

FACULTY OF BUSINESS AND MANAGEMENT

FACULTY LIST

OFFICERS OF THE FACULTY

Warrak, Elias	President of the University
Rebeiz, Karim	Dean of the Faculty of Business and Management
Rachkidi, Nour	Director, School of Tourism and Hotel Management
Charif, Husni	Chairperson, Graduate Programs
Kuran, Omayya	Chairperson, Undergraduate Programs
Shebaya, Mariam	Accreditation Manager

FACULTY STAFF

Jabbour, Mira	Executive Secretary
Nasr, Nathalie	Administrative Assistant
Abdulwahed, Luna	Administrative Assistant

SCHOOL OF TOURISM AND HOTEL MANAGEMENT STAFF

Hawi, Fida	Purchaser, Store-Keeper and Receiver
Soueid, Georges	Instructor, Chef
Serhan, Mariam	Sous- Chef Lab Assistant Instructor
Najjar, Antoun	Sous- Chef Lab Assistant Instructor
Dergham, Mireille	Maitre d'Hôtel
Harb, Clara	Cost Controller, Food & Beverage

FACULTY MEMBERS

Assaf, Ata	Ph.D., Financial Economics, McGill University, Canada.
Charif, Husni	Ph.D., Statistics, University of Wyoming, USA.
Daïa (Al), Roula	Doctorat en Sciences Economiques, Université Paris IX, Dauphine, France.
Khayr, Hala	Ph.D., Management, University of Leicester, UK.
Kuran, Omayya	Doctorate in Business Administration, Université Jean Moulin, Lyon III, France.
Rebeiz, Karim	Ph.D., Project Management, University of Texas, Austin, USA.
Saab, Gretta	Doctorat en Sciences Economiques, Université Paris I, Sorbonne, France.
Sertin, Samir	Certified Public Accountant. Chartered Global Management Accountant.
Shebaya, Mariam	Ph.D., Management, Aston University, UK.
Yarid, Diana	Master of Business Administration, Case Western Reserve University, U.S.A.

Faculty Vision Statement

Developing change-makers who will transform Lebanon and the region.

Faculty Mission Statement

Through quality education, scholarly contribution, and community service, we prepare responsible professionals who embrace change and contribute to the sustainable socio-economic development of the region and beyond.

UNDERGRADUATE DEGREES OFFERED

The Faculty of Business and Management offers the following Undergraduate degrees:

Major	Degrees
Business Administration	Bachelor of Business Administration
Economics	Bachelor of Science in Economics
Tourism & Hotel Management (THM)	Bachelor of Business Administration

FOBM UNDERGRADUATE PROGRAMS

I. GRADUATION REQUIREMENTS

Students must:

- Complete a minimum of 94 credits for Business and Economics programs and 92 credits for the THM program which are required for the bachelor's degree in courses numbered from 200 to 299, as described in the established curriculum.
- Be duly registered in:
 - The Department of Business Administration (for a BBA),
 - The Department of Economics (for a BS in Economics),
 - The School of Tourism and Hotel Management (for a BBA),
- Achieve a passing grade in all courses counting towards graduation,
- Achieve a Cumulative General Average (CAVG) of 70 or above.

II. CREDIT LOAD AND COURSE REGISTRATION

In addition to the Academic Rules and Regulations, the Faculty of Business and Management specifies that:

1. Sophomore students may register for a maximum of 17 credits per semester, including the credits of remedial courses, if any.
2. Junior and Senior students, not subject to any kind of probation, who have completed ENGL 203 (or its equivalent) and who have a Cumulative Average (CAVG) of at least 75 may register for a maximum of 18 credits per semester.
3. Students on Probation are not allowed to register for more than 12 new credits and a maximum load of 16 credits during their probational semester. Students who continue on Probation beyond one semester may register for a maximum of 12 credits per semester. Students on Strict Probation are allowed to register for a maximum of 12 credits of repeating courses.

4. The summer term maximum credit load is 10 credits (7 credits for students on Probation).
5. If a student withdraws or is dropped (for any reason) from one course or more resulting in a credit load below 12 credits, his case will be reviewed by the Faculty Council, as per the University Academic Rules and Regulations.
6. Students are responsible for changing their pre-registration after the current semester grades are published, if their lack of performance compels such action. Failure to do so on the part of the student is deemed academically dishonest and leads to an administrative drop from any concerned course, as well as a disciplinary action.
7. An incomplete (I) grade does not satisfy the requirements for a pre/co-requisite. Students with incomplete grades for any course must change their pre-registration to reflect the lack of satisfactory completion of any pre/co-requisite course. Failure to do so on the part of the student is deemed academically dishonest and leads to an administrative drop from any concerned course, as well as a disciplinary action.
8. Freshman Arts, Literature Bacc., as well as Bacc. Technique holders should take remedial courses.
9. All students must take English courses as determined by their placement test, and must begin immediately upon registration these required courses.
10. English courses must be taken in succession and without interruption until completed.
11. Students should not take two CSPR courses in a single semester.
12. The number of credits earned by any student does not waive the application of Rules and Regulations.

III. EVALUATION OF ACADEMIC PERFORMANCE

Refer to the General Section of UOB Catalog for information about Academic Probation, Continuing Probation, Strict Probation, Removal of Probation, Dropping from Department, Dismissal from University, Readmission to University, and Admission of Transfer Students.

IV. MINORS OFFERED BY FOBM

A student willing to pursue a minor in Management, Marketing, Accounting, Finance, Economics, or General Business can choose any five courses from the listed courses below according to their chosen track and upon consultation with an advisor.

MINOR IN MANAGEMENT

<u>Course Code</u>	<u>Course Title</u>	<u>Cr.</u>
MGMT 220	Principles of Management	3
MGMT 230	Organizational Behavior	3
MGMT 240	Human Resources Management	3
MGMT 250	Organization Development and Change	3
MGMT 291	Business Ethics and Professional Responsibility	3
MGMT 294	Management of Small and Medium Enterprises	3
MGMT 295	Essentials of Project Management	3
MGMT 297	Entrepreneurship Management	3

MINOR IN MARKETING

<u>Course Code</u>	<u>Course Title</u>	<u>Cr.</u>
MRKT 220	Principles of Marketing	3
MRKT 230	Consumer Behavior	3
MRKT 240	Marketing Research and Analytics	3
MRKT 260	International Marketing	3
MRKT 270	Integrated Marketing Communication	3
MRKT 275	Artificial Intelligence and Innovation for Business	3
MRKT 280	Digital Marketing	3
MRKT 291	Advertising and Promotion Management	3

MINOR IN ACCOUNTING

<u>Course Code</u>	<u>Course Title</u>	<u>Cr.</u>
ACCT 210	Financial Accounting I	3
ACCT 211	Financial Accounting II	3
ACCT 220	Managerial Accounting	3
ACCT 230	Intermediate Financial Accounting	3
ACCT 231	Advanced Financial Accounting	3
ACCT 260	Auditing	3
ACCT 270	Taxation and Fiscal Law	3

MINOR IN FINANCE

<u>Course Code</u>	<u>Course Title</u>	<u>Cr.</u>
FINE 220	Managerial Finance	3
FINE 230	Financial Markets and Institutions	3
FINE 231	Commercial Banking	3
FINE 241	Investment	3
FINE 245	Valuation of Companies	3
FINE 250	Corporate Financial Policy	3
FINE 255	Financial Modeling	3
FINE 291	Islamic Banking	3

MINOR IN ECONOMICS

<u>Course Code</u>	<u>Course Title</u>	<u>Cr.</u>
ECON 211	Microeconomics Theory	3
ECON 212	Macroeconomics Theory	3
ECON 227	International Economics	3
ECON 257	Monetary and Fiscal Policy	3
ECON 292	Economic Indicators	3
ECON 293	History of Economic Thought	3
ECON 296	Economy of the Middle East	3
ECON 297	Economic Development	3

MINOR IN GENERAL BUSINESS

<u>Course Code</u>	<u>Course Title</u>	<u>Cr.</u>
ACCT 210	Financial Accounting I	3
ECON 201	Survey of Economics	3
FINE 220	Managerial Finance	3
MGMT 220	Principles of Management	3
MRKT 220	Principles of Marketing	3

V. NON-BUSINESS MINOR

A business major student wishing to minor in another department must secure the approval of both the FOBM Dean and the Dean of the Faculty concerned as to the necessary number of credits and courses requirements.

