

Major	Bachelor of Business Administration with Concentration in: Management		
Core Requirements			
Code	Title	Credits	Description
BACC200	Financial Accounting	3	The course introduces the basic framework of accounting; it covers the basics of financial accounting from the accounting cycle through the presentation of financial statements. The course prepares the students to be capable of performing the different steps of the accounting cycle for service and merchandising businesses.
BACC360	Managerial Accounting	3	The course tackles the managerial use of accounting data to plan and control personnel and operations within a firm. Students will understand how accounting systems can provide information and data for managerial decision-making and influence management decisions. Students will master accounting analysis and will learn how to approach business problems from a management perspective. This course covers basic cost accounting and managerial accounting concepts. Topics include the distinction between financial accounting, managerial accounting and cost accounting, basic cost concepts, cost-volume-profit analysis, incremental analysis and decision-making, pricing, and budgeting.
BECO210	Introduction to Microeconomics	3	This course is designed to introduce students to the basic methods and techniques that allow the micro units to make a proper choice, given scarcity. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct and indirect strategies through lectures and problem solving methods to learn how to calculate opportunity costs, determine comparative advantage, understand the theory of demand and supply, calculate equilibrium price and quantity, calculate elasticity and relate it to total revenue, decide on the bundle of goods that maximizes consumer’s total utility, determine several costs and differentiate between two extreme markets: perfect competition and monopoly.
BECO260	Introduction to Macroeconomics	3	This course provides students with the foundation for understanding key economic indicators influencing the behavior of the economy. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct and indirect strategies through lectures, workbooks, handouts, and problem-solving methods to learn how to calculate the nation’s output (GDP), the unemployment rate and the price level, understand the Classical and the Keynesian models and analyze the effects of fiscal and monetary policies.
BFIN300	Business Finance	3	The course is designed for finance and business students and is also relevant for individual decision making. It presents the basic theories and applications of corporate finance. The Business Finance course represents a crucial introduction towards financial management, financial policy, and the other advanced courses in finance. It is a comprehensive, up-to-date, and highly understandable introduction to finance theory, research, and practice.
BMGT200	Introduction to Business Management	3	The course focuses on how organizations operate in an era of rapid change, and the factors which determine how managers can operate effectively. Topics include the management function; the genesis of modern management; the development of management theory; the context in which managers operate; and managing organizations. The course integrates classical and modern concepts with a rich collection of contemporary real-world examples and cases. The course covers six major themes that guide the progress through the fascinating world of management, namely: Change, Skill development, Global economy, the Internet revolution, Diversity, and Ethics.

BMGT300	Introduction to Business Law	3	The course provides an in-depth conceptual and functional analysis and application of legal principles relevant to the conduct and understanding of commercial business transactions. Topics include the legal, ethical, and social environment of business; agencies, partnerships, and other forms of business organizations; and contracts and sales agreements. Relevant Lebanese laws and Salient legal aspects of international business are also discussed. Assignments may include conducting relevant research using computer databases and networks as well as other methods for accessing information.
BMGT315	Human Resource Management	3	The course examines the role of the human resource manager in both public and private sector organizations. Topics include personnel planning, selection, appraisal, training and development, compensation, and international aspects. The course is rich with practical case studies, and complemented with research assignments in the field of human resource management.
BMGT340	Organizational Behavior	3	This course allows the students to study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources. Organizational behavior (OB) highlights the significance of challenges and opportunities of OB, perception, attribution, learning, organizational change, organizational culture, engagement, leadership, and conflict management.
BMGT380	Business Ethics	3	The course focuses on the relationship of business ethics and social responsibility in both domestic and global settings. It explores the ethical and moral considerations of corporate conduct, social responsibilities, policies, and strategies, and emphasizes on the definition, scope, application, and analysis of ethical values as they relate to issues of public consequence in both the domestic and global environments. Special attention is given to moral problems such as the ethics of hiring and firing, bribery, and professional responsibility to society.
BMIS300	Management Information Systems	3	The course provides an overview of Management Information Systems (MIS) within a business context with an emphasis on end-user computing. It covers MIS theory and practice as they relate to management and organization theories, current trends in MIS, managerial usage of information systems, and computer hardware, software, and telecommunications. It also provides experiential learning through exposure to various decision-support tools.

