412	Financial Institutions and Capital Markets	3	Pre: BFIN302
BMGT	413	Logistics and 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 and tourism industries, their history, problems, general operating procedures, management functions, and concepts in hospitality and 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, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. Pre-req:BMIS301-Management Information Systems I.

BFIN314 INVESTMENTS (3Cr.:3Lec)

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 and 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, and activity based costing and special managerial decisions. The design, interpretation and identification of opportunities and methods for improving costs and performance are discussed. Pre: BACC202

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

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

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

The success of an organization depends largely on the quantity and 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 and capabilities, doing the right jobs at the right time. This is where the function of HR planning and staff training comes in. At the end of the course students will be able; to understand the techniques for analyzing the requirements and the availability of employees at all times throughout the organization, to apply principles related to the demand and supply of labor, to carry out Training needs assessment for the purpose of developing human resources at all times, to identify their role and 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 and 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 and interdisciplinary areas. Pre-req: BMGT302-Operations Management + BMGT303-International Business

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

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

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

Students develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, and 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, and why such systems succeed or fail. They assess how internet technologies, dynamic markets, and globalization are impacting supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and 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 and people. It is best demonstrated when CSR practices are used to build bridges between the business and community sectors that enable businesses to support social issues and interests. This course covers CSR methods, tools, principles and practices, and is for those interested in knowing what CSR is and how it is generally implemented and 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	Pre/Co.: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: 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 and 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 and 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 and Internship	3	
		Elective ³	3	

*Foundation Program

DEPARTMENT OF BUSINESS ADMINISTRATION (BANKING AND 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 Mrs Rachel Saad, Dr. Rania Serhal
Part-time Lecturers	Dr. Ahmad Farhat, Dr. Ali Awdi, Dr. Mostafa Kamleh Dr. Pierre Khoury, Mr. Ayman Bazzi, Mr. Karim Bourdoukali Mr Khaled Fayed

Mission

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

Objectives

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

A major in Banking and Finance aims at:

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

Learning Outcomes

a. Knowledge and Understanding

- Understand the basic and foundational topics relevant to the business environment.
- Describe how finance is integrated with business domains.
- Follow up on contemporary theories for selected aspects of banking and finance.
- Recognize the mechanism of investment procedures, financial assets allocations and financial strategies within a business.

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

b. Intellectual Skills

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

c. Practical and Professional Skills

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

d. General and Transferable Skills

- Communication skills.
- Presentations skills.
- 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 and 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 and organizations.

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

Some career options include:

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

Program Overview

The Banking and Finance Curriculum consists of the following components:

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

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
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 and Internship	3	

Description of Major Core Courses

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

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

Pre-req: BACC202-Principles of Accounting II.

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

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

BFIN401 SECURITY ANALYSIS (3Cr.:3Lec)

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

Pre-req: BFIN302-Financial Management.

BFIN402 ISLAMIC BANKING (3Cr.:3Lec)

Beginning with the fundamental guidelines of Islam in the arena of dealings and 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 and ethics. Pre-req: BFIN302-Financial Management.

BFIN404 BANK MANAGEMENT (3Cr.:3Lec)

Problems and policies concerning liquidity and solvency, reserves and earning assets, loans and discounts, accounting analysis, income and expense, services, personnel and 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 and how it is used to cover risk, how insurance is transacted as a business and how the insurance market operates, the relationship between insurers and their customers and the importance of insurance contracts. Some commonly used insurance terms are also listed out. Pre-req: BFIN302-Financial Management. Pre-req: BMTH201

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

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

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

This course requires students to present a project that reflects a problem faced by a Lebanese business and 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
BECO	402	Money and Banking	3	
BECO	405	Public Finance and Fiscal Policy	3	
BFIN	411	Real Estate Finance	3	
BFIN	412	Financial Institutions and Capital Markets	3	Pre: BFIN302
BFIN	413	Derivatives	3	
BFIN	414	International Finance	3	
BFIN	415	Credit and 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, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology.

