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The School of Business operates on both the Beirut and Byblos campuses. LAU admitted the first batch of business students in 1979 in Beirut and 1994 in Byblos. Prior to 1980, the business division was hosted under the umbrella of the social sciences department. As of fall 1980, the Business Studies division started to operate as an independent entity granting B.A. degrees in different concentrations of business administration. The Master of Science (M.S.) in Business was launched in fall 1981. The Business program continued to be offered under the umbrella of the Division of Business Studies until spring of 1992.

In 1992–1993, a full-fledged School of Business was established with the appointment of two directors—one for each campus—and several chairs to manage the various programs. In 1996–1997 two deans were appointed to take the leadership roles instead of the former directors. In the same year, a Master of Business Administration (M.B.A.) replaced the M.S. degree program. Two new undergraduate programs leading to bachelor’s degrees in Economics and Hospitality and Tourism Management were introduced in 2000 followed by the Executive Master in Business Administration (E.M.B.A.) program. In 2001, the business school started to award a B.S. degree in business instead of the B.A. degree. In 2011, the university appointed one dean for the School of Business.

There is a dedicated building for the School of Business in Beirut and a shared building in Byblos. Buildings are equipped with: (1) state of the art classrooms (smart classrooms), (2) office facilities, (3) seminar rooms, (4) auditorium, (5) business computer labs which help graduate assistants provide students with technical help and are equipped with the state-of-the-art desktop computers and high-speed laser printers as well as updated business and statistical software, (6) a cooperative learning center to support students who are experiencing academic difficulties, (7) hospitality management labs integrating classroom instruction with extensive hands-on experience in food production and restaurant and hotel services, (8) stock market rooms, and (9) lounges, among others.

PROGRAMS/DEGREES AVAILABLE

- B.S. in Business
- B.S. in Economics
- B.S. in Hospitality and Tourism Management
- M.B.A. (Master of Business Administration)
- E.M.B.A. (Executive Master of Business Administration)

Minors in: Business, Economics, Hospitality and Tourism Management
MISSION
The School of Business at LAU offers quality graduate and undergraduate business and economics programs to develop ethically responsible professionals who are committed to civic engagement and to contribution to economic development in Lebanon and the region. Through excellent teaching, scholarly activities, and professional service, the school provides a student-centered environment to its diverse student population.

VISION
Our vision is to earn global recognition as a leading school of business in Lebanon and the Middle-East, and be recognized for excellence in teaching, research and community service. The faculty, students and administrators in the School of Business are committed to academic integrity, and ethical and professional conduct.

VALUES
The School of Business encourages its faculty and students to follow this value system in all their endeavors. LAU’s School of Business core value system includes ethics, integrity and mutual respect for diversity and equality.

DEPARTMENT OF FINANCE AND ACCOUNTING (FINA)
The Department of Finance and Accounting is committed to providing professional education that prepares students for a competitive and changing global business environment. The department mission involves combining theoretical education, direct application and proper business ethics that allow students to develop ideas into business projects.

Our students carry a broad conceptual knowledge and technical expertise that enable them to occupy jobs in leading organizations worldwide. The finance program prepares students for careers in commercial and investment banking, financial management, and asset and debt management. The accounting program prepares students for positions in bookkeeping, auditing, tax consulting and financial planning.

Elias Raad, Chair
Bernard Ben Sita, Associate Chair

FACULTY:
• Said Elfakhani, Professor
• Hassouna Fedhila, Professor
• Elias Raad, Associate Professor
• Anwar Boumosleh, Associate Professor
• Sebouh Aintablian, Assistant Professor
• Bernard Ben Sita, Assistant Professor
• Mustafa Dah, Assistant Professor
• Walid El Gamnal, Assistant Professor
• Mahmoud Araissi, Visiting Assistant Professor
• Tony Assad, Lecturer
• Keghouhie Bogharian, Lecturer
• Janine Zakka, Lecturer
• Abdul Majid Harfoushe, Instructor
ACADEMIC PROGRAMS

The Department of Finance and Accounting offers the following academic programs:

• B.S. in Business with emphasis in Accounting
• B.S. in Business with emphasis in Banking and Finance

Both programs involve core business courses and a selection of courses that determine the students’ focus. In addition, students are given the option to choose from a variety of business electives that fit their individual needs and prepare them to specific careers.

CAREER OPPORTUNITIES

Our students carry a broad conceptual knowledge and technical expertise that enable them to occupy jobs in leading organizations worldwide.

The accounting program prepares students for careers such as auditor, assistant controller, bank examiner, benefits administrator, budgetary control analyst, chief cost accountant, inventory control specialist, treasurer, internal auditor and other similar fields.

The finance program prepares students for careers in the stock market, portfolio management, securities research, commercial and investment banking, financial institutions, corporations and governments.

DEPARTMENT OF ECONOMICS (ECON)

The Department of Economics offers a program that gives students an excellent grounding in both theoretical and applied economics. The program aims at preparing economics graduates to work in the private and public sectors. The program also aims at preparing students for graduate work in economics, business, law, public administration, international relations and related fields. Members of the economics faculty are engaged in research in many areas of economics and have gained local, regional and international visibility.

Ghassan Dibeh, Chair
Walid Marrouch, Associate Chair

FACULTY:

• Salaheddin Abosedra, Professor
• Abdallah Dah, Professor
• Ghassan Dibeh, Professor
• Wassim Shahin, Professor
• Salpie Djoundourian, Associate Professor
• Saifedean Ammous, Assistant Professor
• Ali Fakih, Assistant Professor
• Mhammad Karake, Assistant Professor
• Ayman Reda, Assistant Professor
• Amjad Toukan, Assistant Professor
• Hussein Zeaiter, Assistant Professor
• Mary Habib Tofailli, Lecturer

ACADEMIC PROGRAMS

The Department of Economics offers the following academic programs:

• B.S. in Economics
• Minor in Economics

Examples of Job Opportunities in Economics:

• Economist positions in the banking sector
• Economist positions in the public sector
• Economic consultancy positions
• Management consultancy positions
• Business and economic reporting positions
• Policy advising positions (local and international organizations, foreign affairs and diplomacy)
• Graduate Work in Business, Economics, and Finance
DEPARTMENT OF HOSPITALITY AND MARKETING (HMKT)

Josiane Sreih, Chair
Leila Messara: Associate Chair

FACULTY:
- Jim Finlay, Professor
- Said Ladki, Professor
- Nouri Beyrouti, Associate Professor
- Guy Assaker, Assistant Professor
- Rania El-Haddad, Assistant Professor
- Maya Farah, Assistant Professor
- Hassan Naja, Senior Instructor
- Albert Andraos, Instructor
- Nadia Azzam, Instructor
- Annelie Baalbaki, Instructor
- Bassem Slim, Instructor
- Afif Hachem, Assistant Instructor
- Edward Vitale, Retiree

The Hospitality and Marketing department is committed to providing top-quality education through the use of various educational technologies and hands-on application while ensuring that students are learning relevant materials to prepare them for leadership positions in the market place.

