

# **FACULTY OF BUSINESS AND MANAGEMENT**

# **FACULTY LIST**

## **OFFICERS OF THE FACULTY**

Warrak, Elias	President of the University
Moubayed, Walid	Acting Dean of Admissions and Registration & OSA
Khayr, Hala	Acting Dean of the Faculty of Business and Management
Debs (El), Hamid	Director, School of Tourism and Hotel Management
Douaihy, Paul	Director, Economics and Capital Markets Research Center
Daïa (Al), Roula	Chairperson, Graduate Programs
Kuran, Omayya	Chairperson, Undergraduate Programs

## **FACULTY STAFF**

Jabbour, Mira	Executive Secretary
Hoss (El), Yara	Faculty Members' Secretary
Najjar (Al), Rania	Computer Analyst and Lab Supervisor
Nasr, Nathalie	Administrative Assistant

## **SCHOOL OF TOURISM AND HOTEL MANAGEMENT STAFF**

Najjar (Al), Diala	Secretary
Hawi, Fida	Purchaser, Store-Keeper and Receiver
Massoud, Elie	Instructor, Chef
Nasreddine, Farouk	Lab Assistant Instructor, Pastry Chef
Najjar, Antoun	Lab Assistant Instructor, Sous-Chef
Abo Abdo, Maurice	Lab Assistant Instructor, Maître d'Hôtel
Salem, Michel	Assistant Purchaser, Store-Keeper and Receiver

## **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.
Debs (El), Hamid	Doctorate in Biochemical Engineering, Université de Technologie de Compiègne, France.
Douaihy, Paul	D.E.A., Economics, Université Paris I, Sorbonne, France.
Farhat, Hala	MBA, Hotel and Food Administration, University of Guelph, Ontario, Canada.
Hajj Obeid, Dora	Ph.D., Management in Education, University of Birmingham, UK.
Hajjar, Samer	Ph.D., Marketing, University of Strasbourg, France.
Khayr, Hala	Ph.D., Management, University of Leicester, UK.
Khoury, Yvonne	Master of Business Administration, University of Balamand, Lebanon.
Kuran, Omayya	Doctorate in Business Administration,

Mardini, Patrick	Université Jean Moulin, Lyon III, France. Doctorat en Sciences Economiques, Université Paris IX, Dauphine, France.
Menassa, Elie	Doctorate in Business Administration, Accounting & Finance, De Montfort University, UK.
Saab, Gretta	Doctorat en Sciences Economiques, Université Paris I, Sorbonne, France.
Sertin, Samir	Certified Public Accountant. Chartered Global Management Accountant.
Yacoub, Laurent	Master of Business Administration, International Management Center Association, Australia.
Yarid, Diana	Master of Business Administration, Case Western Reserve University, U.S.A.

## **Faculty Vision Statement**

Our vision is to be identified as a leader in Business, Economics, and Tourism and Hotel Management's education in Lebanon and in the Middle East.

## **Faculty Mission Statement**

We prepare responsible professionals who contribute to the economic and social development of the region, through quality education and relevant scholarships.

## **UNDERGRADUATE DEGREES OFFERED**

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

<b>Major</b>	<b>Degrees</b>
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 100 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 MATH 111, or equivalent, as a Pre-requisite for QMET 210.
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 Hospitality Management can choose any five courses from the listed courses below according to their chosen track and upon consultation with an advisor.

#### **MINOR IN MANAGEMENT**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Cr.</u></b>
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**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Cr.</u></b>
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**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Cr.</u></b>
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**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Cr.</u></b>
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**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Cr.</u></b>
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 HOSPITALITY MANAGEMENT**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Cr.</u></b>
HOSP 200	Introduction to Hospitality and Tourism	3
HOSP 213	Restaurant and Purchasing Management	3
HOSP 224	Service Management	3
HOSP 225	Rooms' Division Management	3
HOSP 241	Cost Control	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 and/or ISYS 210.

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, 293, 295, 299, FINE 220, 230, ISYS 210, 220, MGMT 220, 291, MRKT 220, QMET 210, 215, 230.