DEPARTMENT OF BUSINESS ADMINISTRATION

The Business Administration program exposes students to the full range of hard and soft proficiencies needed to be successful in various business settings. The Department provides a fundamental education in Business Administration at the undergraduate level by offering students the choice to have a concentration in each of the following areas: Accounting and Auditing, Banking and Finance, Management, and Marketing.

PROGRAM LEARNING GOALS AND PROGRAM LEARNING OUTCOMES

PLG 1: Effective Communication Skills

Upon successful completion of this degree, students will be able to:

- 1.1. Deliver informative and engaging oral presentations.
- 1.2. Convey knowledge in well-structured and well-written reports.
- 1.3. Demonstrate a good level of interpersonal communication and teamwork skills.

PLG 2: Holistic Business Knowledge

Upon successful completion of this degree, students will be able to:

- 2.1. Demonstrate knowledge of key business concepts and practices.
- 2.2. Apply the right business concepts for a given situation.

PLG 3: Rational Decision-Making Abilities

Upon successful completion of this degree, students will be able to:

- 3.1. Analyze business situations for sound managerial decisions.
- 3.2. Consider internal and external factors for recommending business initiatives.

PLG 4: Responsible Attitudes

Upon successful completion of this degree, students will be able to:

- 4.1. Apply ethical reasoning by incorporating various stakeholders' needs.
- 4.2. Demonstrate awareness of legal business rules.

Admission to the Department of Business Administration may require the successful completion of remedial courses that do not count towards graduation. Obligation to complete remedial courses, withdrawal from, failure in any course, or postponement of required courses for any reason, may delay graduation. The Faculty of Business and Management cannot be held responsible for such delays and is not required to alter its course offerings, or allow registration for more than the maximum credit load allowed for this purpose.

ENGL 001 to ENGL 003 English level students are provisionally admitted to the Department as Special Business students, until they reach the English Proficiency level ENGL 101, when they will be considered as Regular Business students:

- ENGL 001 and ENGL 002 English level students cannot register for any other course;
- ENGL 003 English level students are only allowed to additionally register for BUSN 240.

A student dropped from the Department cannot register anymore for Business courses, unless his/her new Major requires it. Any student dropped from the Department of Business Administration is not eligible to apply for graduation as a BBA, through elective courses in another Major.

Students are responsible for the outcome of their academic performance, and cannot prevail themselves of non-notification, misinformation, or any other excuse, to waive the consequent results. Ignorance, on the part of the student, of the University/Faculty/Department regulations, and especially of the scholastic standing issues, cannot void, waive, or delay the application of Rules and Regulations.

All courses counting towards graduation are numbered from 200 to 299 in the Faculty or their equivalent in other Faculties. Excluding the remedial courses, a minimum of 94 credits (starting with the sophomore year) must be completed for the BBA degree, including:

- **16 credits in University-Required courses:**

- 1 credit of LISP 200 free of charge,
- 6 credits of Cultural Studies courses (CSPR 201/202/203/204),
- 3 credits of General Education courses,
- 6 credits of English Language courses (ENGL 203 and any ENGL 204 equivalent course).

- **78 credits in Department-Required courses:**

- 6 credits of Economics courses (ECON 211 and ECON 212),
- 15 credits of Elective courses (6 credits Major Electives, 3 credits Business Elective, and 6 credits Free Electives for students pursuing a General Track; 12 credits Major Electives and 3 credits Business Elective for students pursuing a Concentration Track.)
- 57 credits in core Business courses, namely: ACCT 210, 211, 220, BUSN 200, 212, 220, 222, 230, 240, 280, 293, 299, FINE 220, 230, ISYS 215, 220, MGMT 220, 291, MRKT 220, MATH 209, QMET 220.

BBA PROGRAM OF STUDY (REPRESENTATIVE PROGRAM)**SOPHOMORE YEAR**

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
ACCT 210	Financial Accounting I	3
ACCT 211	Financial Accounting II	3
BUSN 240	Business Law	3
ECON 211	Microeconomics Theory	3
ECON 212	Macroeconomics Theory	3
ENGL 203	English Communication Skills III	3
ENGL 2XX	English Level 4	3
ISYS 215	Advanced Business Application Systems	3
LISP 200	Information Skills and Search Techniques	1
MATH 209	Business Mathematics	3
QMET 220	Business Statistics	3

Total **31**

JUNIOR YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
ACCT 220	Managerial Accounting	3
BUSN 212	Human and Business Communication	3
BUSN 220	Managerial Economics	3
BUSN 222	International Business	3
CSPR 20X	Cultural Studies	3
CSPR 20X	Cultural Studies	3
FINE 220	Managerial Finance	3
ISYS 220	Business Information Systems	3
MGMT 220	Principles of Management	3
MGMT 291	Business Ethics and Professional Responsibility	3
MRKT 220	Principles of Marketing	3

Total **33**

SENIOR YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
BUSN 200	Seminars in Business and Economics	1
BUSN 230	Strategic Management	3
BUSN 280	Managerial Decision Modeling	3
BUSN 293	Business Plan Workshop	1
BUSN 299	Internship	1
FINE 230	Financial Markets and Institutions	3
	Major Elective*	3
	Major Elective*	3
	Free Elective*	3
	Free Elective*	3
	Business Elective	3
	General Education Course	3

Total **30**

Total credits required for graduation **94**

**check the following list for elective courses.*

CONCENTRATION TRACK COURSES **(BUSINESS ELECTIVES)**

ACCOUNTING & AUDITING TRACK (Choose 12 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
ACCT 230	Intermediate Financial Accounting	3
ACCT 231	Advanced Financial Accounting	3
ACCT 260	Auditing	3
ACCT 270	Taxation and Fiscal Law	3

Or any offered ACCT XXX - Accounting Course (other than ACCT 210, ACCT 211 and ACCT 220)

BANKING & FINANCE TRACK (Choose 12 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
ECON 287	Econometrics	3
FINE 231	Commercial Banking	3
FINE 241	Investment	3
FINE 245	Valuation of Companies	3
FINE 250	Corporate Financial Policy	3
FINE 255	Financial Modelling	3
FINE 291	Islamic Banking	3

Or any offered FINE XXX - Finance Course (other than FINE 220 and FINE 230)

MANAGEMENT TRACK (Choose 12 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
MGMT 230	Organizational Behavior	3
MGMT 240	Human Resources Management	3
MGMT 250	Organization Development and Change	3
MGMT 294	Management of Small and Medium Enterprises	3
MGMT 295	Essentials of Project Management	3
MGMT 297	Entrepreneurship Management	3

Or any offered MGMT XXX - Management Course (other than MGMT 220 and MGMT 291)

MARKETING AND INNOVATION TRACK (Choose 12 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
MRKT 230	Consumer Behavior	3
MRKT 240	Marketing Research	3
MRKT 260	International Marketing	3
MRKT 270	Integrated Marketing Communication	3
MRKT 275	Artificial Intelligence and Innovation for Business	3
MRKT 280	Digital Marketing	3
MRKT 291	Advertising and Promotion Management	3

Or any offered MRKT XXX - Marketing Course (other than MRKT 220)

ECONOMICS TRACK (Choose 12 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
ECON 227	International Economics	3
ECON 257	Monetary and Fiscal Policy	3
ECON 292	Economic Indicators	3
ECON 293	History of Economic Thought	3
ECON 296	Economy of the Middle East	3
ECON 297	Economic Development	3

GENERAL TRACK (Choose 12 credits)

A student who does not wish to pursue a concentration track has to select any 6 credits (at least) from Business, or Economics courses, as approved by the advisor, and the remaining credits as Free electives.

GENERAL EDUCATION COURSES

Refer to the list set by the Faculty of Art and Sciences.

COURSE DESCRIPTIONS

ACCT 210 FINANCIAL ACCOUNTING I

3.0: 3 cr. E

This is an introductory course to financial accounting concepts and the communication of financial information to external users. It examines the accounting cycle and related transactions, and provides students with an understanding of the basic financial statements used in business and how they are created.