Pre-req:BMIS301-Management Information Systems I.

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

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

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

This course is meant to provide an understanding of how budgetary policy and institutional arrangements for fiscal policy operate and how they can be captured and analyzed in economic models. The focuses on both the short run, that is at the frequency of the business cycle, and 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 and transactions. The course is structured as a survey course, providing a holistic view of the real estate process with the ultimate goal of helping students understand how to generate optimal real estate solutions for various users that are economically viable, sustainable and environmentally responsible.

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

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

BFIN413 DERIVATIVES (3Cr.:3Lec)

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

BFIN414 INTERNATIONAL FINANCE (3Cr.:3Lec)

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

BFIN415 CREDIT AND 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 and its business plan and how the banker constructs the appropriate structure for the senior loan. Topics include asset-based, real estate, and cash flow lending.

BECO417 APPLIED ECONOMETRICS (3Cr.:3Lec)

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

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

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

Study Plan

Bachelor Degree in Business Administration / Banking and 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	Pre/Co.: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: 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	406	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 and Internship	3	
		Elective ³	3	

*Foundation Program

DEPARTMENT OF BUSINESS ADMINISTRATION (MARKETING MAJOR)

Academic Staff

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

Mission

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

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

Objectives

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

Learning Outcomes

a- Knowledge and Understanding

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

b- Intellectual Skills

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

c- Practical and Professional Skills

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

d- General and Transferable Skills

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

Degree Requirements

The undergraduate curriculum for the degree of Bachelor in Business Administration (Marketing Major) consists of 100 credit hours of course work + 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 and effectively with other business functions. Students, who major in marketing, may learn about the six functional areas related to the marketing process- brand marketing, advertising, sales promotion, market research, sales, and retailing. Employers include large business and industrial firms but also smaller companies, private research organizations, and advertising agencies. Retail and wholesale trade, insurance, travel, and real estate are other areas where your training can open up job opportunities.

Some career options include:

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

Program Overview

The Marketing Curriculum consists of the following components:

Program Requirements	Credits
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.) and another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BMKT	302	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 and 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 and how this influences the way the former are marketed. Particular attention is paid to the role of quality in delivering services to meet and exceed customer expectations. Topics covered include the following: blueprinting, role of physical evidence, customer satisfaction, service delivery, promotion, pricing, locating facilities, and consumer decision-making. Pre-req: BMKT301-Principles of Marketing.

BMKT401 MARKETING RESEARCH (3Cr.:3Lec)

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

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

This course explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and 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, and literature on strategic marketing management are utilized to enhanced student competence with the principles and processes of strategic market planning, and the development, implementation, and control of marketing plans and programs.

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

BMKT403 INTERNATIONAL MARKETING (3Cr.:3Lec)

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

BMKT404 BRAND MANAGEMENT(3Cr.:3Lec)

This course is about how brands are viewed, built, managed, and measured to ensure firms' superiority and sustainability in profits. To explore such issues, this course provides relevant and 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 and goals, the consumer's search for information, and the evaluation of the purchase decision. Pre-req: BMKT301-Principles of Marketing.

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

This course emphasizes an understanding and application of the principles of marketing communications from a managerial Perspective. It focuses on advertising sales promotion, and public relations with special attention to the economic, sociological and psychological aspects of behavior.

Pre-req: BMKT405-Consumer Behavior.

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

This course requires students to present a project that reflects a problem faced by a Lebanese business and suggest possible solutions to such problem and / 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 and 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 and Supply Chain Management	3	Pre: BMGT202 + 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, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology.

Pre-req: BMIS301-Management Information Systems I.