**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 210	Business Applications Systems	1
LISP 200	Information Skills and Search Techniques	1
QMET 210	Business Mathematics	3
QMET 215	Statistical Data Analysis	4
<b>Total</b>		<b>30</b>

**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

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**Total** **33**

### **SENIOR YEAR**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
BUSN 200	Seminars in Business and Economics	1
BUSN 230	Strategic Management	3
BUSN 293	Business Plan Workshop	1
BUSN 295	Research Methods Workshop	1
BUSN 299	Internship	1
FINE 230	Financial Markets and Institutions	3
QMET 230	Operations Research	3
	Major Elective*	3
	Major Elective*	3
	Free Elective*	3
	Free Elective*	3
	Business Elective	3
	General Education Course	3

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**Total** **31**

**Total credits required for graduation** **94**

*\*check the following list for elective courses.*

## **CONCENTRATION TRACK COURSES**

### **(BUSINESS ELECTIVES)**

#### **ACCOUNTING & AUDITING TRACK (Choose 12 credits)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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 TRACK (Choose 12 credits)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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)		

## **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, THM, or Economics courses, as approved by the advisor, and the remaining credits as Free electives.

## **THM ELECTIVES**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
HOSP 200	Introduction to Hospitality and Tourism	3
HOSP 213	Restaurant and Purchasing Management	3
HOSP 224	Service Management	3
HOSP 225	Rooms' Division Management	3
TOUR 222	Travel Agency and Tour Operator Management	3

## **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**

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.

**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 215.

**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 for Business students.

Pre-requisite: ECON 201 and Co-requisite FINE 220 for THM students.

**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 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 295 RESEARCH METHODS WORKSHOP****1.0: 1 cr. E**

The course’s main aim is to provide the students, who are novices to research with an overview of the research process, with an emphasis on the key research questions, research philosophies, research strategies, research tools, and sampling decisions among others.

Pre-requisites: FINE220, 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, QMET 210, QMET 215.

**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  $\beta_i$ , 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 210 BUSINESS APPLICATIONS SYSTEMS****1.0: 1 cr. E**

This course provides hands-on experience and basic understating of the latest version of Microsoft Office. The students enrolled in this class will gain a solid foundation of database management, word processing, spreadsheet analysis and PowerPoint presentation.

**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-requisites: ISYS 210, ENGL 203.

**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: 3 cr. 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.



**QMET 210 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 the field of business, finance, and economics.

**QMET 215 STATISTICAL DATA ANALYSIS****4.0: 4 cr. E**

This course emphasizes the use of quantitative methods as a tool to make better managerial decisions. Topics include the meaning, role and types of statistics and statistical data, descriptive measures, statistical inference, analysis of variance, bivariate and multiple regression, correlation analysis, hypothesis testing, applications of sampling distributions such as chi-square, F and student t distributions and elements of probability theory.

**QMET 230 OPERATIONS RESEARCH****3.0: 3 cr. E**

This course is a survey of management science and its quantitative tools. Operations research is presented as a problem solving and optimizing technique for various managerial and production problems. Coverage includes techniques needed to model real-world industrial and economic phenomena using general Linear Programming, Networks, Integer Programming, Multiple Goal Programming, Economic Order Quantity, Critical Path Methods. It also introduces Simulation techniques, Program Evaluation and Review Technique, Queuing and Inventory models.

Pre-requisite: QMET 210, 215.

**HOSP 200, 213, 224, 222, TOUR 222**

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

**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: Our 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: Our 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: Our 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: Our 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).

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

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

- **51 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**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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 210	Business Applications Systems	1
LISP 200	Information Skills and Search Techniques	1
QMET 210	Business Mathematics	3
QMET 215	Statistical Data Analysis	4
	Free Elective	3
<b>Total</b>		<b>30</b>

## **JUNIOR YEAR**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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
<b>Total</b>		<b>33</b>

## **SENIOR YEAR**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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	2
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
<b>Total</b>		<b>34</b>
<b>Total number of credits required for graduation</b>		<b>94</b>

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

## **CONCENTRATION TRACK COURSES**

### **BUSINESS TRACK (12 CREDITS)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
FINE 233	Financial Modelling	3
FINE 241	Investment	3

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FINE 250 Corporate Financial Policy 3  
and any offered Finance course (other than FINE 220 and FINE 230)

### **POLITICAL SCIENCE TRACK (12 CREDITS)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
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)**

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

and any offered Quantitative course (other than QMET 210 and QMET 215)

### **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: QMET 210.

#### **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: QMET 210.

#### **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 215.

### **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 210, MGMT 220, MGMT 230, MRKT 220, QMET 210, QMET 215**

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 Faculty of Business and Management in cooperation with the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston, USA, offers a 3- year program in Hospitality Management, leading to a Bachelor in Business Administration in Hospitality Management.