English Proficiency Level: ENGL 101.

ACCT 211 FINANCIAL ACCOUNTING II

3.0: 3 cr. E

This course is the second introductory course in Financial Accounting. It covers accounting methods for plant assets and depreciation, natural resources and depletion, intangible assets, investment in securities and basic earnings per share. It also covers accounting for publicly traded corporations focusing on both equity and debt financing. The statement of cash flows is also introduced using the indirect method.

Pre-requisite: ACCT 210.

ACCT 220 MANAGERIAL ACCOUNTING

3.0: 3 cr. E

This course covers accounting topics that are directly concerned with decision-making and the information needs of management. Students will learn how to apply appropriate costing and management accounting techniques, as well as how to structure and prepare management accounting reports and recommend alternative courses of action based on analyses undertaken. Attention will be drawn to the limitations of techniques when applied in practice.

Pre-requisite: ACCT 211.

ACCT 230 INTERMEDIATE FINANCIAL ACCOUNTING

3.0: 3 cr. E

This course covers the principles and standards of financial accounting used for the preparation and presentation of financial statements. Concepts and procedures, including current and proposed accounting principles and practices, are studied within the context of modern business environments with an emphasis on the Income Statement and the Balance Sheet.

Pre-requisite: ACCT 211.

ACCT 231 ADVANCED FINANCIAL ACCOUNTING**3.0: 3 cr. E**

This course deals with advanced financial accounting and reporting issues in complex business environments and provides the students with a comprehensive analysis of accounting techniques for managing international and global corporations. Topics covered include accounting for investments, business combinations, consolidated financial statements, and foreign currency accounting.

Pre-requisite: ACCT 230.

ACCT 260 AUDITING**3.0: 3 cr. E**

This course defines the role of audits in business and government. Topics cover the appointment of the auditor, his responsibilities, professional ethics, importance of internal control and its influence on auditing procedures. Verification of balance sheet and profit and loss accounts on the basis of internal control, standards of statement presentation and auditing principles, and legal liability are also covered.

Pre-requisite: ACCT 230.

ACCT 270 TAXATION AND FISCAL LAW**3.0: 3 cr. E/A**

This course aims at introducing the students to the problems of taxation facing tax payers and managers in Lebanon and globally. Topics covered include taxation regulations and their applications on individuals and companies under various conditions and the impact of taxation on business decisions.

Pre-requisites: ACCT 211 and BUSN 240.

BUSN 200 SEMINARS IN BUSINESS AND ECONOMICS**1.0: 1 cr. E**

This course consists of lectures and seminars presented by guest speakers, academicians and professionals who will share their expertise and market knowledge with students. It is an opportunity for students to get exposed to new trends and learn from current real-life experiences.

Co-requisite: BUSN 295 for Business Students; HOSP 224 for THM Students.

BUSN 212 HUMAN AND BUSINESS COMMUNICATION**3.0: 3 cr. E**

This course combines both the essentials of human communication and business communication. It is designed to introduce the students to the fundamental skills of intra-personal, interpersonal, small group, and public communication, emphasizing the areas of verbal and nonverbal communication skills, listening and cultural awareness. The course focuses on verbal and non-verbal communication, business presentations, digital, social and visual media, career building, employment communication and interview preparation.

English Proficiency Level: ENGL 203.

BUSN 220 MANAGERIAL ECONOMICS**3.0: 3 cr. E**

This course tackles issues of profit maximization in alignment with the efficient utilization of resources. Students will be acquainted with the demand theory, production, cost theory, break-even analysis, market structure, demand estimation, demand forecasting, pricing practices, and transfer pricing.

Pre-requisites: ECON 211, ECON 212, QMET 220.

BUSN 222 INTERNATIONAL BUSINESS**3.0: 3 cr. E**

This course is an introduction to the foreign economic, social, cultural, political and legal environments in which business executives manage their operations. It covers topics like political risk, legal risk, sovereign risk, foreign direct investment, emerging markets, and global market opportunity assessment.

Pre-requisite: ECON 212 and Co-requisite FINE 220.

BUSN 230 STRATEGIC MANAGEMENT**3.0: 3 cr. E**

This course is a “capstone” course, where strategic business plans are designed by formulating the vision and mission statements, conducting organizational and environmental analysis, setting strategies as well as action steps for the purpose of implementing and controlling these in pursuit of company objectives.

Pre-requisites: FINE 220, MGMT 220, MRKT 220.

BUSN 240 BUSINESS LAW**3.0: 3 cr. E/A**

This course introduces the students to the fundamental concepts of the commercial and employment law. It comprises a study of the Lebanese legal system with special reference to the Lebanese commercial code. Topics covered include: The basic elements of contract laws, negligence and product liability, property laws such as mortgages, landlord, tenant and personal property.

BUSN 280 MANAGERIAL DECISION MODELING**3.0: 3 cr. E**

This course develops students’ business analytical skills, with focus on applications of optimization techniques, simulation and decision trees in managerial decision modeling. It aims to develop students’ ability to design a spreadsheet-based solution for real-world business applications in management and finance, and translating results into business directives for action. Students explore the use of linear programming in formulating a business objective and resource constraints and carry an in-depth sensitivity analysis and make sound decisions. In addition, the course covers, decision trees, queueing models, and Monte Carlo simulation.

Pre-requisites: MATH 209, QMET 220.

BUSN 293 BUSINESS PLAN WORKSHOP**1.0: 1 cr. E**

This course entails all the stages and aspects of the initiation of a new business. Students will come across topics as feasibility study, venture capital financing, operation, evaluation techniques, market analysis, sales estimates, market trends and opportunities and initial public offering. Students will learn how to evaluate a good business idea, plan for its execution, and assess conditions for its success or failure.

Pre-requisites: MGMT 220, MRKT 220, LISP 200.

BUSN 299 INTERNSHIP**1.0: 1 cr. E**

The internship course is designed to provide the student with an opportunity to gain knowledge and skills from a planned work experience in a career field chosen by the student. Internship experience benefit students by providing learning opportunities and workplace competencies, better career awareness, networking, job search skills and more self-confidence.

Pre-requisite: Junior standing course (student must have completed 45 credits at least from the BBA program).

FINE 220 MANAGERIAL FINANCE**3.0: 3 cr. E**

This course entails the techniques of planning and controlling the funds’ acquisition and use to maximize the value of a firm / the investor’s return. Students will learn about time value of money, risk and rates of return, valuation of bonds and stocks, capital budgeting, financial statement analysis, short term bank loans, and leasing.

Pre-requisites: ACCT 211, ECON 211, MATH 209, QMET 220.

FINE 230 FINANCIAL MARKETS AND INSTITUTIONS**3.0: 3 cr. E**

This course examines the structure, functions, instruments and institutions of money and capital markets. Students will learn about the mutual funds, insurance companies, pension funds, investment banks, security brokers and dealers, and venture capital firms, interest rates related issues, the monetary policy, the money market participants and instruments, the exchange rates, the functions and management of financial institutions, and hedging risk using forwards, future, and options.

Pre-requisite: FINE 220, ECON 212.

FINE 231 COMMERCIAL BANKING**3.0: 3 cr. E**

This course examines the management, operations, and services of commercial banks. Students will learn about the general framework of the banking industry, credit management, and banking services, including investment services, insurance services, and electronic banking.

Pre-requisite: FINE 220.

FINE 241 INVESTMENT**3.0: 3 cr. E**

This course explores the theoretical and quantitative techniques used in the valuation of a firm and its financial management as well as the individual investor's investment choices. Students will develop knowledge of the investment environment, estimation of stock prices, future markets, valuation of stock options, interest rate swaps, investing in commodities, and value investing.

Pre-requisite: FINE 220.

FINE 245 VALUATION OF COMPANIES**3.0: 3 cr. E**

This course explores the different approaches and tools used in valuing any type of company. For this purpose, students will be exposed to the reconstruction of financial statements, riskless rates and cost of equity, relative valuation, earnings multiples, book value multiples, revenue multiples, sector-specific multiples, valuing young or start-up firms, valuing private firms, and valuing maturing firms.