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

This course examines the principles and practices involved in recruiting, interviewing, selecting, hiring and developing employees. Separations, transfers, promotions, EEO considerations, privacy and 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, and activity based costing and special managerial decisions. The design, interpretation and identification of opportunities and methods for improving costs and performance are discussed. Pre: BACC202

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

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

BMKT411 SOCIAL MARKETING (3Cr.:3Lec)

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

Pre-req: BMKT301-Principles of Marketing.

BMKT412 PROFESSIONAL SELLING (3Cr.:3Lec)

This course is a detailed examination of the process and steps in effective selling. It examines contemporary salesperson's responsibilities of prospecting, making sales calls and presentations, closing sales, ensuring customer satisfaction. It covers sales promotion and territory management. 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 and analyzes the way retailing works, specifically the key activities and relationships. Such course provides an academic underpinning to the above through the application of retailing theory and research.

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

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

BMKT414 PUBLIC RELATIONS (3Cr.:3Lec)

The goal of this course is to provide an introduction to public relations principles, concepts and emerging trends in Public Relations. Students will explore the “world of public relations” including the historical development of Public Relations and the responsibilities and 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 and event management. Students will explore the significance of management by objective with respect to effective strategies, tactics, concise objectives and SMART goals within the dynamics of public relations.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities and people. It is best demonstrated when CSR practices are used to build bridges between the business and community sectors that enable businesses to support social issues and interests. This course covers CSR methods, tools, principles and practices, and is for those interested in knowing what CSR is and how it is generally implemented and 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	Pre/Co: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: 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 and Internship	3	
		Elective ³	3	

*Foundation Program

DEPARTMENT OF BUSINESS ADMINISTRATION (HOSPITALITY AND TOURISM MANAGEMENT MAJOR)

Academic Staff

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

Mission

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

Objectives

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

Learning Outcomes

a- Knowledge and Understanding

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

b- Intellectual Skills

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

c- Practical and Professional Skills

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

d- General and Transferable Skills

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

Degree Requirements

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

Career Opportunities

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

Some career options include:

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

Program Overview

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

Program Requirements	Credits
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.) and another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BHOT	301	Introduction to Hospitality Management	3	Pre: BMGT202
BHOT	302	Lodging Management and Operations	3	Pre: BHOT301
BHOT	401	Food and Beverage Production and Control	3	
BHOT	402	Hotel Operations	3	Pre: BMGT302
BHOT	403	Event Planning and Management	3	
BHOT	404	Hospitality and Tourism Marketing	3	
BHOT	410	Senior Project and Internship	3	
BACC	415	Cost Accounting for Restaurants and 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 and tourism industries, their history, problems, general operating procedures, management functions, and concepts in hospitality and tourism management. Pre-req: BMGT202-Principles of Management.

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

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

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

The course will focus on food service systems, including menu management, purchasing and production applied to an operating environment. Laboratory includes demonstration of basic food production techniques, culinary and 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, and competitive forces that have an impact on all of those who take a professional stake, either directly in the industry or within any of its supporting industries. Pre: BMGT302- Hotel Operations

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

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

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

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

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

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

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

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

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

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 and profit analysis in the hospitality industry.
- Pricing decisions in the hospitality industry.
- Preparation of operational budgets in the hospitality industry.
- Preparation of cash budgets and control over cash in hospitality operations.

Pre-req: BACC202-Principles of Accounting II.

c. Major Elective Courses

Courses			Crs.	Pre-Co/requisites
BMKT	302	Services Marketing	3	Pre: BMKT301
BMGT	306	Human Resource Management	3	Pre: BMGT202 + BMGT301
BMKT	401	Marketing Research	3	Pre: BMKT301
BMGT	404	Entrepreneurship and Venture Management	3	
BECO	406	Managerial Economics	3	
BHOT	411	Travel Agency and Tour Management	3	Pre: BHOT301
BHOT	412	Eco and Cultural Tourism	3	
BMKT	412	Professional Selling	3	Pre: BMKT301
BMGT	413	Logistics and 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 and how this influences the way the former are marketed. Particular attention is paid to the role of quality in delivering services to meet and exceed customer expectations. Topics covered include the following: blueprinting, role of physical evidence, customer satisfaction, service delivery, promotion, pricing, locating facilities, and consumer decision-making. Pre-req: BMKT301-Principles of Marketing.