The School is committed to deliver a quality and relevant educational program. Students' educational experience integrates both theoretical and practical learning, tailored to meet the needs of the industry and prepares them for successful careers in entry and mid-level management positions in the various hospitality fields.

On the theoretical level, the courses provide a broad range of knowledge in management, hotel operations, restaurant management, travel and tourism, and cost control in the hospitality enterprise. The courses range from general management principles to upper-level management strategies.

On the practical level, the school is equipped with modern instructional kitchens, professional storage areas, a restaurant, and two fully furnished hotel guest rooms. Moreover, arrangements have been made with leading international hotel chains to provide students with training programs in hotel operations.

## **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, 100 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).

**• 42 credits in Faculty-required courses:**

- ACCT 210, 211, BUSN 200, 212, 230, 240, ECON 201, FINE 220, ISYS 210, MGMT 220, 240, 291, MRKT 220, QMET 215.
- 3 credits in Business Elective courses (refer to the Department of Business for Business Elective courses).

**• 42 credits in Department-required courses:**

- 31 credits in Major Courses: HOSP 200, 211, 212, 213, 222, 224, 225, 227, 236, 241, 250.
- 2 credits in Practicum Courses: HOSP 219, 229\*
- 6 credits in Major Elective courses (refer to the list below for THM 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**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
ACCT 210	Financial Accounting I	3
ACCT 211	Financial Accounting II	3
ECON 201	Survey of Economics	3
ENGL 203	English Communication Skills III	3
ENGL 2XX	English Level 4	3
HOSP 200	Introduction to Hospitality and Tourism	3
HOSP 211	Nutrition, Safety and Sanitation	3
HOSP 212	Food Production I and Service	3
HOSP 213	Restaurant and Purchasing Management	3
HOSP 219	Practicum I (Food and Beverage)	1
ISYS 210	Business Application Systems	1
LISP 200	Information Skills and Search Techniques	1
QMET 215	Statistical Data Analysis	4
<b>Total</b>		<b>34</b>

## **JUNIOR YEAR**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
BUSN 240	Business Law	3
CSPR 20X	Cultural Studies	3
FINE 220	Managerial Finance	3
HOSP 222	Food Production II and Service	3
HOSP 224	Service Management	3
HOSP 225	Rooms' Division Management	3
HOSP 227	Protocol and Etiquette	1
HOSP 229	Practicum II (Rooms' Division)	1
MGMT 220	Principles of Management	3
MGMT 291	Business Ethics and Professional Responsibility	3
MRKT 220	Principles of Marketing	3
	General Education	3
<b>Total</b>		<b>32</b>

## **SENIOR YEAR**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
BUSN 200	Seminars in Business and Economics	1
BUSN 212	Human and Business Communication	3
BUSN 230	Strategic Management	3
CSPR 20X	Cultural Studies	3
HOSP 236	Housekeeping Management	2
HOSP 241	Cost Control	3
HOSP 250	Special Events Management	4
MGMT 240	Human Resources Management	3
	Business Elective	3
	Major Elective	3
	Major Elective	3
	Free Elective	3
<b>Total</b>		<b>34</b>
<b>Total credits required for graduation</b>		<b>100</b>

## **GENERAL EDUCATION COURSES**

### **THM MAJOR ELECTIVE COURSES (CHOOSE 6 CREDITS)**

<b><u>Course Code</u></b>	<b><u>Course Title</u></b>	<b><u>Credit</u></b>
HOSP 235	Facility Management	3
HOSP 237	Loss Prevention Management	3
HOSP 238	Resort and Casino Management	3
HOSP 239	Beverage Management	3
HOSP 242	Revenue Management and Hospitality System Applications	3
MRKT 230	Consumer Behavior	3
TOUR 220	Ecotourism	3
TOUR 221	Archeology and Tourism in the Levant	3
TOUR 222	Travel Agency and Tour Operator Management	3

TOUR 223	World Tourist Geography	3
TOUR 224	Planning in Tourism	3

## **COURSE DESCRIPTIONS**

### **HOSP 200 INTRODUCTION TO HOSPITALITY AND TOURISM 3.0: 3 cr. E**

This course is a comprehensive overview of the world's largest and fastest growing business called the tourism and hospitality industry. It prepares students to advance in their hospitality career by offering a foundation of knowledge about the tourism, lodging, restaurant, recreation, gaming and entertainment, and club and convention businesses. Moreover, this course introduces the students to the different material which they will be exposed to during their academic fulfillment.