Pre-requisite: FINE 220, ECON 212.

FINE 250 CORPORATE FINANCIAL POLICY**3.0: 3 cr. E**

This course explores methods used by corporations for raising capital and making investment decisions. Students will explore various issues regarding the cost of capital, leverage and capital structure, short-term financial planning, working capital management, dividend policy, mergers and acquisitions, and international financial management.

Pre-requisite: FINE 220.

FINE 255 FINANCIAL MODELLING**3.0: 3 cr. E**

This course explores the different financial models and progress from simple examples to practical, real-world applications. Students will learn about: (1) fixed income securities models including pricing bonds using excel, EAR & APR, duration & convexity, and passive portfolio management; (2) portfolio optimization models including estimation of risk and return, optimal risky portfolio, capital allocation line, optimal complete portfolio & indifference curve, introduction to matrices, and Merton & Black model; and (3) testing capital asset pricing model including introduction to regression analysis, estimation of β_i , interpretation of CAPM estimation, and use of Black-Litterman Model.

Pre-requisite: FINE 220, ECON 212.

FINE 291 ISLAMIC BANKING**3.0: 3 cr. E**

This course entails hands-on knowledge of the Islamic law of contracts, Islamic banking intermediation and Islamic financial instruments commonly used in the Lebanese and GCC markets. Students will learn about the growth of Islamic banking, Sharia'a boards, the foundations of Islamic banking, Murabaha, Mudaraba, Musharaka, Ijara, Istisna'a, Salam and Takaful

Pre-requisite: FINE 220.

ISYS 215 ADVANCED BUSINESS APPLICATION SYSTEMS**3.0: 3 cr. E**

This course prepares students with skills to use computer applications related to the business environment as a tool in their professional lives. The focus of this course is on business productivity software applications and professional behavior in computing, including word processing, PowerPoint presentations, spreadsheets, databases, visualization, dashboards and reporting.

ISYS 220 BUSINESS INFORMATION SYSTEMS**3.0: 3 cr. E**

This course addresses the effective management of information resources to improve the productivity and quality of managerial decision-making. Modern information system technologies applied in the business and strategic information systems in the global environment are introduced and analyzed. Other topics include data file structure and organization, computer systems configuration and management of information.

Pre-requisite: ISYS 215.

Co-requisite: ENGL 203.

MATH 209 BUSINESS MATHEMATICS**3.0: 3 cr. E**

This course covers a review of linear and nonlinear functions, financial mathematics, differential and integral calculus, matrix algebra and its application in solving systems of linear equations, and dynamic systems. The intent of the course is to develop the students' understanding of the listed mathematical concepts and applications that will enhance their quantitative skills needed in field of business, finance, and economics.

MGMT 220 PRINCIPLES OF MANAGEMENT**3.0: 3 cr. E**

This course acquaints the students with basic concepts and theories in the field of management. It tackles basic managerial functions, skills and roles that are carried out by managers in different organizations, levels and capacities. Major topics covered include the different managerial functions of planning, organizing, leading and controlling among others.

Co-requisite: ENGL 102.

MGMT 230 ORGANIZATIONAL BEHAVIOR**3.0: 3 cr. E**

This course highlights the relationships between various exploratory variables and certain dependent variables within the organization. For the purpose of ensuring positive results within the organization such as higher productivity, more creativity, less turnover and absenteeism, certain aspects and behaviors related to the individual, the group, and the organization are studied in depth. This course deals with the impact of individual and team values, attitudes, perception, needs, motivation, leadership, communication, power politics, conflict, organizational culture and work design on organizational behavior.

Pre-requisite: MGMT 220.

MGMT 240 HUMAN RESOURCES MANAGEMENT**3.0: 3 cr. E**

The course deals with the various issues of human capital inside the organization. It covers all the theories, policies and practices human resource management in a firm. Topics covered include strategic human resource planning, job analysis, recruitment, selection, placement, orientation, training and development, performance appraisal, compensation and benefit administration, and labor management relations among others.

Pre-requisite: MGMT 220.

MGMT 250 ORGANIZATION DEVELOPMENT AND CHANGE**3.0: 3 cr. E**

This course provides students with a conceptual framework addressing the strategic importance of managing change and organization development in various organizations whilst uncertainty, complexity and rapidly changing organizational environments necessitate that organizations respond to and effectively deal with turbulence and instability. It is also designed to explore theory and methods of intervention in organization development and it focuses on understanding how to plan and implement change in organizations.

Pre-requisite: MGMT 220.

MGMT 291 BUSINESS ETHICS AND PROFESSIONAL RESPONSIBILITY **3.0: 3 cr. E**

This course engages the students in ethical reasoning by introducing them to the ethical concepts and helping them in applying these concepts to various business situations and decisions. It examines the relationship between ethics and business, as well as ethics within various relevant contexts, such as the marketplace and the natural environment. It also tackles related issues such as the ethics of marketing, and different kinds of job discrimination through an abundance of examples, ethical debates, and real-life cases.

Pre-requisite: MGMT 220.

MGMT 294 MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES **3.0: 3 cr. E**

This course concentrates on both the entrepreneurial aspect and continuing management of small businesses. It focusses on leadership, decision-making, management, marketing, financial controls and other necessary processes to insure the successful start-up and long-term health of the small business enterprise. The course also explores the business, personal and family issues found in family-owned and managed companies. The managerial, strategic, financial and behavioral complexities in these firms are also analyzed.

Pre-requisite: MGMT 220.

MGMT 295 ESSENTIALS OF PROJECT MANAGEMENT **3.0: 3 cr. E**

This course is designed to teach the basic principles of sound project management. Students will learn how to initiate, plan, execute, and evaluate a project. The student will establish knowledge about project's time management, cost management, quality management, Human Resource Management, Risk Management and Procurement Management.

Pre-requisite : MGMT 220.

MGMT 297 ENTREPRENEURSHIP MANAGEMENT **3.0 : 3 cr. E**

This course highlights the role and personality of a typical entrepreneur. It discusses venues for finding new product and service ideas, financing measures and preparation of business plans. It tackles the different options available to start a new business, such as starting one from scratch, acquiring an already present business or franchising. It then tackles specific issues related to the running of a small business, such as raising money, staffing decisions, marketing issues among others.

Pre-requisite: MGMT 220.

MRKT 220 PRINCIPLES OF MARKETING **3.0: 3 cr. E**

This course introduces students to the basic concepts of marketing. It explains the fundamental concepts and techniques required for the understanding of the marketing process. Emphasis is placed on the design, implementation and evaluation of the marketing mix components, mainly the product, price, place and promotion decisions. Other topics covered would be the marketing environment, the marketing strategies, segmenting, targeting and positioning, consumer behavior, creating value to consumers among others.

Co-requisite: ENGL 102.

MRKT 230 CONSUMER BEHAVIOR **3.0: 3 cr. E**

This marketing course aims at the profound understanding of consumers. It covers the buyer decision-making process as well as the main external and internal stimuli affecting consumers in their decisions to buy, such as attitudes, perceptions, identity, gender, income as well as organizational and household decision making.

Pre-requisite: MRKT 220.

MRKT 240 MARKETING RESEARCH AND ANALYTICS**3.0: 3 cr. E**

This course aims at providing an overview of research theories, principles and practices applied in the field of marketing. Marketing research role is emphasized as a main vehicle for gathering information aimed at clarifying problems and solutions for decision making by marketing managers. Both qualitative and quantitative techniques are used as systematic tools to improve the success rates of the marketing function. Examination of secondary and primary research methods is done, as well as a thorough explanation of the whole research process is made including problem definition, approach to the problem, research design, field work, data preparation and analysis, report preparation and presentation.

Pre-requisite: MRKT 220.

MRKT 260 INTERNATIONAL MARKETING**3.0: 3 cr. E**

This course aims at explaining the marketing concepts and their application in an international context. The effect of different social, political, legal and economic environments on marketing strategies and their implementation is examined. The design and execution of the marketing mix elements is approached from a multinational perspective, thus strategies pertaining to international product development, pricing, promotion and distribution are covered among other topics.