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

This course examines principles and practices involved in recruiting, interviewing, selecting, hiring and developing employees. Separations, transfers, promotions, EEO considerations, privacy and 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 and information system that encompasses internal reports, marketing intelligence, marketing research and analytical marketing. Pre-req: BMKT301-Principles of Marketing.

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

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

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

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

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

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

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

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

BMKT412 PROFESSIONAL SELLING (3Cr.:3Lec)

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

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

Students develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, and 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, and why such systems succeed or fail. They assess how internet technologies, dynamic markets, and globalization are impacting supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and 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 and people. It is best demonstrated when CSR practices are used to build bridges between the business and community sectors that enable businesses to support social issues and interests. This course covers CSR methods, tools, principles and practices, and is for those interested in knowing what CSR is and how it is generally implemented and managed in an organization.

Study Plan**Bachelor Degree in Business Administration / Hospitality and Tourism Management (100 Credits)**

First Semester (18 Credits)			Crs.	Pre-co/requisites
BACC	201	Principles of Accounting I	3	
BECO	201	Micro Economics	3	Pre/Co.: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: 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	

Hospitality & Tourism Management Major

Fourth Semester (18 Credits)

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

Fifth Semester (15 Credits)

			Crs.	Pre-co/requisites
BHOT	401	Food and Beverage Production and Control	3	
BFIN	302	Financial Management	3	
BACC	415	Cost Accounting for Restaurants and 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 and Internship	3	
		Elective ³	3	

*Foundation Program

DEPARTMENT OF BUSINESS ADMINISTRATION (MANAGEMENT INFORMATION SYSTEMS MAJOR)

Academic Staff

Chairperson

Prof. Nehale Farid Mostafa

Professors

Prof. Nehale Farid Mostafa, Prof. Ahmad Selim

Associate Professors

Dr. Alaa Abbas, Dr. Rania Mostafa

Assistant ProfessorsDr. Asrar Deeb, Dr. Amr Samy, Dr. AbdulRahman Beydoun
Mrs Rachel Saad, Dr. Nasser Issa**Part-time Lecturers**Dr. Ahmad Farhat, Dr. Ali Awadi, Dr. Mostafa Kamleh
Mr. Ayman Bazzi, Mr. Karim Bourdoukali, Mr Khaled Fayed
Dr. Pierre Khoury, Prof. Ali Zeart, Dr. Reham Abdul Kader
Dr. Wassim Haj Chehadeh, Dr. Eslam Kabbani

Mission

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

Objectives

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

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

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

Learning Outcomes

a- Knowledge and Understanding

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

b- Intellectual Skills

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

c- Practical and Professional Skills

- Effectively utilize database and database management systems to organize, store and retrieve data.
- Support and defend an original proposal for the operation and maintenance of an enterprise level database system, to include policies for audits, security, backup, repair and replication.
- Perform basic and moderate system configuration and server administration tasks to a network operating system.
- Map information system interfaces among organizational units to integrate business functions across an enterprise.
- Use mathematical and statistical analyses in business problem-solving models.
- Apply project management methods in complex system development environments.
- Interpret financial statements of business entities using financial Management Information Systems concepts.
- Plan and control the operation of business organizations through the use of Management Information Systems information.

d- General and Transferable Skills

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

Degree Requirements

The undergraduate curriculum for the degree of Bachelor in Business Administration (Management Information Systems Major) consists of 100 credit hours of course work + 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 and skills increasingly valuable. Career opportunities are varied and interesting, and lifelong learning is valued.

