

Major	Bachelor of Business Administration with Concentration in: Marketing		
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.
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.

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.
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.
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Major Requirements			
Code	Title	Credits	Description
BMKT380	Strategic Brand Management	3	Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive advantage. Strategic brand management is the discipline that links strategic business objectives, marketing, and operations, and is the design and implementation of marketing programs and activities to build, measure, and manage brand equity. High performance companies understand the importance of their brand and actively manage brand equity, where a brand name, and its associated brand equity, is one of the most valuable assets any firm has. This course will address the importance of brands, what they represent to customers, and what should be done by organizations to manage them properly, and will provide students with insights into how profitable brand strategies can be created. The concept of brand equity is the main focus and provides students with a valuable perspective, and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for brands. By giving the students the foundation, the course and the textbook allow for the broad exploration of important branding decisions faced by organizations in order to increase student understanding of the important issues in planning, implementing and evaluating brand strategies, to provide relevant theories, models and tools for the making of brand decisions, and to provide a forum for students to apply these principles by providing a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management.
BMKT310	Digital Marketing	3	The internet, technology and all tools related like smart phones, social media, and big data have changed the way marketing is being done. Digital marketing combines the usage of the internet and technology to ultimately provide value to customers and build relationships. This course will allow you gain an understanding of core digital marketing principles and be able to distinguish between traditional and digital techniques. You will learn the theory behind digital marketing and be able to test out digital tools, tactics, and strategies.
BMKT315	Integrated Marketing Communication	3	This course introduces students to the concept and application of integrating the various elements of advertising, sales promotion, public relations, direct marketing and other essentials of the marketing mix to support the overall marketing strategy. The course links the fundamentals of segmentations, positioning, and buyer's behavior, branding, budgeting, and executing a comprehensive integrated marketing communication program from message development through media selection.

BMKT350	Consumer Behavior	3	Consumer Behavior is the course within the marketing curriculum that most directly applies concepts, principles, and theories from the various social sciences to the study of the factors that influence the acquisition, consumption, and disposition of products, services, and ideas. Knowledge of consumer behavior principles is becoming increasingly important for the marketing manager and the public policy maker. Consumer Behavior course focuses on the customer as the key to market success to gain an understanding of how & why consumers make specific decisions and behave in certain ways.
BMKT385	New Product Development and Management	3	This course will provide students with a comprehensive understanding of the entire product development process, from concept generation to product launch and beyond. Students will learn how to effectively manage the new product development process and create successful products that meet the needs of the marketplace. The course will cover a range of topics including idea generation, concept development, product design, prototyping, testing, marketing, and launch strategies. Students will also learn how to conduct market research and analysis to identify customer needs and develop products that address those needs.
BMKT450	Sales and Customer Service Management	3	To a student planning a career as a customer service professional or a salesperson, this course will foster a customer-oriented service environment. Great service leads to a better quality of life, whether the students intend to work in a private enterprise, for the government, in a non-profit organization, a self-owned or a family-owned business, where the concepts, strategies and techniques of effective customer service are relevant. As many organizations move toward a more quality-oriented, customer-focused environment, developing and fine-tuning policies, procedures, and systems to better identify customer needs and meet their expectations will be crucial. Thus, this course provides an introduction to the principles of customer service and their application to business, and is designed to develop the necessary skills for success as a customer service provider by examining various service situations in order to develop an attitude of superior customer service, which is critical to success in all organizations. Moreover, it provides the foundation for quality customer service and focuses on building life-long customer relationships strategies. Further, this course examines the current or developing issues in sales management practices, emphasizing immediacy, impact and the availability of top-level technique resources. Additionally, it examines the role of the sales person within the sales management function and process, and identifies the role of Sales Management within the Marketing process and presents the challenges frequently encountered.
BMKT497	Retailing and Merchandising Management	3	Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family__household use. Retail Management course provides students with a general overview to the art of retail management, whose one of its basic features is to establish good relationships with manufacturers, that will provide the goods, and services ultimately sold by the retailer, and consumers, who will purchase them. The course develops knowledge of contemporary retail management issues at the strategic level. It encourages students to describe and analyze the way retailing works, specifically the key activities and relationships. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies. So, one of the most valuable assets a small retailer should have is its ability to be quick in understanding, learning, and adapting to the constant rapid changes in the market.

BMKT498	Senior Project in Marketing	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.
General Education Requirements			
Code	Title	Credits	Description
ARAB200	Arabic Language and Literature	3	This course provides students with a comprehensive understanding of Arabic language and literature. It covers the fundamentals of Arabic grammar, vocabulary, and pronunciation, as well as the study of classical and modern Arabic texts. Students will develop critical thinking skills through analysis and interpretation of literary works. The course also explores the cultural context of Arabic literature and its influence on contemporary society.
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's Get Connected course, which helps students understand how to connect to the Internet.
CULT200	Introduction to Arab - Islamic Civilization	3	This course introduces students to the rich history and culture of the Arab and Islamic world. It covers the origins of Islam, the expansion of the Muslim empire, and the development of Islamic art, architecture, and science. Students will explore the role of the Middle East in world history and its impact on global civilization. The course also examines the challenges facing the Arab world today and the potential for future progress.
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.
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