Pre-requisite: MRKT 220.

MRKT 270 INTEGRATED MARKETING COMMUNICATION**3.0: 3 cr. E**

This course aims to provide an overview of the components and considerations involved in marketing communication strategy decisions, paid, unpaid and 'shared pay' media models. It is designed to prepare students to oversee the creation of imaginative and effective communication plans. The course covers the theory and practice of how creative and media are integrated effectively, using value based IMC concepts and measuring "return on communications investment." At the end of this course, the students will be able to effectively develop, implement, and manage a strategic IMC program. Also, they will be able to recognize, analyze, and evaluate the effectiveness of an IMC program.

Pre-requisite: MRKT 220.

MRKT 275 ARTIFICIAL INTELLIGENCE AND INNOVATION FOR BUSINESS**3.0:3cr.E**

This course covers how to prepare business leaders for Artificial Intelligence and Innovation. It builds decision making skills and capacities through understanding Artificial Intelligence capability and how it influences business strategies and plans. It also provides practical templates to guide how business executives can benefit from innovation techniques.

Pre-requisite: MRKT 220.

MRKT 280 DIGITAL MARKETING**3.0: 3 cr. E**

This course aims to provide an overview of the what, why, and how of major trends and approaches, including social media, email marketing, SEO, digital analytics, and E-commerce. Students will complete the course with a comprehensive knowledge of and experience with how to develop an efficient digital marketing strategy, from formulation to implementation. The course is designed to provide a focused, intensive study of how to create a brand presence on social networks, the various tools used to engage with consumers, the techniques used to identify influencers, the crisis management, the importance of transparency, and the ROI of digital marketing.

Pre-requisite: MRKT 220.

MRKT 291 ADVERTISING AND PROMOTION MANAGEMENT**3.0: 3 cr. E**

This course provides students with an understanding of advertising and other mass communications marketing practices. It highlights criteria and procedures that should be followed while taking decisions regarding what promotional methods to use, and how to best employ them in the process of promoting various companies' offers. A range of perspectives and potential options to be taken while designing the promotional campaign are put on the table, in the process of choosing the optimal choice.

Pre-requisite: MRKT 220.

CSPR 201, 202, 203, 204

Refer to the Cultural Studies at the Faculty of Arts and Social Sciences.

ECON 201, 211, 212, 287

Refer to the Department of Economics at the Faculty of Business and Management.

ENGL 203, ENGL 2XX

Refer to the Division of English Language and Literature at the Faculty of Arts and Social Sciences.

LISP 200

Refer to the Faculty of Library and Information Studies.

DEPARTMENT OF ECONOMICS

The Department of Economics offers a Bachelor of Science in Economics that provides students with a robust and extensive background in Economics through its wide-ranging and interdisciplinary courses. The areas of study in the three-year undergraduate degree range from the role of the government and the effects of public policies to international trade, financial systems, labor market analysis, development economics and trade-offs resulting from the problem of scarcity.

PROGRAM LEARNING GOALS AND PROGRAM LEARNING OUTCOMES

PLG 1: Students will have economic literacy skills. They will be developed in an analytical context as a way to prepare them to become analysts engaged in lifelong learning.

Upon successful completion of this degree, students will be able to:

1.1. Demonstrate knowledge of core economic concepts, models and rationales.

PLG 2: Students will have analytical, decision making and research skills allowing them to undertake research and infer conclusions.

Upon successful completion of this degree, students will be able to:

2.1. Apply economic knowledge with an analytical perspective through examining data, extracting information and establishing linkages between theory and practice.

2.2. Suggest policy solutions and evaluate their implications.

2.3. Conduct basic research activity articulating analytical and policy making skills.

PLG 3: Students will have model building skills: they will use mathematical, statistical and econometric tools for rigorous analysis, testing and validation of findings.

Upon successful completion of this degree, students will be able to:

3.1. Utilize basic mathematical, graphical and econometric techniques for economic analysis and economic modelling.

PLG 4: Students will have general soft proficiency skills: they will use communication skills to optimally formulate and communicate ideas in an effective way.

Upon successful completion of this degree, students will be able to:

4.1. Demonstrate effective communication skills verbally using the appropriate language and communication techniques.

4.2. Demonstrate effective writing communication skills using the appropriate language, syntax and scientific terminology.

Admission to the Department of Economics may require the successful completion of remedial courses that do not count towards graduation. Obligation to complete remedial courses, withdrawal from, failure in any course, or postponement of required courses for any reason, may delay graduation. The Faculty of Business and Management cannot be held responsible for such delays and is not required to alter its course offerings, or allow registration for more than the maximum credit load allowed for this purpose.

ENGL 001 to ENGL 003 English level students are provisionally admitted to the Department as Special Economics students, until they reach the English Proficiency level ENGL 101, when they will be considered as Regular Economics students:

- ENGL 001 and ENGL 002 English level students cannot register for any other course;
- ENGL 003 English level students are only allowed to additionally register for ARAB 201 or 205.

A student dropped from the Department cannot register anymore for Economics courses, unless his/her new Major requires such courses. Any student dropped from the Department of Economics is not eligible to apply for graduation as a BS Economics through elective courses in another Major.

Students are responsible for the outcome of their academic performance, and cannot prevail themselves of non-notification, misinformation, or any other excuse, to waive the consequent results. Ignorance, on the part of the student, of the University/Faculty/Department regulations, and especially of the scholastic standing issues, cannot void, waive, or delay the application of Rules and Regulations.

All courses counting towards graduation are numbered above 200 in the Faculty or their equivalent in other Faculties. Excluding the remedial courses, a minimum of 94 credits (starting with the sophomore year) must be completed for the BS Economics degree, including:

- **19 credits in University-required courses:**

- 1 credit of LISP 200 free of charge,
- 3 credits of Arabic Language course (ARAB 201 or ARAB 205),
- 6 credits of Cultural Studies courses (CSPR 201/202/203/204),
- 3 credits of General Education courses,
- 6 credits of English Language courses (ENGL 203 and any ENGL 204 equivalent course).

- **25 credits in Faculty-required courses:**

- ACCT 210, 211, BUSN 200, FINE 220, 230, ISYS 215, MATH 209, QMET 220.
- 3 credits in Business Elective courses (refer to the Department of Business for Business Elective courses).

- **50 credits in Department-required courses:**

- 36 credits in major courses: ECON 211, ECON 212, ECON 227, ECON 237, ECON 247, ECON 257, ECON 287, ECON 290, ECON 292, ECON 293, ECON 296, ECON 297, ECON 299.
- 12 credits in elective courses, according to chosen track and per consent of advisor (refer to the list below).
- 3 credits in Free Elective courses.

BS ECONOMICS PROGRAM OF STUDY (Representative Program)

SOPHOMORE YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
ACCT 210	Financial Accounting I	3
ACCT 211	Financial Accounting II	3
ARAB 201/205	Arabic Communications Skills	3
ECON 211	Microeconomics Theory	3
ECON 212	Macroeconomics Theory	3
ENGL 203	English Communication Skills III	3
ISYS 215	Advanced Business Application Systems	3
LISP 200	Information Skills and Search Techniques	1
MATH 209	Business Mathematics	3
QMET 220	Business Statistics	3
	Free Elective	3
Total		31

JUNIOR YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
CSPR XXX	Cultural Studies	3
ECON 227	International Economics	3
ECON 237	Intermediate Microeconomics	3
ECON 247	Intermediate Macroeconomics	3
ECON 287	Econometrics	3
ECON 293	History of Economic Thought	3
ECON 297	Economic Development	3
FINE 220	Managerial Finance	3
ENGL 2XX	English Level 4	3
	Major Elective	3
	Major Elective	3
Total		33

SENIOR YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
BUSN 200	Seminars in Business and Economic	1
CSPR XXX	Cultural Studies	3
ECON 257	Monetary and Fiscal Policy	3
ECON 290	Senior Graduation Project	1
ECON 292	Economic Indicators	3
ECON 296	Economy of the Middle East	3
ECON 299	Internship*	1
FINE 230	Financial Markets and Institutions	3
	Business Elective	3
	Major Elective	3
	Major Elective	3
	General Education Course	3
Total		30
Total number of credits required for graduation		94

**The internship should be done during the summer of the Junior year*

CONCENTRATION TRACK COURSES

BUSINESS TRACK (12 CREDITS)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
MGMT 220	Principles of Management	3
MGMT 230	Organizational Behavior	3
MRKT 220	Principles of Marketing	3

and any offered Business course (other than those required by the ECON program)

FINANCE TRACK (12 CREDITS)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
FINE 233	Financial Modelling	3
FINE 241	Investment	3
FINE 250	Corporate Financial Policy	3

and any offered Finance course (other than FINE 220 and FINE 230)

POLITICAL SCIENCE TRACK (12 CREDITS)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
PSIA 201	Introduction to Political Sciences	3
PSIA 202	Introduction to International Relations	3
PSIA 214	Introduction to Public Administration	3

and any offered Political Science course

QUANTITATIVE TECHNIQUES TRACK (12 CREDITS)

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
MATH 200	Calculus I	3
MATH 211	Linear Algebra I	3
MATH 270	Differential Equations	3

and any offered Quantitative course (other than MATH 209, QMET 220)

GENERAL EDUCATION COURSES

Refer to the list set by the Faculty of Art and Sciences.