Excellence in hospitality and management programs is achieved through ongoing faculty research, continuous curriculum development and the offering of new courses in different areas of specializations as needed in the market place. To enhance students’ potential and gain greater industry exposures, annual scholarly, academic, and professional conferences are held.

ACADEMIC PROGRAMS

The Department of Hospitality and Marketing offers the following academic programs:
- B.S. in Hospitality and Tourism Management
- B.S. in Business with emphasis in Marketing

Minor in Hospitality and Tourism Management

CAREER OPPORTUNITIES

Upon the completion of a minimum of sixty credits (junior standing), students are required to participate in a hands-on training program which blends classroom learning with laboratory applications to simulate real life environment. Academic credits are earned from internship. Internship helps students establish ties with industry and prepares them for careers in real life. In addition, our faculty members establish and place/train students in various countries at world-renowned companies.

National partners include:
- Intercontinental Le Vendome, Beirut
- Intercontinental Phoenicia, Beirut
- Le Meridian Commodore, Beirut
- Le Royal, Beirut
- Movenpick Hotel, Beirut
- Riviera Hotel, Beirut
- Regency Palace, Beirut
- TGI Friday’s, Beirut

International partners include:
- Crown Reef Resorts in South Carolina, U.S.A.
- Crystal Sands, U.S.A.
- Orange Lake, U.S.A.
- Sea World in Florida, U.S.A.
- West Gate Lakes, U.S.A.
- Al Bustan Rotana Hotel, Dubai
- Burj Al Arab Hotel, Dubai
DEPARTMENT OF MANAGEMENT STUDIES (MNGT)

Silva Karkoulian, Chair
Guy Assaker, Associate Chair

FACULTY:
• Jalal Armache, Associate Professor
• Mirou Jaana, Associate Professor
• Silva Karkoulian, Associate Professor
• Josiane Sreih, Associate Professor
• Wissam AlHussaini, Assistant Professor
• Grace Dagher, Assistant Professor
• Renee Ghattas, Assistant Professor
• Hussein Ismail, Assistant Professor
• Leila Messarra, Assistant Professor
• Walid Touma, Assistant Professor
• Philippe Zgueib, Assistant Professor
• Bassem Maamari, Lecturer
• Michel Majdalani, Lecturer
• Ghada Abi Fares, Instructor
• Amal Rouhana, Instructor

The Department of Management Studies at the School of Business is committed to familiarizing students with knowledge, skills and abilities they need for building a successful career path. The Management Studies department lays down a solid foundation for students to excel and become pioneers in their fields of work including business management, public administration, and entrepreneurial ventures. The department’s mission lies in advancing knowledge, broadening insights and nurturing the minds of the young to become the leaders of the future. The department is also committed to endow students with a comprehensive vision of advanced organizational strategy, design and management. It develops in them a thorough understanding of business functions, analytical problem solving and decision making skills. It draws the right path to diversity, integrity, and professionalism in a business world governed by competition and continuous growth.

ACADEMIC PROGRAMS

The Department of Management Studies offers the following academic programs:
• B.S. in Business with emphasis in Management
• B.S. in Business with emphasis in Family and Entrepreneurial Business Management emphasis
• B.S. in Business with emphasis in International Business

CAREER OPPORTUNITIES

Business management majors may seek a variety of job positions such as:
• Operation managers
• Business process improvement managers
• Human resources development directors
• Project managers

DEPARTMENT OF INFORMATION TECHNOLOGY AND OPERATIONS MANAGEMENT (ITOM)

Khodr Fakih: Chair
Guy Assaker, Associate Chair

FACULTY:
• Tarik Mikdashi, Professor
• Abdel Nasser Kassar, Associate Professor
• Issam Kouatli, Associate Professor
• Raed El Khalil, Assistant Professor
Information and Operations Management integrates analytical, technological and people skills to meet the organizational goals and business challenges of an enterprise. ITM majors are expected to analyze business problems and processes, and to develop, implement and maintain business solutions through the effective and strategic management of information and information technology.

ACADEMIC PROGRAMS
- B.S. in Business with emphasis in Information Technology Management
- Minor in Business

CAREER OPPORTUNITIES
- Information systems consultants
- Information systems managers
- Information technology executives
- Information systems analysis
- Hardware design consultants
- Telecommunications consultants
- Small business information systems
- Network operations managers
The student pursuing this program has the choice to select his/her area of emphasis from a variety of concentration areas (specialization studies) that includes: accounting, banking & finance, family and entrepreneurial business management, information technology management, international business, management and marketing. The Bachelor of Science degree may be obtained at the Beirut and Byblos campuses. This program enables students to use the appropriate technology and decision-making tools within their respective areas of concentration in addition to understanding of the global impact of economic conditions and cultural dimensions on their respective areas of concentration. The program also serves as a rigorous preparation for graduate study in business administration and other fields.

**GOALS AND OUTCOMES**

- **GOAL 1:** The graduate will have essential knowledge of various disciplines in business.
  - **Outcome 1.1:** The graduate will demonstrate essential knowledge acquired in the following disciplines: accounting, economics, finance, management, and marketing. The graduate will possess problem-solving capabilities.
  - The graduate will be able to propose a solution to a business problem using quantitative and/or qualitative reasoning.

- **GOAL 2:** The graduate will possess problem solving capabilities.
  - **Outcome 2.1:** The graduate will be able to propose a solution to a business problem using quantitative and/or qualitative reasoning.

- **GOAL 3:** The graduate will have an awareness of social and ethical issues.
  - **Outcome 3.1:** The graduate will be able to examine the social and ethical issues involved in a business case.

- **GOAL 4:** The graduate will be committed to civic engagement.
  - **Outcome 4.1:** The graduate will demonstrate the process and benefits of being engaged in civic service.

- **GOAL 5:** The graduate will use written and oral communication effectively.
  - **Outcome 5.1:** The graduate will be able to deliver an effective oral presentation.
  - **Outcome 5.2:** The graduate will be able to demonstrate effective written communication.