BMKT300	Marketing Theory and Principles	3	This course is designed to serve as an introduction to the basic principles of Marketing, theories, and practices, and the application of these practices. By examining the present Marketing system from a managerial point of view, and having a current examples component, this course will help emphasize the Marketing principles in today's business world, taking an integrated and strategic view of formulating and implementing a coherent and competitive "Marketing Mix". Beyond traditional Marketing concepts and practices, today's marketers have added a host of new-age tools for engaging consumers, building brands, and creating customer value and relationships. Marketing more than ever is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. It is a philosophy that guides the entire organization towards understanding, serving, and satisfying consumer needs. The goal of Marketing is to build value-based relationships with customers, in conjunction with other internal and external business units. The end-result is gaining market leadership. As a result, it will help students to develop the understanding and skills necessary to become successful marketers. Marketing Theory and Principles is not just about textbook learning, rather, it challenges students to use their critical and creative skills in all aspects of Marketing, not just those covered in this course.
IMGT490	Global Strategic Management	3	Business Policies and Strategic Management is intended to be a challenging and integrative capstone course for the undergraduate business school curriculum. The course stresses the theme that a company achieves competitive advantage and experiences higher performance if its managers have a timely strategic game plan and implement it proficiently. While learning how to manage strategy, you will also be required to integrate the body of knowledge that you have assimilated in the business curriculum. The purpose of this integration is to enable you to develop a 'macro' or big picture perspective. Most of the business courses that you have taken so far have focused on a specific functional area, e.g. HRM, marketing, finance, etc., and/or have discussed a specific body of knowledge, e.g. economics, statistics, etc. This course is different from your previous courses. The issues dealt with by a manager during the process of strategy formulation and implementations are multifunctional and involve a dynamic array of variables. As a result, you will need to take a total enterprise perspective in assessing the pros and cons of a company's strategy.
BMGT360	Research Methods for Business	3	Research projects are immensely required by the vast majority of business analysts, managers, and other professionals to ensure optimal decision-making. From that perspective, analysts and key decision makers should possess necessary knowledge with regards to business research and its methodologies. This course discloses the importance of research in business and its contribution towards professional decision-making. It introduces students to the main required concepts in conducting research, covering all needed principal stages, essential terminologies, processes and methodologies that are vital in reporting and explaining the research-findings.

BMTH210	Business and Managerial Math	3	This course is designed to provide students with basic math skills useful in solving economics, accounting, finance, and business real-life problems. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct, and indirect strategies through lectures, workbooks, handouts, and problem-solving methods to provide solid preparation and foundation for going to courses and careers in accounting, marketing, retailing, banking, finance, and business administration. In this course, students learn to calculate the slope of a linear function, graph and solve linear and non-linear functions, perform several operations including differentiation, and provide skills in calculating specific business mathematics applications in the field of accounting, finance, and economics.
BSTA205	Introduction to Business Statistics	3	This course is designed to provide students with an introductory survey of many applications of descriptive and inferential statistics. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct, indirect, and experiential strategies through lectures, workbooks, handouts, and problem-solving methods to classify and graphically present data among different measurement levels, calculate measures of location and dispersion, understand the basic probability concepts, and examine discrete and continuous probability distributions. Further, this course is designed to provide students with the needed techniques used in inferential statistics. In this course, students learn to perform and interpret several tests including confidence intervals, hypothesis testing, regression, and correlation analysis.

Major Requirements			
Code	Title	Credits	Description
BMGT390	Innovation Management	3	Innovation Management Course is an established module on innovation management, management of technology, new product development and entrepreneurship. It provides an evidence-based approach to managing innovation in a wide range of contexts, including manufacturing, services, small to large organisations and the private and public sectors. The course keeps you abreast of the recent developments in the field of innovation and how the subject is being discussed in the wider business world through up-to-date examples, case studies, illustrations and images in every chapter. Clear and informed coverage of the management processes of new product development, coupled with a practical orientation of taking you through real-life challenges and dilemmas, makes it an essential course.
BMGT480	Managing Business Governance	3	The Business Governance Course focuses on the role of the board in family businesses and specifically on processes and topics of strategic importance. It comprises all the relevant topics which need to be addressed on a regular basis such as strategy development, financial management, and leadership. The pros and cons of each issue are elaborated. This is one of the few books which address family businesses from governance systems to the role of executives. The diverse set of examples carefully collected by the authors and an in-depth discussion on the topics provides readers with valuable insights to broaden and enrich the effectiveness of governance.
BMGT370	Decision Making Management	3	Decision making in organizations is often pictured as a coherent and rational process in which alternative interests and perspectives are considered in an orderly manner until the optimal alternative is selected. Yet, as many members of organizations have discovered from their own experience, real decision processes in organizations only seldom fit such a description. This course brings together researchers who focus on cognitive aspects of decision processes, on the one hand, and those who study organizational aspects such as conflict, incentives, power, and ambiguity, on the other. These multiple perspectives may further our understanding of organizational decision making. Organizational Decision Making is particularly well suited for students and faculties of business, psychology, and public administration.