Some career options include:

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

Program Overview

The Management Information Systems Curriculum consists of the following components:

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

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

Courses			Crs.	Pre-Co/requisites
BMIS	302	Management Information Systems II	3	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 and Implementations	3	Pre: BMIS303
BMIS	405	Information Systems Analysis and Design	3	Pre: BMIS303 + BMIS301
BMIS	406	Introduction to Networks and Security	3	
BMIS	410	Senior Project and 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, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. Pre-req: BMIS301-Management Information Systems I.

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

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

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

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

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

This course explores how the Internet has revolutionized the buying and selling of goods

and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and 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 and contemporary business trends and issues related to web application development. Emphasizes technologies, methods, and application development tools. Pre-req: BMIS401-Database Management Systems

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

This course provides a practical approach to the design, development and implementation of dynamic web pages. Emphasis is on the use of current web development languages as tools to develop interactive web pages. Students also learn concepts such as the architecture of the web, the use of browsers, the effectiveness of user interfaces, and effective search strategies. Web security is addressed to familiarize the student with the web as a business tool. Pre-req: BMIS303-Introduction to Programming for Business Applications.

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

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

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

Introduces students to fundamentals of networking technologies and their role in businesses. Emphasis is on understanding the business implications of different networking technologies and solutions. Students learn how to identify and understand the business requirements, and 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, and approach to tackling such threats through business practices combined with appropriate technological solutions.

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

This course requires students to present a project which reflects a problem faced by a Lebanese business and suggest possible solutions to such problem and / 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 and Venture Management	3	
BMIS	411	Enterprise Resource Planning Systems and Applications	3	Pre: BMIS401
BMIS	412	Business Intelligence	3	Pre: BMIS405
BMIS	413	IS Project Management	3	Pre: BMIS301
BMIS	414	Object Oriented Programming for Business	3	
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 AND VENTURE MANAGEMENT (3Cr.:3Lec)

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

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

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

BMIS412 BUSINESS INTELLIGENCE (3Cr.:3Lec)

This course introduces the basic concepts in business intelligence. Students will learn data analysis skills such as data integration, data preparation, making predictions and estimation. Topics covered are: Data preprocessing, correlation, hypothesis testing, and regression. Case studies in finance, accounting, marketing, management and related fields are provided to illustrate these topics. Hands-on practice is provided with the current statistical software package. Pre-req: BMIS405-Information Systems Analysis and Design.

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

This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. Pre-req: BMIS301-Management Information Systems I.

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

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

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

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

BMIS416 WEB ANALYTICS (3Cr.:3Lec)

This course provides the student with an overview of the world of web analytics. It covers areas from understanding web analytics terminology to implementing an analytics tool to your own site and analyzing the data to achieve your site's objectives.

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

This is an introduction to electronic government (e-government). Our basic premise that the governments' use of Information and 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 and the necessary organizational improvement. This definition is the point of departure for the rest of the course that covers: reasons to embrace e-government, challenges to e-government, planning of e-government, front-office and back-office implementations, and the management of e-government projects. Pre-req: BMIS401E-Business

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

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

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities and people. It is best demonstrated when CSR practices are used to build bridges between the business and community sectors that enable businesses to support social issues and interests. This course covers CSR methods, tools, principles and practices, and is for those interested in knowing what CSR is and how it is generally implemented and 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	Pre/Co.: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: 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	

Fourth Semester (18 Credits)			Crs.	Pre-co/requisites
BMGT	302	Operations Management	3	Pre: BMGT 202
BMIS	406	Introduction to Networks and Security	3	Pre: BMIS301 +BMIS303
BFSC	302	Taxation Systems	3	
BMIS	405	Information Systems Analysis and 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 and Implementations	3	Pre: BMIS 303
BMGT	304	Strategic Management	3	Pre: BMGT 202
BMIS	410	Senior Project and Internship	3	
		Elective ³	3	

*Foundation Program

DEPARTMENT OF ECONOMICS

Academic Staff

Chairperson	Prof. Eman Attia
Professors	Prof. Eman Attia
Associate Professors	Dr. Abdallah Nassereddine
Assistant Professors	Dr. Hanadi Taher, Dr. Amal Dabbous, Dr. Mohammad Balouza
Part-time Lecturers	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 and professionals capable of critical thinking and independent analysis. The economics major places an emphasis on excellence in teaching through continuous professional development in instruction, as well as, in applied and theoretical economic research.