**CURRICULUM**

**Core Requirements (33 credits)**

- ACC203 Financial Accounting 3
- ACC204 Managerial Accounting 3
- ECO201 Micro Economics 3
- ECO202 Macro Economics 3
- BUS213 Business Law and Ethics 3
- QBA201 Managerial Statistics 3
- FIN301 Managerial Finance 3
- MGT201 Introduction to Management 3
- ITM211 Information Technology Management 3
- MKT201 Introduction to Marketing 3
- MGT420 Strategic Planning and Policy Formulation 3
- BUS299 Civic Engagement 0

**B.S. IN BUSINESS WITH EMPHASIS IN ACCOUNTING**

The minimum number of credits required to graduate with accounting emphasis is 92 credits distributed as follows: A total of 49 credits are needed in the major (Business core requirements: 33 credits; emphasis requirements: 16 credits; other requirements: 9 credits) and free electives (6 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in accounting within a business management context. This area of
emphasis also grounds students in the decision-making process and prepares them for graduate studies, leading to the Master of Business Administration (M.B.A.) degree, the Master of Science (M.S.) degree, or careers in entry-level position in accounting.

**Core Requirements (33 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC203</td>
<td>Financial accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC204</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS213</td>
<td>Business Law &amp; Ethics</td>
<td>3</td>
</tr>
<tr>
<td>BUS299</td>
<td>Civic Engagement</td>
<td>0</td>
</tr>
<tr>
<td>ECO201</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO202</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN301</td>
<td>Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>ITM211</td>
<td>Information Technology Management I</td>
<td>3</td>
</tr>
<tr>
<td>MGT201</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT420</td>
<td>Strategic Planning and Policy Formation</td>
<td>3</td>
</tr>
<tr>
<td>MKT201</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>QBA201</td>
<td>Managerial Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Accounting Emphasis Requirements (16 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC302</td>
<td>Cost Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC311</td>
<td>Intermediate Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACC312</td>
<td>Intermediate Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>ACC401</td>
<td>Advanced Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC412</td>
<td>External Auditing</td>
<td>3</td>
</tr>
<tr>
<td>ACC399</td>
<td>Accounting Internship</td>
<td>1</td>
</tr>
</tbody>
</table>

**Other Requirements (9 credits)**

Business electives: Choose any two of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC310</td>
<td>Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ACC405</td>
<td>Forensic Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC413</td>
<td>Internal Auditing</td>
<td>3</td>
</tr>
</tbody>
</table>

**B.S. IN BUSINESS WITH EMPHASIS IN BANKING & FINANCE**

A minimum 92 credits are needed for graduation distributed as follows: A total of 45 credits are needed in the major (business core requirements: 33 credits; emphasis requirements: 12 credits; other requirements: 9 credits; free electives: 10 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in banking and finance. This area of emphasis prepares students for the management of private and public institutions’ financial structures. It helps them develop skills in the field of financial analysis, as well as managerial skills in the money and commodities’ markets. It prepares qualified personnel and a potential executive for Lebanon’s banking sector and the financial service industry.

**Required Courses (12 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN302</td>
<td>Financial Institutions &amp; Markets</td>
<td>3</td>
</tr>
<tr>
<td>FIN311</td>
<td>Banking Operations</td>
<td>3</td>
</tr>
<tr>
<td>FIN411</td>
<td>Security Analysis &amp; Portfolio Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN413</td>
<td>Corporate Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: The student has 3 credits in free electives. The student is encouraged to take ECO201 and ECO202 as part of Liberal Arts Curriculum, which will free up six additional credits in free electives.
Business Electives/Other Requirements (9 credits):
Choose any nine credits of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC431</td>
<td>Financial Statements Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FIN321</td>
<td>Introduction to Insurance</td>
<td>3</td>
</tr>
<tr>
<td>FIN322</td>
<td>Global Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN323</td>
<td>Islamic Banking and Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN399</td>
<td>Internship/Practicum</td>
<td>1</td>
</tr>
<tr>
<td>FIN401</td>
<td>Senior Seminar in Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN421</td>
<td>Financial Derivatives</td>
<td>3</td>
</tr>
<tr>
<td>MGT236</td>
<td>Communication Skills</td>
<td>1</td>
</tr>
<tr>
<td>MGT336</td>
<td>Developing a Business Plan</td>
<td>1</td>
</tr>
<tr>
<td>MGT436</td>
<td>Personality and Career Development</td>
<td>1</td>
</tr>
<tr>
<td>OPM301</td>
<td>Operation and Production Management</td>
<td>3</td>
</tr>
<tr>
<td>QBA301</td>
<td>Intermediate Managerial Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

B.S. IN BUSINESS WITH EMPHASIS
IN FAMILY AND ENTREPRENEURIAL BUSINESS MANAGEMENT

A minimum 92 credits are needed for graduation distributed as follows: A total of 45 credits are needed in the major (business core requirements: 33 credits; emphasis requirements: 12 credits), other requirements (9 credits), and free electives (10 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in family and entrepreneurial business management.

This area of emphasis caters to students who belong to families already in business and who wish to preserve its continuity, maintaining the family’s wealth from generation to generation. The emphasis is also intended for students who wish to start their own businesses as it encourages entrepreneurship and the building of solid guidelines for future business start-ups.

The courses in this emphasis are designed in such a way that they address the complex workings and challenges of family-owned and family-run businesses. Students will not only get working knowledge of the tools and concepts involved, but they will also develop action plans for their family businesses, manage growth opportunities, and acquire, frameworks, analytical skills, techniques, and decision making tools that can be used in the growing entrepreneurial businesses.

Emphasis Requirements (12 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEM301</td>
<td>Entrepreneurial &amp; Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>FEM304</td>
<td>Family Business Management</td>
<td>3</td>
</tr>
<tr>
<td>FEM322</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FEM333</td>
<td>Venture Capital &amp; Entrepreneurial Financing</td>
<td>3</td>
</tr>
</tbody>
</table>

Other Requirements (9 credits)

Choose any nine credits of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO301</td>
<td>Managerial Economics</td>
<td>3</td>
</tr>
<tr>
<td>FEM311</td>
<td>Small Business Start-Up Lab</td>
<td>3</td>
</tr>
<tr>
<td>FEM399</td>
<td>Internship/Practicum</td>
<td>1</td>
</tr>
<tr>
<td>FEM488</td>
<td>Special Topics in Family &amp; Entrepreneurial Business</td>
<td>3</td>
</tr>
<tr>
<td>IBS311</td>
<td>Managing Multinational Corporations</td>
<td>3</td>
</tr>
<tr>
<td>MGT236</td>
<td>Communication Skills</td>
<td>1</td>
</tr>
<tr>
<td>MGT301</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT336</td>
<td>Developing a Business Plan</td>
<td>1</td>
</tr>
<tr>
<td>MGT401</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT436</td>
<td>Personality and Career Development</td>
<td>1</td>
</tr>
<tr>
<td>MGT441</td>
<td>Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT421</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>OPM301</td>
<td>Operation and Production Management</td>
<td>3</td>
</tr>
<tr>
<td>QBA301</td>
<td>Intermediate Managerial Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>
B.S. IN BUSINESS WITH EMPHASIS IN INFORMATION TECHNOLOGY MANAGEMENT

A minimum 92 credits are needed for graduation distributed as follows: A total of 48 credits are needed in the major (business core requirements: 33 credits; emphasis requirements: 15 credits; other requirements: 9 credits; free electives: 7 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in Information Technology Management.