### **HOSP 211 NUTRITION, SAFETY AND SANITATION 3.0: 3 cr. E**

This course provides the fundamental of Human Nutrition, Food Safety and Sanitation. It covers the food choices and the nutrient food sources, digestion, metabolism, function and food labeling as well as the basic principles, requirements and practices of food safety that should be applied in all food service institutions.

### **HOSP 212 FOOD PRODUCTION I AND SERVICE 2.3: 3 cr. E**

This course is a general overview of the world's largest and fastest growing business called the food service operations. It prepares students to apply step by step the food safety procedures in kitchen as well as practicing the personal hygiene. Students learn the required tools and ingredients to prepare the "mise en place", and to cook the basics stocks and sauces. Different cuts, dressings, gravies and appetizers and main dishes are implemented in the context of this course.

### **HOSP 213 RESTAURANT AND PURCHASING MANAGEMENT 3.0: 3 cr. E**

This course identifies the elements involved in operating a successful restaurant: creating a concept, developing a menu, staffing, budgeting, purchasing food and equipment, receiving, developing a business plan and all the other daily tasks.

Pre-requisites: HOSP 200.

### **HOSP 219 PRACTICUM I: FOOD AND BEVERAGE 1 cr. E**

This course consists of 500 hours of practical training in food and beverage industry.

Pre-requisite: HOSP 212.

### **HOSP 222 FOOD PRODUCTION II AND SERVICE 1.4: 3 cr. E**

This course focuses on the development of the technical skills in the kitchen with a comprehension of many kinds of food products. It helps students to understand the preparation of food and the interplay of ingredients, cooking methods, cost factors, and other elements that can function successfully in any type of food-service operation. Moreover, it exposes students to a variety of recipes and techniques that enrich their education and deepen their experience.

Per-requisite: HOSP 212.

### **HOSP 224 SERVICE MANAGEMENT 3.0: 3 cr. E**

This course addresses the distinct needs and problems of service' excellence mainly in the hospitality and tourism industry. It focuses on service quality that applies to the entire spectrum of hospitality, including restaurants, hotels, clubs, theme parks, travel, and tourism. Moreover, it covers principles, methods and skills needed to succeed in the challenging arena of customer service as well as interaction exercises to achieve quality service goals.

Pre-requisite: HOSP 200.

**HOSP 225 ROOMS' DIVISION MANAGEMENT** **3.1: 3 cr. E**

This course introduces students to the hotels' rooms operations. It identifies all the major tasks and services accomplished by the personnel of the reservation, front office and night audit, from the moment guests make their reservation until their checkout.

Pre-requisite: HOSP 200.

**HOSP 227 PROTOCOL AND ETIQUETTE** **1 cr. E**

This course focuses on the benefits of good behavior. It introduces the different communication and protocol skills needed in the hospitality field and it clarifies the difference between the Protocol and Etiquette.

Pre-requisite: HOSP 225

**HOSP 229 PRACTICUM II: ROOMS' DIVISION** **1 cr. E**

This course consists of 500 hours of practical training in rooms' division.

Pre-requisite: HOSP 225.

**HOSP 235 FACILITY MANAGEMENT** **3.0: 3 cr. E**

This course focuses on: introducing hospitality students to the basic maintenance and engineering data, making them familiar with the necessary language to communicate with the concerned personnel, providing them with the awareness and basic knowledge needed in order to make appropriate decisions in maintenance, engineering and energy management.

Pre-requisite: HOSP 225.

**HOSP 236 HOUSEKEEPING MANAGEMENT** **2.2: 2 cr. E**

This course presents a systematic approach to managing housekeeping operations in the hospitality industry (one of the most important department in the Hotel's Rooms Division). It identifies the role of the supervisory function in the housekeeping department, provides a thorough overview of maintaining a quality staff, planning and organizing, the technical details of cleaning a room, managing the laundry, and controlling the supplies and equipment.

Pre-requisite: HOSP 225.

**HOSP 237 LOSS PREVENTION MANAGEMENT** **3.0: 3 cr. E**

This course focuses on the protection of an investment through security and safety measures, fire protection, and compliance with federal laws in hospitality environments, to insure guest, staff, and public well-being.

Pre-requisite: HOSP 225.

**HOSP 238 RESORT AND CASINO MANAGEMENT** **3.0: 3 cr. E**

This course introduces students to the development of resort and casino business: the internal and external environment, marketing strategies, and the social, cultural, and economic issues of this business. Empirical studies and current articles are used to supplement class readings.