COURSE DESCRIPTIONS

ECON 101 FRESHMAN ECONOMICS

3.0: 3 cr. E

This course helps students in exploring the field of economics through a broad introduction of its main principles, both at the microeconomic and macroeconomic levels. Topics covered include the economic phenomenon of scarcity, supply and demand, consumer behavior and firm behavior, market structures, national income, unemployment and consumer prices, as well as government and banking policy decisions.

ECON 201 SURVEY OF ECONOMICS

3.0: 3 cr. E

This course introduces the field of economics and its principles, both at the micro and macro levels. Topics covered include demand & supply and their applications, consumption decisions and utility maximization, production decisions in terms of production and costs, national income, unemployment, inflation, and fiscal & monetary policies.

Pre-requisite: MATH 100 or MATH 111.

ECON 211 MICROECONOMICS THEORY**3.0: 3 cr. E**

This course introduces microeconomics concepts and analysis which enables students to think “like an economist”. Topics covered include market forces of supply and demand, consumer behavior and decisions, theories of the firm with respect to optimal production, government actions through taxation and the impact of different market structures on firms’ behavior.

Co-requisite: MATH 209.

ECON 212 MACROECONOMICS THEORY**3.0: 3 cr. E**

This course examines the economy as a whole by focusing on the aggregate behavior of households, firms and the government. Topics covered include gross domestic product, national income, economic growth, unemployment, inflation, the business cycle, fiscal policy and monetary policy.

Co-requisite: MATH 209.

ECON 227 INTERNATIONAL ECONOMICS**3.0: 3 cr. E**

This first part of this course examines topics such as general equilibrium in an open and closed economy, causes of international trade, the Heckscher-Ohlin model, the political economy of trade policy, flows in factors of production and others. The second part is a practical approach to international financial issues such as balance of payment, exchange rate, debt problem accounting regulations and political risks.

Prerequisite: ECON 237, ECON 245.

ECON 237 INTERMEDIATE MICROECONOMICS**3.0: 3 cr. E**

This course explores topics such as the decision making of economic agents through the market mechanism. The course takes an in-depth approach of consumer theory with a special focus on preferences, budget, optimal choices, individual and market demands and their characteristics. It also examines producer theory including production technology, costs and supply. It also analyzes the functioning of diverse market schemes including perfect competition and monopoly.

Pre-requisites: ECON 211, ECON 212.

ECON 247 INTERMEDIATE MACROECONOMICS**3.0: 3 cr. E**

This course examines more advanced techniques and models with the aim of developing students’ understanding of fundamental macroeconomic concepts in the short and the long run such as static equilibrium, economic growth models, business cycles, inflation, determinants of unemployment, aggregate supply and aggregate demand and economic policies (monetary and fiscal policies). Therefore, it strives to integrate insight from both the Keynesian tradition and the classical theory for a comprehensive approach.

Pre-requisites: ECON 211, ECON 212.

ECON 257 MONETARY AND FISCAL POLICY**3.0: 3 cr. E**

This course develops a sound understanding of the monetary theory and the fiscal policy in an open economy. Both the case of a developed industrial country whose domestic financial system is both highly developed and fully integrated in the international financial system and the case of an underdeveloped or transition economy with underdeveloped domestic financial markets and limited international capital mobility will be dealt with.

Prerequisites: ECON 229, ECON 237, ECON 247.

ECON 287 ECONOMETRICS**3.0: 3 cr. E**

This course stresses the link among the economic theory, the financial theory and econometrics. Regression methods for analyzing data, as well as the theoretical and the practical aspects of estimating econometric models of various kinds are covered. Students are able to quantify economic and financial relationships, and to construct models using the SPSS, Eviews, etc... to develop a solid theoretical background, to implement techniques and to criticize empirical studies in economics.

Prerequisite: QMET 220.

ECON 290 SENIOR GRADUATION PROJECT**2.0: 2 cr. E**

This project is a demonstration that students have mastered the variety of topics developed in the Economics program. It allows the student to demonstrate their research abilities, and reporting skills.

Prerequisite: ECON 237, ECON247.

ECON 292 ECONOMIC INDICATORS**3.0: 3 cr. E**

This course introduces students to the world of economic indicators and financial markets. Emphasis in the course is placed on the interaction of economic, political, social and psychological factors, with special reference to the effects of the economic environment on the financial markets.

Pre-requisite: FINE 220

ECON 293 HISTORY OF ECONOMIC THOUGHT**3.0: 3 cr. E**

This course traces the evolution of economic thinking throughout history. It presents the main schools of thoughts and their most prominent tenants and attempts to determine the economic, historical, and social factors shaping them. The main schools of thought covered are the Mercantilist School, the Physiocratic School, the Classical School, the Marxist School, the Marginalist School, the Neoclassical School, the Welfare Economics School, the Keynesian School and the Chicago School.

Pre-requisites: ECON 211, ECON 212.

ECON 296 ECONOMY OF THE MIDDLE EAST**3.0: 3 cr. E**

This course tackles the various topics that shape today's middle eastern economies including development related topics such as poverty, growth, economic diversification, integration and international trade. In the first part, the course provides a descriptive panorama of the current status of economic development as well as the similarities and divergences between middle eastern economies both from a cultural and economic perspective. The second part of the course looks at the main development issues facing these countries as well as the policies implemented to mitigate their effects and their relative success. Finally, the course considers policy areas for stimulating economic growth and creating a more sustainable future for the people living in this part of the world.

Pre-requisites: ECON 211, ECON 212, ECON 297.

ECON 297 ECONOMIC DEVELOPMENT**3.0: 3 cr. E**

This course examines the determinants of underdevelopment as well as the various strategies used to overcome the problems faced by developing economies. Principles that define the developing world, basic classical and contemporary models and theories of development, as well as domestic development issues such as population growth, urbanization, agriculture, human capital, and the role of states and markets, the international aspect of development through international trade, international flows of financial resources and the importance of stabilization theories are all covered.

Pre-requisites: ECON 211, ECON 212.

ECON 299 INTERNSHIP**1.0: 1 cr. E**

The internship course is designed to provide the student with an opportunity to gain knowledge and skills from a planned work experience in a career field chosen by the student. Internship experiences benefit students by providing learning opportunities and workplace competencies, better career awareness, networking, job search skills and more self-confidence.

Pre-requisites: BUSN295, LISP 200

ACCT 210, ACCT 211, BUSN 200, FINE 220, FINE 233, FINE 241, FINE 250, ISYS 215, MGMT 220, MGMT 230, MRKT 220, MATH 209, QMET 220.

Refer to the Department of Business at the Faculty of Business and Management.

ARAB 201, 205

Refer to the Department of Arabic Literature at the Faculty of Arts and Sciences.

CSPR 201, 202, 203, 204

Refer to the Cultural Studies at the Faculty of Arts and Sciences.

ENGL 203, ENGL 2xx

Refer to the Division of English Language and Literature at the Faculty of Arts and Sciences.