Objectives

The Economics major at the Faculty of Business Administration was established to prepare graduates for careers in various areas. The economic major enables students to perform technical and managerial functions for life-long career development.

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

Learning Outcomes

a- Knowledge and Understanding

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

b- Intellectual Skills

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

c- Practical and Professional Skills

- 1- Assess and 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 and implement economic theories in real life contexts.

d- General and Transferable Skills

- 1- Integrate several micro and macroeconomic models to explain the behavior of markets.
- 2- Combine production and cost, short run and long run, and profit and revenues to assess the behavior of markets.
- 3- Demonstrate and 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 and financial analysis.

Degree Requirements

The undergraduate curriculum for the degree of Bachelor in Business Administration (Economics major) consists of 100 credit hours of course work + 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 and 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.) and another 11 credits are selected from the University Elective courses list + ICDL.

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

II. Major Requirements

a. Common Requirement Courses

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

b. Major Core Courses

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

Description of Major Core Courses

BECO301 INTERMEDIATE MICROECONOMICS (3Cr.:3Lec)

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 and methods of analysis that will be developed in later economic courses and providing a preview of the issues discussed in these courses. The main topics are: consumer choice theory and applications; the theory of production and costs; and theories of the firm.

Pre-req: BECO201-Microeconomics.

BECO302 INTERMEDIATE MACROECONOMICS (3Cr.:3Lec)

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, and the consumer price index; and present the major (competing) theories of national income and employment, inflation, exchange rates and 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 and tests of hypotheses; regression and analysis of variance; nonparametric statistics; applications using automatic computation programmed packages.

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

This course examines the relationship of the financial system to real economic activity, focusing especially on banks and central banks. Topics include the monetary and payments systems; financial instruments and their pricing; the structure, management, and regulation of bank and non-bank financial intermediaries and the design and 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, and payments between a nation and the rest of the world. Specifically, international economics deals with international trade theory, international trade policy, the balance of payments and foreign exchange markets, and open-economy macroeconomics. Pre-req: BECO301-Intermediate Microeconomics + BECO302-Intermediate Macroeconomics.

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

Emphasis on quantitative links between theory and data. Topics include expected utility, portfolio choice and the capital asset pricing model, interest rates and monetary policy, the relation between the real economy and the stock market.

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

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

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

BECO406 MANAGERIAL ECONOMICS (3Cr.:3Lec)

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

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

This course requires students to present a project that reflects a problem faced by a Lebanese business and suggest possible solutions to such problem and / 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 and 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, and pricing information products and services. The course also covers methodologies for monitoring performance of information systems, and ways for assessing the strategic and business value of use of information technology. Pre-req: BMIS301-Management Information Systems I

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

The success of an organization depends largely on the quantity and 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 and capabilities, doing the right jobs at the right time. This is where the function of HR planning and staff training comes in. At the end of the course students will be able; to understand the techniques for analyzing the requirements and the availability of employees at all times throughout the organization, to apply principles related to the demand and supply of labor, to carry out Training needs assessment for the purpose of developing human resources at all times, to identify their role and 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 and public goods, and considers policy responses to these market failures, including command-

and-control regulations, tax and subsidy incentives, and marketable pollution permits. These policies are examined in the context of, for example, urban air pollution, ozone depletion and global warming, water pollution, municipal and hazardous waste, threats to biodiversity, and economic development. Particular attention is paid to methods of quantifying the benefits and costs of environmental protection.