This area of emphasis strives to develop future business leaders and decision makers, and prepares students for high managerial positions in any career paths they choose to pursue.

**Emphasis Requirements (15 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITM201</td>
<td>Computer Programming</td>
<td>3</td>
</tr>
<tr>
<td>ITM301</td>
<td>Business Data Communication</td>
<td>3</td>
</tr>
<tr>
<td>ITM302</td>
<td>Data and Information Management</td>
<td>3</td>
</tr>
<tr>
<td>ITM311</td>
<td>Information Technology Management II</td>
<td>3</td>
</tr>
<tr>
<td>ITM420</td>
<td>System Analysis and Design</td>
<td>3</td>
</tr>
</tbody>
</table>

**Other Requirements (9 credits)**

Choose any nine credits of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITM401</td>
<td>Information Security and Protection</td>
<td>3</td>
</tr>
<tr>
<td>ITM402</td>
<td>Business Intelligence</td>
<td>3</td>
</tr>
<tr>
<td>ITM403</td>
<td>Information Technology Project Management</td>
<td>3</td>
</tr>
<tr>
<td>ITM399</td>
<td>Internship/Practicum</td>
<td>1</td>
</tr>
<tr>
<td>MGT236</td>
<td>Communication Skills</td>
<td>1</td>
</tr>
<tr>
<td>MGT336</td>
<td>Developing a Business Plan</td>
<td>1</td>
</tr>
<tr>
<td>MGT436</td>
<td>Personality and Career Development</td>
<td>1</td>
</tr>
<tr>
<td>OPM301</td>
<td>Operation and Production Management</td>
<td>3</td>
</tr>
<tr>
<td>ITM231</td>
<td>E-Business</td>
<td>3</td>
</tr>
</tbody>
</table>

B.S. IN BUSINESS WITH EMPHASIS IN INTERNATIONAL BUSINESS

A minimum 92 credits are needed for graduation distributed as follows: A total of 48 credits are needed in the major (business core requirements: 33 credits; emphasis requirements: 15 credits; other requirements: 9 credits; free electives: 7 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in international business context.

This area of emphasis provides a global perspective on management, finance, marketing, international affairs, and economics, while providing students with a firm foundation in the fundamentals of the business curriculum. The field aims at preparing students for work in the global marketplace as business professionals who can understand and exploit the dynamics of global business and finance.

**Emphasis Requirements (18 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO401</td>
<td>International Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN302</td>
<td>Financial Institutions &amp; Markets</td>
<td>3</td>
</tr>
<tr>
<td>IBS311</td>
<td>Managing the Multinational Corporation</td>
<td>3</td>
</tr>
<tr>
<td>IBS321</td>
<td>Global Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>IBS499</td>
<td>Senior Study/Internship</td>
<td>3</td>
</tr>
<tr>
<td>MKT311</td>
<td>International Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Other Requirements (9 credits)**

Choose any nine credits of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS311</td>
<td>Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>ECO311</td>
<td>Economic Development</td>
<td>3</td>
</tr>
<tr>
<td>FEM488</td>
<td>Special Topics in Family &amp; Entrepreneurial Business</td>
<td>3</td>
</tr>
<tr>
<td>HOM321</td>
<td>Tourism Economic &amp; Cultural Impact</td>
<td>3</td>
</tr>
<tr>
<td>MGT399</td>
<td>Internship/Practicum</td>
<td>1</td>
</tr>
<tr>
<td>MGT236</td>
<td>Communication Skills</td>
<td>1</td>
</tr>
<tr>
<td>MGT336</td>
<td>Developing a Business Plan</td>
<td>1</td>
</tr>
<tr>
<td>MGT436</td>
<td>Personality and Career Development</td>
<td>1</td>
</tr>
</tbody>
</table>
B.S. IN BUSINESS WITH EMPHASIS IN MANAGEMENT

A minimum 92 credits are needed for graduation distributed as follows: A total of 45 credits are needed in the major (business core requirements: 33 credits, emphasis requirements: 12 credits; other requirements: 9 credits; free electives: 10 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in management context.

This area of emphasis helps students develop skills on how to manage people, materials, equipment, information and other resources used in the production of goods and services. It helps the students to understand the decision-making process in firms, and it develops in them an orderly and systematic way of thinking. It also prepares them for graduate work or for supervisory positions in areas such as purchasing, inventory control, operations scheduling, operations cost control, etc.

**Emphasis Requirements (12 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO301</td>
<td>Managerial Economics</td>
<td>3</td>
</tr>
<tr>
<td>MGT301</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT401</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT441</td>
<td>Human Resources Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Other Requirements (9 credits)**

Choose any nine credits of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS311</td>
<td>Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>FEM301</td>
<td>Entrepreneurial &amp; Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>FEM304</td>
<td>Family Business Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN302</td>
<td>Financial Institutions &amp; Markets</td>
<td>3</td>
</tr>
<tr>
<td>HOM205</td>
<td>Lodging Management &amp; Operations</td>
<td>3</td>
</tr>
</tbody>
</table>

B.S. IN BUSINESS WITH EMPHASIS IN MARKETING

A minimum 92 credits are needed for graduation distributed as follows: A total of 45 credits are needed in the emphasis (business core requirements: 33 credits; emphasis requirements: 12 credits; other requirements: 9 credits; free electives: 10 credits), other than the Liberal Arts Curriculum (34 credits), to provide students with the skills and knowledge in marketing context.

This area of emphasis acquaints students with a full range of skills and knowledge in business management, with a focus on marketing. It instills in students an awareness of the problems of visual design in the world of business and industry. It makes them understand the activities involved in transferring goods and services from producers to consumers, and prepares them for graduate studies, as well as careers in: sales, advertising, public relations, product management, wholesaling, retailing, and market research.

**Emphasis Requirements (12 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT304</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT311</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT421</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT498</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Other Requirements (9 credits)**

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MGT236</td>
<td>Communication Skills</td>
<td>1</td>
</tr>
<tr>
<td>MGT336</td>
<td>Developing a Business Plan</td>
<td>1</td>
</tr>
</tbody>
</table>
### COURSE DESCRIPTIONS

#### ACCOUNTING

**ACC203 Financial Accounting [3-0, 3 cr.]**
An introduction to the theory and practice of accounting and financial reporting that enables students to understand and hence use financial information in decision making. The course covers the accounting cycle, the preparation of financial statements, and accounting for assets, liabilities, equities, revenues and expenses. Computer application of the above topics is used in the learning process.