Pre-requisite: HOSP 220.

**HOSP 239 BEVERAGE MANAGEMENT** **3.0: 3 cr. E**

This course is an introduction to wines, beers, and spirits. It identifies various types of beverages, their origins, production, and availability. Emphasis is on the buying, pricing, control, storage, promotion, and selling of beverages in the hospitality industry.

Pre-requisite: HOSP 200.

**HOSP 241 COST CONTROL** **3.0: 3 cr. E**

This course discusses the components which contribute to a hotel or restaurant business failures or success, such as internal theft, operational procedures and recognizing controllable and non-controllable expenses. It describes how to use food and beverage tools for menu cost control, and how to set standards for menu planning,

purchasing, receiving, storing, producing and selling. It also discusses labor cost control and employee turnover issues.

Co-requisite: HOSP 213.

### **HOSP 242 REVENUE MANAGEMENT AND HOSPITALITY SYTEM APPLICATIONS 3.0: 3 cr. E**

This course focuses on managing the hotel's demand-side decision to maximize revenue and occupancy vis-à-vis the market and the competition. It integrates pricing with sales and inventory management strategies. In other words: it is selling the right room, for the right person at the right price. These strategies are applied on the Opera system; one of the most common AMS (accommodation management system) used by major hotels and chains around the globe that enable us to put into practice all our theoretical background related to rooms and revenue management.

Pre-requisite: HOSP 225.

### **HOSP 250 SPECIAL EVENTS MANAGEMENT 4.0: 4 cr. E**

The course is designed to provide students with an understanding of one of the fastest growing segments of the Hospitality Industry, which is the events market. The different types of events are presented through the complete channel; starting with the planning process and ending with the evaluation stage. This course uses a theoretical approach covering the knowledge base theories and methodologies as well as it uses on-ground projects and applications.

Pre-requisites: HOSP 213, 241, Senior Standing

### **TOUR 220 ECOTOURISM 3.0: 3 cr. E**

This course provides the students with basic knowledge of Ecotourism, which is considered the fastest growing sector in the tourism industry. Ecotourism involves a broad spectrum of activities ranging from the interest in ornithologists, scenic beauty, environmental diversity and sustainability to the more specific Lebanese ecotourism, its potentials and challenges.

Pre-requisite: HOSP 200.

### **TOUR 221 ARCHEOLOGY AND TOURISM IN THE LEVANT 3.0: 3 cr. E**

This course introduces students to the basic concepts of modern archaeology, excavation systems and dating techniques. It also focuses on the tourist approach to archaeological sites. The course reveals the interdependence between archaeology and tourism, through the study of archaeological sites of Lebanon and the Levant.

Pre-requisite: ENGL 101.

### **TOUR 222 TRAVEL AGENCY AND TOUR OPERATOR MANAGEMENT 3.0: 3 cr. E**

The first part of this course explains how tours are set, how to distinguish between tour wholesalers, tour operators, and tour retailers, and it explores the seven components of a successful tour. It introduces the benefits of tours for clients and customizing a pre-packaged tour to meet the needs of the clients. Part two focuses on Tour Conducting Business: psychology of group behavior, cross-cultural forces that affect tour management, ethical challenges facing tour leaders, hints that can make guide commentary more effective, what makes an itinerary successful and how to get a tour escorting job and keep it.

Pre-requisite: HOSP 200.

### **TOUR 223 WORLD TOURIST GEOGRAPHY 3.0: 3 cr. E**

This course is a study of world tourist destinations and the natural, cultural, historical, environmental, religious, and/or personal reasons that make them attractive to the international traveler.

Pre-requisite: HOSP 200.

### **TOUR 224 PLANNING IN TOURISM 3.0: 3 cr. E**

The objective of this course is to provide the basic knowledge of planning in tourism. It explores the integrated approach to planning and development, and prioritizing tourism planning under the following categories: economic, environmental, socio-cultural, commercial, and organizational; to maximize the industry's economic

returns and to minimize its detrimental environmental and socio- cultural effects. It is an essential pre-requisite of tourism development.

Pre-requisite: HOSP 200.

**ACCT 210, 211, BUSN 200, 212, 230, 240, ECON 201, FINE 220, ISYS 210, MGMT 220, 240, 291, MRKT 220, QMET 215.**

Refer to the Department of Business and the Department of Economics.

**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.