LISP 200

Refer to the Faculty of Library and Information Studies.

MATH 200, 211, 270

Refer to the Department of Mathematics at the Faculty of Arts and Sciences.

PSIA 201, 202, 214

Refer to the Department of Political Sciences at the Faculty of Arts and Sciences.

SCHOOL OF TOURISM AND HOTEL MANAGEMENT

The industry of Hospitality and Tourism is filled with dynamics and continuous growth. Driven by the basic human needs for food, accommodation and traveling, the industry is immortal. Therefore, studying tourism and hotel management offers you a job security with endless opportunities.

Working in the Hospitality and Tourism industry is fun, interactive and also rewarding. It allows you to be creative and be yourself. It exposes you to variety of cultures where you have a new experience every day. Students with tourism and hospitality degree never run out of work. It is a never ending career, locally and globally.

The school of Tourism and Hospitality Management (THM) at UOB offers the highest quality of hospitality education by mixing the European practical standards of culinary arts along with the Western management style of leadership.

The course of THM has been taught at UOB since 1998. The program equips you with vital skills in leadership, teamwork and guest satisfaction. The program also trains students on improving their interpersonal skills and attention to details. Being a THM graduate from UOB, you will be part of a larger network of UOB alumni and staff who will be happy to support you in your business ideas and career endeavours.

PROGRAM LEARNING GOALS AND PROGRAM LEARNING OUTCOMES

PLG 1. Demonstrate effective communication skills.

Upon successful completion of this degree students, will be able to:

- 1.1. Deliver effective oral presentations that are concise and informative.
- 1.2. Create and articulate well-written documents in form of well-structured reports.
- 1.3. Demonstrate their capacity to work within a team by applying teamwork and interpersonal communication skills for the support of an operation in a diverse multicultural work environment.

PLG 2. Reveal an understanding of the importance of the ethical and legal responsibilities of individuals and organizations.

Upon successful completion of this degree students, will be able to:

- 2.1. Demonstrate awareness of current ethical challenges and social responsibility issues
- 2.2. Be knowledgeable of legal issues related to businesses in Lebanon.

PLG 3. Exhibit analytical and critical thinking skills for improved decision-making.

Upon successful completion of this degree students, will be able to:

- 3.1. Critically analyze a situation in the hospitality field.

PLG 4. Demonstrate the ability to carry out hands-on activities in a hospitality business context.

Upon successful completion of this degree students, will be able to:

- 4.1. Apply practical knowledge in a simulated hospitality work environment
- 4.2. Demonstrate hands-on experience in a real hospitality context

PLG 5. Exhibit a breadth of knowledge of key practices and theories, in the field of hospitality management.

Upon successful completion of this degree students, will be able to:

- 5.1. Demonstrate knowledge of key concepts, theories and practices relevant to managing an effective hospitality business
- 5.2. Utilize information technology for the better analysis and implementation of business decisions.

Admission to the School may require the successful completion of remedial courses that do not count towards graduation. Failure to complete remedial courses, withdrawal from or failure in any course, or postponement of required courses for any reason, may delay graduation. Neither the Faculty of Business and Management nor the School of Tourism and Hotel Management can be held responsible for such a delay and are not required to alter their course offerings for this purpose.

Excluding remedial courses, 92 credits must be completed for the BBA degree, including the following:

• 16 credits in University-required courses:

- 1 credit of LISP 200 free of charge,
- 6 credits of Cultural Studies courses (CSPR 201/202/203/204),
- 3 credits of General Education courses,
- 6 credits of English Language courses (ENGL 203 and any ENGL 204 equivalent course).

• 63 credits in Faculty and Department-required courses:

- HOSP 200, 205, 208, 211, 215, 218, 219, 228, 229, 243, 244, 245, 246, 247, 251, 255, 256, 258, 261, 265, 266, BUSN 240
- 9 credits in Major Elective courses.
- 3 credits in Free Elective courses.

*All students in the School of Tourism and Hotel Management must complete at least 1000 hours of summer practicum divided into two courses: HOSP 219 (at least 500 hours in Food and Beverage) and HOSP229 (at least 500 hours in Rooms' Division).

THM PROGRAM OF STUDY (Representative Program)

SOPHOMORE YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
HOSP 200	Introduction to Hospitality and Tourism	3
HOSP 205	Financial Accounting For Hospitality	3
HOSP 208	Kitchen Operation Practical	3
HOSP 211	Food Safety and Nutrition	3
HOSP 215	Economics of Travel and Tourism	3
HOSP 218	Service Operations Practical	3
HOSP 219	Internship in Food and Beverage Operation	1
HOSP 243	Managerial Accounting For Hospitality	3
LISP 200	Information Skills and Search Techniques	1
ENGL 203	English Communication Skills III	3
	General Elective	3
Total		29

JUNIOR YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
HOSP 228	Management of Hospitality and Tourism Industry	3
HOSP 229	Internship in Rooms Division Operations	1
HOSP 244	Rooms Division: Housekeeping and PMS	4
HOSP 245	Special Topic in Hospitality and Tourism	3
HOSP 246	Marketing Principles For Hospitality and Tourism	3
HOSP 247	Banquet and Catering Management	3
BUSN240	Business Law	3
CSPR 20X	Cultural Studies	3
ENG 2XX	English Level 4	3
	Major Elective	3
	General Education	3
Total		32

SENIOR YEAR

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
HOSP 251	Food, Beverage and Labor Cost Control	3
HOSP 255	Restaurant Entrepreneurship	3
HOSP 256	Principles of Finance for Hospitality	3
HOSP 258	Rooms Division: Yield Management	3
HOSP 261	Event Management	3
HOSP 265	Human Resources For Hospitality	3
HOSP 266	Hotel and Restaurant Simulation	3
BUSN 200	Seminar in Business and Economics	1
CSPR 20X	Cultural Studies	3
	Major Elective	6
Total		31
Total credits required for graduation		92

GENERAL EDUCATION COURSES

Refer to the list set by the Faculty of Art and Sciences.

COURSE DESCRIPTIONS

HOSP 200 INTRODUCTION TO HOSPITALITY AND TOURISM

3.0: 3 cr. E

This course introduces the dimensions, scope and operations of the components of the Hospitality and Tourism industry. Topics include the organization and structure of lodging operation; the growth and development of food service operation; the transportation and distribution systems. The course stresses the concepts of Franchising and Management contracting in the changing world of Hospitality and Tourism industry.

Co-requisite: ENGL 101.

HOSP 205 FINANCIAL ACCOUNTING FOR HOSPITALITY

3.0: 3 cr. E

This course offers an introduction to the hospitality industry accounting system and provides the tools necessary for the application of accounting principles to the hospitality industry. An introduction to the basic principles of accounting, involving transaction analysis, flow of accounting data to the financial statements, and careful consideration of accounting for revenues, expenses, assets, liabilities, and owner's equity, and use of accounting information in making managerial decision.

CO-requisite: ENGL 101.

HOSP 208 KITCHEN OPERATIONS PRACTICAL

3.0: 3 cr. E

This course contains two parts. First part introduces the main techniques of cooking, cooking utensils. The second part explains the mise-en-place and service, preparing menus and their sections.

Pre-requisite: ENGL 101.

HOSP 211 FOOD SAFETY & NUTRITION

3.0: 3 cr. E

This course is divided into two sectors, Hygiene and Nutrition. For hygiene, the course will teach students how to handle food properly, hazard and risk analysis, monitoring techniques, and record keeping that all school food authorities are required to follow, collectively called the Hazard Analysis Critical Control Point (HACCP). For nutrition, the course will cover nutritional topics such as food nutrients; carbohydrates, vitamins and minerals, and dietary needs from a culinary perspective. In addition, the course will link nutritional concepts with healthy cooking techniques and recipes.

Pre-requisite: ENGL 101.

HOSP 215 ECONOMICS OF TRAVEL & TOURISM

3.0: 3 cr. E

This course will cover different economic concept such as supply and demand and its effect in the hospitality operations. It introduces the concept of elasticity and its application in the hospitality industry. The course explains methods of measuring the economic activity and highlights the importance of the hospitality industry. In addition, it analyzes changes in the hotel and the food and beverage market and their impact on household activities and eating out trends.