*Equivalent to: ACC201 Accounting I.*

*Prerequisites: None*

**ACC204 Managerial Accounting [3-0, 3 cr.]**
This course provides an introduction to Managerial Accounting. Development of managerial decision-making skills is stressed through the coverage of the following topics: Job-order costing; Process costing; Activity-based costing; Cost-Volume-Profit analysis; Profit planning & budgeting; Segment reporting; Relevant costs; Capital budgeting. Computer application of the above topics is used in the learning process.

*Prerequisites: ACC203 Financial Accounting*

**ACC302 Cost Accounting [3-0, 3 cr.]**
This course is an intensive study of the concepts and methods used in cost accumulation for financial reporting, planning and control, and managerial decision-making. Topics include cost allocation, job process and direct costing, and standard cost systems.

*Prerequisites: ACC203 Financial Accounting and ACC204 Managerial Accounting.*

**ACC310 Accounting Information Systems [3-0, 3 cr.]**
This course deals with how computer-based accounting information systems perform the managerial and financial accounting functions. System development and controls are also covered. Topics include hardware and software considerations, system flowcharting, system controls, and systems for general ledger, working capital, and fixed assets.

*Prerequisites: ACC203 Financial Accounting and ACC204 Managerial Accounting.*

**ACC311 Intermediate Accounting I [3-0, 3 cr.]**
An in-depth study of accounting issues related to the measurement and reporting of assets, liabilities and income in accordance with IRFS; emphasis is placed on the theory behind the numbers. The course covers: accounting conceptual framework, the use of time value of money in accounting, accounting for assets and liabilities, and the preparation of financial statements. Computer application of the above topics is used in the learning process.

*Equivalent to: ACC301 Intermediate Accounting*

*Prerequisites: ACC204 Managerial Accounting*

**ACC312 Intermediate Accounting II [3-0, 3 cr.]**
A continuation of Intermediate Accounting I, this course is an in depth study of the various components of stockholders’ equity. The course also includes a fairly detailed study of accounting for investment, income taxes, leases, pensions, revenue recognition, preparation of the statement of cash flows, and foot notes disclosures. Computer application of the above topics is used in the learning process.

*Prerequisites: ACC311 Intermediate Accounting I*
ACC401 Advanced Accounting [3-o, 3 cr.]
This course emphasizes the application of advanced accounting concepts to specialized business entities such as partnerships, branches, affiliated companies, government entities, and the analysis and solution of problems that arise in the application of these concepts. Topics include accounting for partnerships and branches, consolidated financial statements, segment reporting, reorganization, and liquidation.
Prerequisites: ACC312 Intermediate Accounting II

ACC405 Forensic Accounting [3-o, 3 cr.]
The course covers many types of financial statement fraud, including asset misappropriation, fraudulent financial statements, tax fraud, and electronic fraud. Topics include the detection, prevention, investigation and resolution of various types of fraud. Guest speakers and videos can be used to enhance the real-world nature of the course.
Prerequisites: ACC312 Intermediate Accounting II, ACC 401 Advanced Accounting

ACC412 External Auditing [3-o, 3 cr.]
This course covers the environment of auditing, and the concepts and methods used by independent auditors in gathering audit evidence and in formulating audit opinions. Topics include auditors’ professional responsibilities, audit planning, the study and evaluation of internal control, and auditing of transactions and balances.
Prerequisites: ACC312 Intermediate Accounting II

ACC 413 Internal Audit [3-o, 3 cr.]
The course develops an understanding and appreciation of the role of internal auditing in an organization. It covers the operational approach of the internal auditor in areas such as purchasing, production, personnel, financial management, computer operations and international operations. The course also considers the planning and organizing of an internal audit department and coordination with the outside auditor.
Prerequisites: ACC312 Intermediate Accounting II, ACC 401 Advanced Accounting

ACC415 Tax Accounting [3-o, 3 cr.]
This course considers the principles of taxation and makes a comparative study between the United States and the Lebanese tax laws.
Prerequisites: ACC312 Intermediate Accounting II

ACC420 Information Technology Audit (IT Audit) [3-o, 3 cr.]
The course introduces typical aspects of information technology (IT) audits: the audits of computerized information systems, the computer facility, and the process of developing and implementing information system. Students will learn to plan, conduct, and report on these three types of IT audits. Additional topics covered by the course include challenges posed by emerging information technologies, advanced audit software, business continuity planning, and the role of the IT auditor as an advisor to management.
Prerequisites: ACC312 Intermediate Accounting II, ACC 401 Advanced Accounting

ACC431 Financial Statements Analysis [3-o, 3 cr.]
Financial Statements provide users with a quantitative picture of the company. This course integrates and enhances students’ knowledge of Financial Accounting Principles and Managerial Finance to help them develop the skills needed to understand, analyze, interpret, and accordingly adjust the information contained in a company financial statements. Emphasis is placed on how managers/investors/financial analysts use this information to make well-informed decisions and conclusions with regard to the firm’s operating and financial performance, financial strength, and value.
Prerequisites: ACC203 Financial Accounting, FIN301 Managerial Finance

BANKING & FINANCE

FIN301 Managerial Finance [3-o, 3 cr.]
This course is concerned with the firm’s investment and financing decisions. Students learn how financial managers raise funds for their corporations and how they allocate these funds among the assets of the firm. Topics include: Goal of the financial managers, cash flow estimation, financial statement analysis, time value of money, risk and return, valuation of bonds and stocks,
and capital budgeting.

Prerequisites: ACC203 Financial Accounting and a completion of 24 credits

FIN302 Financial Institutions & Markets [3-0, 3 cr.]
This course focuses on understanding the operations of financial institutions, markets, and instruments. Topics include central banks and other financial institutions as well as the types of financial markets and instruments, and interest rates.

Prerequisites: ACC203 Financial Accounting; ACC204 Managerial Accounting; ECO201 Microeconomics and ECO202 Macroeconomics

FIN311 Banking Operations [3-0, 3 cr.]
This course is concerned with the management of commercial banks’ operations. It provides students with a description and analysis of those operations. It also covers the techniques and tools commercial bank managers apply to perform their job. Topics include the structure and internal organization of banks, lending policies, asset and liability management, risk management and capital adequacy.