BMGT470	Total Quality Management	3	The course surveys the methods used to apply principles of total quality management (TQM) in various organizational settings to improve quality and productivity. Topics include evolution of TQM theory; TQM models, tools, and techniques; development of TQM teams; production of graphs and charts; strategies for meeting customer expectations; benchmarking; and comparison of TQM applications. Spreadsheet and statistical software may be used to develop statistical process control charts and graphs.
BMGT475	Leadership Principles	3	This course studies leadership styles, skills, roles, and functions of leaders of organizations. Students will gain a broad understanding of the origins of leadership, theoretical approaches to leadership, and ethical issues facing contemporary leaders. Students will also develop a personal philosophy of leadership, and an awareness of one's own style of leadership. Leadership Principles is designed to help new and aspiring leaders unleash the potential in themselves and others and cultivate high-performing teams. Become a more versatile leader who can mobilize others by immersing yourself in real-world leadership challenges, self-assessments, and 360-degree feedback from colleagues and peers.
BMGT498	Senior Project in Business Management	3	The senior project course is designed to provide undergraduate students with basic knowledge in the field of research and to gain insights into how research is structured and helps the student to build their initial steps in research projects. Students will analyze contemporary business issues and problems in the area of concentration. Students will learn and understand the data presentation and analysis, project structure, referencing, and plagiarism. By the end of this course, students will be able to prepare a project, to know how to collect and analyze data; to construct a solution for the project, and to do a good referencing and in-text citation for their research. The senior project is supervised by a faculty member in the area of concentration.
BMGT375	Training and Development Management	3	Training and development help a company develop the human capital needed to meet competitive challenges. Many companies now recognize that learning through training, development, and knowledge management helps employees strengthen__increase their skills directly impacting their job performance, satisfaction, and career advancement. Training has moved from an emphasis of a one-time event to the creation of conditions for learning that can occur through collaboration, online learning, traditional classroom training,__a combination of these methods. The course covers and addresses the changes in training and development from an employer and employee perspective - adding value to the employer and employee. Employee Training and Development course retains the lively writing style, inspiring examples, and emphasis on new technology and strategic training.
BMGT495	Management and Organization Theory	3	The course is a study of the development of theories about management and organizations. Processes and functions of management discussed include the communication process, the role of the manager as an organizer and director, the determination of goals, and the allocation of responsibilities. The course stresses the concept of organization behavior and managerial practices in an era of rapid change. Practical exercises and research work constitute a major part of the course.

General Education Requirements

Code	Title	Credits	Description
ARAB200	Arabic Language and Literature	3	ØªØªØ£ÙÙÙÙ ÙÙØ§Ø´Ø© Ø§ÙÙÙÙØªØ© Ø§ÙÙØ¹Ø±Ø´ÙÙØ© ÙÙØ¢Ø´Ø´Ø§Ø´ÙÙØ§ ÙÙØªÙÙØ± Ø§ÙÙÙÙØªªØµØµÙÙÙÙ ÙÙÙÙ Ø«ÙÙØ§Ø«Ø© Ø£ÙÙØ³Ø§ÙÙØÙ Ø£ØØ´ÙÙØ§ ÙÙªªÙÙØ§ÙÙÙÙ Ø´Ø±ÙÙØ³Ø§ÙÙ Ø£Ø³Ø§Ø³ÙÙØ© ÙÙÙÙ Ø§ÙÙÙÙØÙÙÙ ÙÙØ§ÙÙØµØ±ÙÙ ÙÙØ§ÙÙØ´ÙÙØªØª. ÙÙØ§ÙÙØ«Ø§ÙÙÙÙ ÙÙªªÙÙØ§ÙÙÙÙ ÙÙØ´Ø§ØØ«ÙÙÙÙ Ø§ÙÙØ£Ø´Ø´ ÙÙØ§ÙÙØªªØÙÙÙÙÙÙ. Ø£ÙÙØ§ Ø§ÙÙÙÙØ³ÙÙØ§ÙÙØ«Ø§ÙÙØ« ÙÙÙÙØ¹Ø§ÙÙØ¬ Ø´Ø¹Ø¶ ØªÙÙÙÙÙÙØ§Øª Ø§ÙÙØªªØ¹Ø´ÙÙØ± ÙÙØ§ÙÙØªÙÙØ§ÙÙØµÙÙÙ.

CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer interface knowledge by providing an overview of managing folders and files, opening a start menu, and hands-on practice on typical software applications such as Word, Excel, and PowerPoint. The student will learn how to use the new features of Microsoft Office 2017, mainly Word documents, Excel spreadsheets, and PowerPoint presentations. Moreover, the course aligns with the Cisco Networking Academy® Get Connected course, which helps students understand how to connect to the Internet.
CULT200	Introduction to Arab - Islamic Civilization	3	This course is designed to provide students with a comprehensive understanding of the Arab and Islamic world. It covers the history, culture, and civilization of the Arab world, from the early Islamic period to the present. The course includes a study of the Arabic language, the Islamic faith, and the role of the Arab world in the modern world. Students will learn about the Arab world's contribution to the world's history and culture, and the challenges it faces today. The course is designed to be a foundation for students who wish to study further in the field of Arab and Islamic studies.
ENGL201	Composition and Research Skills	3	This course builds upon the skills acquired in pre-requisite courses mainly ENGL 151 to further develop students' critical thinking and academic writing competencies. Students will read and respond to a variety of texts from different disciplines and produce a research paper using analytical and critical skills in response to texts.
ENGL251	Communication Skills	3	Workplace Occupational Writing is an advanced interdisciplinary writing course emphasizing workplace and technical communication and editing appropriate to diverse professions. It incorporates practice and study of selected types of discourse employed in professional writing situations, preparing students for different systems of writing in their professional lives. Examples from the writing of workplace professionals are analyzed and used as models to demonstrate the transition from academic to professional writing.