Pre-requisite: ENGL101.

HOSP 218 SERVICE OPERATIONS PRACTICAL

3.0: 3 cr. E

This course will cover the basic functions of Food and Beverage staff, the steps needed to prepare the restaurant service, equipment needed for table set-up as well as linen, crockery, cutlery and glassware. We will cover the basic rules of service, special functions service, the room service in hotels and finally yet importantly the "Gueridon" service in its major aspects.

Pre-requisite: ENGL 101.

HOSP 219 INTERNSHIP IN FOOD & BEVERAGE OPERATIONS**1 cr. E**

It is an off-campus work experience in the hospitality industry (food and Beverage sector) for on-the-job skill development. Normally a qualified individual in the organization provides supervision with frequent consultation by a hotel or restaurant program faculty sponsor. A written report is required of the student.

Pre-requisite: HOSP 200.

HOSP 228 MANAGEMENT IN THE HOSPITALITY & TOURISM INDUSTRY**3.0: 3 cr. E**

This course is a survey of the major skills and functions performed by the manager of any type of Hospitality & Tourism industry namely planning, organizing, leading, and controlling. These functions are studied in a dynamic environment with emphasis on individual and group research related to hotels, restaurants, resorts, tourist site and events. The core material covers the following topics: management objectives; organizational structure; material and human resource utilization; human relations; decision making, staffing and controlling.

Pre-requisite: ENGL 101

HOSP 229 INTERNSHIP IN ROOMS DIVISION OPERATIONS**1 cr. E**

It is an off-campus work experience in the hospitality industry for on-the-job skill development. Normally a qualified individual in the organization provides supervision with frequent consultation by a hotel or restaurant program faculty sponsor. A written report is required of the student. Internships may be part-time or full-time, with course credits assigned accordingly.

Pre-requisite: HOSP 200

HOSP 243 MANAGERIAL ACCOUNTING FOR HOSPITALITY**3.0: 3 cr. E**

This course focuses on basic interpretations of financial statements and decision making specifically related to the hospitality industry. It reviews a number of key terms and concepts for evaluating company performance, as well as a sense of scope for hotels and restaurants. It explores hospitality ratio analysis, cost volume profit analysis, hospitality pricing methods, capital budgeting, cost management, and hospitality investment decisions.

Pre-requisite: HOSP 205.

HOSP 244 ROOMS DIVISION: HOUSEKEEPING AND PMS**4 cr. E**

This course presents an in-depth analysis of the major components (front office, guest services, housekeeping, and reservations with property management system) of the lodging division within a hotel. The instruction with this division and the other areas of the hotel are explored in relationship to customer service. In addition, students will be able to define and demonstrate different communication's tools and benefits used within the housekeeping department, between the housekeeping and the other departments within a hotel. Also, they will learn how to use the PMS system implemented in the front office department.

Pre-requisite: HOSP 200.

HOSP 245 SPECIAL TOPICS IN HOSPITALITY INDUSTRY**3.0: 3 cr. E**

In this course, the instructor will serve as a facilitator rather than a lecturer to cover the new trends in hospitality market that affect the industry positively or negatively. This course addresses timely and complex issues of the hospitality and tourism industry from a variety of disciplines or intellectual domains.

Pre-requisite: HOSP 200.

HOSP 246 MARKETING PRINCIPLES FOR HOSPITALITY & TOURISM**3.0: 3 cr. E**

This course applies marketing concepts to the hospitality and tourism sector with special emphasis on the role of promotion, competitive intelligence, segmentation, target marketing, media planning, internal marketing, and marketing management. Topics include distribution channels; product identification; differentiation programming and packaging; marketing trends; public relations; and application of sales management to hospitality and tourism operations.

Pre-requisite: HOSP 200.

HOSP 247 BANQUET & CATERING MANAGEMENT**3.0: 3 cr. E**

This capstone food and beverage management course is designed to address the complex operation of catering. The focus is on two major areas: the off premises and on premises catering for business functions and the management of large scale and special events. Topics include menu planning; site selection; production and service planning; function room set up; financial control and reporting.

Pre-requisite: HOSP 200.

HOSP 248 CRISIS IN HOSPITALITY AND TOURISM INDUSTRY**3.0: 3 cr. E**

This course introduces the impact of crises on hospitality and tourism sectors; to enable managers to assess ongoing risks and stimulate necessary public policy leading to recovery; to enable organization/tourist destination to quickly react and protect its image; to allow organization/tourist destination that was influenced by a crisis to recover in a short time period.

Pre-requisite: HOSP 200.

HOSP 251 FOOD, BEVERAGE & LABOR COST CONTROL**3.0: 3 cr. E**

This course presents the fundamentals and techniques of the cost control in food service and hotel industry. Topic include procedures to control food, beverage, and labor costs from purchase through service, pricing, menu engineering, quality versus cost issues and an analysis of records detect problems. Emphasis is placed on strategic planning, budgeting, efficiency, cost saving and the role of technology in controlling costs.

Practical financial problems and actual operational techniques of functioning systems of internal control are studied.

Pre-requisite: HOSP 200.

HOSP 255 RESTAURANT ENTREPRENEURSHIPS**3.0: 3 cr. E**

This course covers the basic knowledge necessary to develop a restaurant or any food related endeavors from the initial concept until operations. Thus, this course instructs students how to open a restaurant is a distinct challenge; developing the menu, creating a new dish, designing the decor, attending to the level of service, or establishing an ambience—these factors all contribute to exceeding the expectations of guests. It will help students gain the knowledge they need to be successful in their own businesses in food and beverage industry.

Pre-requisite: HOSP 200.

HOSP 256 PRINCIPLE OF FINANCE FOR HOSPITALITY**3.0: 3 cr. E**

This course designed to provide a comprehensive coverage of finance topics. It introduces the functions and operations of the local and foreign markets and discuss the underlying forces that move prices in these markets. The course develops the analysis of the exchange rate risk problem of the business firm and provide an in-depth analysis of various hedging strategies available to the multinational manager.

Pre-requisite: HOSP 243.

HOSP 258 ROOMS DIVISION: YIELD MANAGEMENT**3.0: 3 cr. E**

This course is organized to give students knowledge about hands on skills that revenue managers must master to maximize profit within their hospitality organization. Students will apply the tools used by professional revenue managers and develop proactive strategies in differing economic situations. Theories on yield revenue management will be discussed, so that the student will be equipped to make well-educated revenue management decisions that are grounded in proper theory.

Pre-requisite: HOSP 200.

HOSP 261 EVENTS MANAGEMENT**3.0: 3 cr. E**

This course is designed to provide students with some of the tools for better understanding the processes involved in the conceptualization, development and production of live events. At the end of the course, students should be able to develop an event of their own, using the tools and knowledge presented to them throughout the course.

Pre-requisite: HOSP 200.

HOSP 265 HUMAN RESOURCES FOR HOSPITALITY**3.0: 3 cr. E**

Addresses key hospitality resource management issues of a general, technical, and social nature including communication, motivation and leadership, job stress and safety, security, government regulations, discrimination, and substance abuse. In addition, the course covers technical areas such as recruiting and selecting, placement, employment, training, performance appraisal, disciplining, and termination.

Pre-requisite: HOSP 200.

HOSP 266 HOTEL AND RESTAURANT SIMULATION**3.0: 3 cr. E**

After completing their major courses, students will use their knowledge and skills acquired from these courses in order to manage a virtual hotel using HOTS Software. They work in groups, using a computer-based hotel business simulation exercise (HOTS software), to carry out research and agree recommendations to develop the hospitality operation. Students' decisions will have financial consequences and, through the computer simulation, they will develop an understanding of how to manage a hospitality operation, and how to influence the business' profit and loss, cash flow and balance sheet.

Pre-requisite: HOSP 200.

BUSN 200

Refer to the Department of Business.

CSPR 201, 202, 203, 204

Refer to the Cultural Studies at the Faculty of Arts and Sciences.

ENGL 203, ENGL 2XX

Refer to the Division of English Language and Literature at the Faculty of Arts and Sciences.

LISP 200

Refer to the Faculty of Library and Information Studies.