Prerequisites: FIN 301 Managerial Finance and FIN 302 Financial Institutions and Markets

FIN321 Introduction to Insurance [3-0, 3 cr.]
This course covers the theory of risk management and insurance, the institutional aspects of the insurance industry, and the decision-making tools used in the insurance industry.

Prerequisites: FIN 301 Managerial Finance and FIN 302 Financial Institutions and Markets

FIN322 Global Financial Management [3-0, 3 cr.]
This course explores the global financial environment in which a multinational firm operates. The course covers foreign exchange markets, international financial markets, international capital flows, international investing, and international trade and risk management issues. In addition, the course will discuss financial tools used by managers of firms operating in a global market.

Prerequisites: FIN 301 Managerial Finance and FIN 302 Financial Institutions and Markets

FIN323 Islamic Banking and Finance [3-0, 3 cr.]
This course focuses on the principles and implications of the Islamic Shariah (law) pertaining to the economic and financial systems. It covers the operations of Islamic banks by examining various debt-based and profit-sharing financing instruments as well as liquidity and risk management techniques. It reviews different Islamic investment vehicles, including Shariah-compliant equities, Sukuk, and Takaful investments.

Prerequisites: FIN 301 Managerial Finance, FIN 302 Financial Institutions and Markets, and FIN311 Banking Operations

FIN401 Corporate Finance [3-0, 3 cr.]
This course is concerned with the following topics: short- and long-term financial management, including capital budgeting with uncertainty, capital structure, dividend policy, corporate governance, and mergers and acquisitions. It emphasizes the case study approach to learning.

Prerequisites: FIN 301 Managerial Finance and FIN 302 Financial Institutions and Markets

FIN411 Security Analysis & Portfolio Management [3-0, 3 cr.]
This course is concerned with the analysis, evaluation, and trading of financial securities. It also covers bond and stock portfolio management, which includes the topics of: risk and return, diversification, efficient portfolios, market efficiency, and the Capital Asset Pricing Model. Students will gain hands-on experience by managing a portfolio of securities during the term.

Prerequisites: FIN 301 Managerial Finance and FIN 302 Financial Institutions and Markets

FIN421 Financial Derivatives [3-0, 3 cr.]
This course is concerned with derivative securities and markets. Topics include options, option markets, option strategies, option pricing models, futures,
futures markets, futures’ strategies, futures’ pricing models, and swaps and financial risk management using derivatives. 

Prerequisites: FIN411 Security Analysis and Portfolio Management.

FIN431/ACC431 Financial Statements Analysis [3-0, 3 cr.] 
Financial Statements provide users with a quantitative picture of the company. This course integrates and enhances students’ knowledge of Financial Accounting Principles and Managerial Finance to help them develop the skills needed to understand, analyze, interpret, and accordingly adjust the information contained in a company’s financial statements. Emphasis is placed on how managers/investors/financial analysts use this information to make well-informed decisions and conclusions with regard to the firm’s operating and financial performance, financial strength, and value. 

Prerequisites: ACC203 Financial Accounting, ACC204 Managerial Accounting, and FIN301 Managerial Finance

FAMILY & ENTREPRENEURIAL BUSINESS

FEB301 Entrepreneurship and Small Business Management [3-0, 3 cr.] 
This course is designed to address the complex workings of small family-owned and run businesses. It will give students a working knowledge of the tools and concepts involved in preparing a business plan. Topical coverage includes foundations of entrepreneurship, forms of ownership and franchising, methods for determining the value of a business, marketing and financial considerations in building a business plan, managing inventory in small businesses, quality control and just-in-time techniques, managing human resources in the family businesses, techniques for enhancing profitability, and global aspects of entrepreneurship. 

Prerequisites: MGT201 Introduction to Management.

FEB304 Family Business Management [3-0, 3 cr.] 
This course is designed to address the challenges unique to family-owned and run businesses. It will help students develop action plans for their family businesses. Topical coverage includes concepts of corporate governance versus classical governance, structures of a family business, key elements of a governance structure, family businesses versus board of directors, securing succession as a key governance measure, handling the control task as a key governance measure, ownership and developmental dimensions, founders and entrepreneurial experience, and the structures and plans guiding developments. Other topics include families as sources of capital, leadership in family businesses, separating family life and work life, how to work with family relations, children in the family business, working with siblings, working with the expected family, divorce/marriage, and other complexities affecting the business, dynamics of succession, managing the transition, sibling rivalry, and multi-generational issues. 

Prerequisites: MGT201 Introduction to Management.

FEB311 Small Business Startup Laboratory [3-0, 3 cr.] 
The objective of this course is to encourage students to start new businesses and to address functional ways of startups. It will include topics such as the types of new businesses, new markets and the web, how to start marketing on the web, creating and designing your webpage, electronic commerce and the future, how to find new products, how to sell online, evaluation of potential startups, site selection and layout, competitive advantage and marketing research, pricing and credit policies, and preparing small businesses to go global. The course includes a laboratory and students will end up with a feasibility study or a business plan. 

Prerequisites: senior standing, MGT201 Introduction to Management and MKT201 Introduction to Marketing.

FEB321 Venture Growth Strategies for Entrepreneurs [3-0, 3 cr.] 
This course is designed to help entrepreneurs manage growth opportunities. It will provide students with a series of frameworks, analytical skills, techniques, and decision-making tools, which can be used in growing entrepreneurial businesses. The course attempts to combine various innovative pedagogical techniques in developing students’ understanding of growth management in a dynamic environment. Teams of students will be asked to manage companies
in their growing phases, making appropriate decisions regarding all the functional aspects of the business through computer simulation. Exercises and presentations are built around the simulation. The course will also include financing options, going public, and tapping capital markets.

Prerequisites: MGT201 Introduction to Management and FIN201 Managerial Finance.

**FEM322 Entrepreneurial Marketing [3-0, 3 cr.]**
This course addresses the marketing challenges facing entrepreneurial firms in their pre and post-start-up. In a small business, the marketing function cuts across the entire company affecting every aspect of its operation, from finance and production to hiring and purchasing, as well as the company’s ultimate success. As the business environment becomes more turbulent and competition becomes more intense, small business owners must understand the importance of developing creative business strategies. However, the entrepreneur is often undercapitalized, understaffed, and lacks the time and resources needed to respond to these challenges in traditional ways. Therefore, this course looks specifically at how to develop and implement a marketing plan in such a context. The focus is on the strategies and tactics that work for entrepreneurs on limited budgets with special attention to conventional marketing strategies.