BECO412 HEALTH ECONOMICS (3Cr.:3Lec)

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

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

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

BECO413 LABOR ECONOMICS (3Cr.:3Lec)

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

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

This course is an introduction to the theory and 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 and derivations. The main objective of this course is learning to apply statistical and 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, and 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 and the Islamic economic system, developing skills necessary to appreciate an alternative to a commonly familiar approach of interpreting the economic behavior of men and women in the society, and helping the students probe liberally outside the frontiers of familiar forms of capitalist and 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 and 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 and 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 and interpret data on developing economics.

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

Corporate Social Responsibility (CSR) is the principle of businesses supporting communities and people. It is best demonstrated when CSR practices are used to build bridges between the business and community sectors that enable businesses to support social issues and interests. This course covers CSR methods, tools, principles and practices, and is for those interested in knowing what CSR is and how it is generally implemented and 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	Pre/Co.: ECON 110*
BUSN	201	Business Law	2	
BUSN	203	Business Communications	2	
BMTH	201	Business Math	3	Pre/Co.: 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	Pre/Co.: 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
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 and 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 and Banking	3	
BECO	404	Economics of Risk and Uncertainty	3	Pre: BMTH 202 + BECO301
BMGT	304	Strategic Management	3	Pre: BMGT 202
BECO	410	Senior Project and Internship	3	
		Elective ³	3	

* Foundation Program

Minors offered at the Faculty of Business Administration

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

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

- Minor in Accounting
- Minor in Economics
- Minor in Management
- Minor in Marketing

1) Minor Course Requirements in Accounting

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

Elective Requirements (6 credits)		
Code	Course	Cr.
BACC401	Corporation & Partnership Accounting	3
BACC402	Auditing	3
BACC403	Cost Accounting	3
BACC404	Managerial Accounting	3
BACC405	Accounting Information Systems	3
BACC406	Tax Accounting	3
BACC411	Governmental Accounting	3
BACC412	International Accounting	3
BACC415	Cost Accounting for Restaurants & Hotels	3
BACC416	Hospitality Managerial Accounting	3

2) Minor Course Requirements in Economics

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

Elective Requirements (6 credits)		
Code	Course	Cr.
BFSC302	Taxation Systems	3
BECO401	Economics Statistics	3
BECO402	Money and Banking	3
BECO403	International Economics	3
BECO404	Economics of Risk & Uncertainty	3
BECO405	Public Finance & Fiscal Policy	3
BECO406	Managerial Economics	3
BECO411	Environmental Economics	3
BECO412	Health Economics	3
BECO413	Labor Economics	3
BECO415	Islamic Economics	3
BECO416	Economic Development	3

3) Minor Course Requirements in Management

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

Elective Requirements (6 credits)		
Code	Course	Cr.
BFSC302	Taxation Systems	3
BMGT303	International Business	3
BMGT306	Human Resources Management	3
BMGT401	Leadership	3
BMGT402	Organizational Analysis & Design	3
BMGT404	Entrepreneurship & Venture Management	3
BMKT401	Marketing Research	3
BACC404	Managerial Accounting	3
BUSN401	E-Business	3
BMGT411	Human Resource Planning & Development	3
BMGT412	Quantitative Techniques for Management	3
BMKT415	Logistics & Supply Chain Management	3

4) Minor Course Requirements in Marketing

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

Elective Requirements (6 credits)		
Code	Course	Cr.
BFSC302	Taxation Systems	3
BMKT302	Services Marketing	3
BMKT401	Marketing Research	3
BMKT402	Strategic Marketing Management	3
BMKT403	International Marketing	3
BMKT404	Brand Management	3
BMKT405	Consumer Behavior	3
BMKT406	Advertising Marketing Communications	3

BUSN401	E-Business	3
BMKT411	Social Marketing	3
BMKT412	Professional Selling	3
BMKT413	Retail Management	3
BMKT414	Public Relations	3