Prerequisites: MKT201 Introduction to Marketing

**FEM333 Venture Capital & Entrepreneurial Financing [3-0, 3 cr.]**
Raising money to launch and grow a new business venture has always been a challenge for entrepreneurs. However, achieving success depends heavily on the financial knowledge and skill of the entrepreneur. This course introduces students to the financial theories, concepts, and methods that entrepreneurs need to start, grow, and harvest the business. It looks at the process of financing, managing and evaluating a venture including: exploring external financing options (equity-debt capital), the super angel market, cash flow management, forecasting, feasibility, valuation, legal considerations, and exit strategies. In addition, this course introduces a variety of financial topics that relate to small businesses, such as: initial public offering, growing via strategic alliances and valuing the business.

Prerequisites: FIN301 Managerial Finance
Equivalent to: FEB321 Venture Growth Strategies for Entrepreneurs

**FEB488 Topics in Family and Entrepreneurial Business [3-0, 3 cr.]**
This course covers a wide range of topics, focusing on the latest developments in entrepreneurship, and setting-up and managing small and medium enterprises. The course could be taken more than once for credit when topics differ.

Prerequisites: Refer to Family & Entrepreneurial Business requirements, and the specific topics offered.

**INFORMATION TECHNOLOGY MANAGEMENT**

**ITM201 Computer Programming [3-0, 3 cr.]**
Introduction to the fundamental concepts of programming from an object-oriented perspective. Topics are drawn from classes and objects, abstraction, encapsulation, data types, calling methods and passing parameters, decisions, loops, arrays and collections, documentation, testing and debugging, exceptions, design issues, inheritance, and polymorphic variables and methods.

Prerequisites: none

**ITM211 Information Technology Management I [3-0, 3 cr.]**
This course covers the problems of managing the information system resource, combining case studies and lectures, to facilitate critical thinking on computer acquisition, information systems development, and organizational development of end-user computing.

Prerequisites: CSC 201 Computer Applications or higher numbered Computer Science course.

**ITM230 Introduction to Health Informatics [3-0, 3 cr.]**
This course presents an introduction to Health Informatics from a management perspective and provides an overview of contemporary issues related to the application of information technologies (IT) in health care. It is divided into three parts that emphasize concepts and approaches useful for future
managers in health care organizations. The first part of the course introduces students to the health care management and health informatics concepts, and highlights the critical role of IT in transforming today’s healthcare environment. The second part presents an overview of IT applications and tools that enhance information integration, and support timely decision making, and delivery of health care services. The third part focuses on socio-organizational factors related to the development, implementation, adoption, and evaluation of health IT in organizations.

Prerequisites: ITM211 Information Technology Management

ITM231 E-Business [3-o, 3 cr.]
This course provides an overview of e-commerce from both technological and managerial perspectives. It introduces e-commerce frameworks, and technological foundations; and examines basic concepts such as strategic formulation for e-commerce enterprises, management of their capital structures and public policy. This course is designed to familiarize students with current and emerging electronic commerce technologies using the Internet. Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce Web site design, and social, political and ethical issues associated with electronic commerce, and business plans for technology ventures.

Prerequisites: ITM211 Information Technology Management.

ITM232 Enterprise Resource Planning (ERP) [3-o, 3 cr.]
Enterprise Resource Planning (ERP) systems exemplify a substantial business investment. ERP systems can help to assure competitiveness, receptiveness to customer needs, efficiency, and flexibility in operating a business in a global economy. Implementing ERP allows companies to re-engineer business practices around “best practices” and to leverage integrated information resources. This course is designed to give you the skills and knowledge you need to successfully plan, design, and implement ERP systems.

Prerequisites: ITM211 Information Technology Management.

ITM301 Business Data Communication [3-o, 3 cr.]
This course is intended to provide you with knowledge and understanding of basic concepts of data communication in business environments as well as of computer networks and protocols. The material will be presented in the context of the Internet reference model, with particular focus on the physical, network, transport, and application layers. Frequently used protocols are presented (Mainly TCP/IP suite), which illustrate concepts and provide insight into practical networks.

Prerequisites: ITM211 Information Technology Management.

ITM302 Data and Information Management [3-o, 3 cr.]
This course offers an introduction to the core concepts in data and information management. It is focused around the core skills of recognizing organizational information requirements, modeling them using conceptual data modeling techniques, translating the conceptual data models into relational data models and validating the structural characteristics with normalization techniques, and implementing and utilizing a relational database.

Prerequisites: ITM201 Computer Programming.

ITM330 Financial and Accounting Information Systems [3-o, 3 cr.]
The course provides instruction in the impact and use of information technology in the financial services sector and accounting transactions, including exposure to and experience with different kinds of financial services and accounting software applications common to the financial and accounting industries.

Prerequisites: ITM211 Information Technology Management.

ITM350 Technology Management [3-o, 3 cr.]
This course will provide the students with the necessary tools to understand in depth the internal operating mechanics of the organization, evaluate various technologies available on the market, suggest appropriate technology solutions, implement the technology and evaluate the results.

Prerequisites: ITM211 Information Technology Management.
**ITM398 IT Emerging Topics [3-o, 3 cr.]**
This elective course enables the program to address the latest topics and issues in the information technology field. It will present students with new and innovative IS technologies and will assess how these new systems are influencing modern organizations.

*Prerequisites: ITM211 Information Technology Management*

**ITM401 Information Security and Protection [3-o, 3 cr.]**
This course will provide the students with the necessary knowledge for a comprehensive coverage of information security, risk management, planning, implementing and managing various security technologies to protect the organization information infrastructure. Students will also learn about the legal, ethical and professional issues in information technology.

*Prerequisites: ITM301 Business Data Communications*

**ITM402 Business Intelligence [3-o, 3 cr.]**
Business Intelligence (BI) is essentially the timely, accurate, high value and actionable business insights and the work processes and technologies used to obtain them. This is an introductory course. It will introduce business students to the theoretical concepts and practical applications of BI as a decision support tool so that they can identify problems and opportunities in their companies and apply these techniques. Statistical expertise is neither expected nor essential. Basic statistical concepts will be integrated in the course content. Special attention would be given to existing real-world applications that make use of BI and data mining techniques.

*Prerequisites: ITM302 Data and Information Management*

**ITM403 Information Technology Project Management [3-o, 3 cr.]**
This course focuses on the basic aspects related to project management as it applies to the IT context. It introduces students to the most common challenges and risks associated with IT projects. It also presents the management role and major management skills that support the success of these projects, and are essential for delivering IT projects on time, within budget, and according to the desired specifications.

*Prerequisites: ITM211 Information Technology Management*

**ITM420 System Analysis and Design [3-o, 3 cr.]**
This is a capstone course where students are engaged in projects that are comprehensive in nature. The emphasis will be on utilizing the knowledge and skills acquired through the program in designing and implementing in a form of a project reflecting the Technical-Management interface function required from the MIS graduate. This course will explore the techniques of object-oriented analysis, and design. The emphasis will be upon the development of clean interfaces that permit easy modification and reuse of software components. Students will learn how to use object-oriented techniques in support of programming.

*Prerequisites: ITM211 Information Technology Management, senior standing*

**ITM430 Information Systems Strategy [3-o, 3 cr.]**
Technology is changing so fast and most organizations’ survival depends on IT, so planning its effective use is a matter of organizational life and death. IT strategy is gaining attention by businesses. This course explores the concepts and activities involved in developing and delivery IT value to an organization. It takes a senior management perspective in exploring the acquisition, development and implementation of plans and policies to achieve efficient and effective information systems planning and the various approaches that are used in IT strategic systems planning.

*Prerequisites: ITM211 Information Technology Management*

**INTERNATIONAL BUSINESS**

**IBS311 Managing the Multinational Corporation [3-o, 3 cr.]**
The course covers the strategies and tactics that international managers use to design, operate, control and implement business activities in the modern world, by emphasizing various functions of international business, including distribution and logistics, production, global sourcing, export strategies and sales, strategic alliances, and international human resources management. The course then covers the coordination of complementary tasks among a diverse number of international units, be they branches, subsidiaries, sales offices, or shipping points.

*Prerequisites: MGT201 Intro. to Management and MKT201 Intro. to Marketing.*
IBS321 Global Financial Management [3-o, 3 cr.]
The course covers the environment of international financial management, foreign exchange risk management, multinational working capital management, financing foreign operations, special financing vehicles, international banking trends and strategies, corporate strategy and foreign direct investment, and the measurement and management of country risk.
Prerequisites: FIN301 Managerial Finance.

IBS488 Topics in International Business [3-o, 3 cr.]
This course covers a broad range of topics in international business, including growth through international expansion, multinationals, and designing and managing global operations. The course could be taken more than once for credit when topics differ.
Prerequisites: Refer to International Business requirements and the specific topic offered.

MANAGEMENT

MGT201 Introduction to Management [3-o, 3 cr.]
This course is a study of the management principles and concepts, specifically its history and philosophy, in addition to the processes, decision-making, planning, organizing, actuating and controlling.

MGT236 Communication Skills [1-o, 1 cr.]
A fifteen-hour workshop format that relies on in-class discussions designed to introduce students to teamwork and interpersonal communication skills within a business setting. Students will encounter a set of communication practices such as verbal and non-verbal communication, group communication, writing CV and Business letters, listening skills.
Prerequisites: Business Major, Sophomore Standing

MGT301 Organizational Behavior [3-o, 3 cr.]
This course covers the organizations’ social psychology, which includes individual perception, motivation, and learning and communication style. It also covers group dynamics, as related to problem solving and decision-making, leadership style, word structuring and the larger environment.
Prerequisites: MGT201 Introduction to Management.

MGT336 Developing a Business Plan [1-o, 1 cr.]
This course is designed to help students acquire the necessary knowledge and skills needed to prepare a comprehensive integrated written business plan. The course will equip the students with the basis for elaborating the different sections of the plan as expected by financing agents. Through the learning process, the students will learn the principles of undertaking a thorough analysis of the different organizational forms and departments, products and services, human resources capacities, markets and marketing programs, as well as financial status and financing tools.
Prerequisites: Business Major, junior standing

MGT401 Project Management [3-o, 3 cr.]
This course covers the problems of managing projects on identification, design, appraisal, selection, organization, operations, supervision and control, completion and evaluation.
Prerequisites: senior standing, ACC202 Principles of Accounting II and MGT201 Introduction to Management.

MGT420 Strategic Planning and Policy Formulation [3-o, 3 cr.]
This course is intended to be a challenging capstone course for the undergraduate business school curriculum. It is first and foremost a course about “managing for success” and achieving competitive advantage. The course is designed to equip students with the core concepts, frameworks and techniques of strategic management. It provides them with tools to understand and manage the strategic planning process. It enlightens students with the fundamentals of strategic planning and grants them broader insights into strategy formulations and implementations. It is tailored to address all business emphases and to provide a comprehensive and in-depth strategic planning techniques that are applicable to different industries. In analyzing multidisciplinary business case studies, students will practically integrate much of the knowledge gained in the
core business curriculum.  
Prerequisites: at least 27 credits of core courses completed, senior standing.

**MGT436 Personality and Career Development [1-0, 1 cr.]**
A fifteen-hour workshop designed to introduce students to the importance of personality styles in shaping their careers. Students will be more knowledgeable and understanding of their behavioral preferences that can have significant effects on their career success. Students will also learn how to evaluate and develop their personality styles to match their career objectives.  
Prerequisites: Business Major, senior standing

**MGT441 Human Resources Development [3-0, 3 cr.]**
This course is based on the functions of management. It provides the students with the tools necessary to run contemporary functions applied in human resources development. Having known the classical functions of personnel management, and based on the continuous change of organizations, students will cover the advanced topics in strategic management of human resources, training and development, performance appraisal management, career planning, technology implementation, and other new happenings in the realm of human resources.

**MGT450 Special Topics in Management [3-0, 3 cr.]**
This course covers management topics not usually included in the curriculum. It offers a detailed understanding of timely issues and applications in the worlds of production and management, both in private and public frameworks. Operations and production management, entrepreneurship, and small-business management are covered, among other topics. This course requires the consent of the program advisor.

**MGT499 Senior Study [3-0, 3 cr.]**
This course involves case studies, research readings, and field projects. It looks at recent research topics from a practical standpoint.  
Prerequisites: senior standing.

**MARKETING**

**MKT201 Introduction to Marketing [3-0, 3 cr.]**
This course exposes students to various elements of the marketing mix including product pricing, promotion and distribution decisions, as well as environmental factors affecting the marketing process. Topical coverage includes an overview of the dynamic marketing environment, the consumer and business marketing and their buying behaviors, and last but not least the process of market segmentation, targeting and positioning.

**MKT302 Integrated Marketing Communication [3-0, 3 cr.]**
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 segmentation, targeting, positioning, buyer behavior, and branding with planning, budgeting, and executing a comprehensive, integrated marketing communication program from message development through media selection. Topical coverage includes: the formulation and analysis of promotional objectives; the development of promotional campaigns that convert qualified leads into prospects, prospects into new customers, and new customers into long-term relationship partners; the integration of marketing communication knowing how different media work synergistically; the allocation of budget among different promotional tools, media selection, and consumer response to different messages. Prerequisites: MKT201 Introduction to Marketing.

**MKT304 Consumer Behavior [3-0, 3 cr.]**
This course examines the consumer decision making process and the effects of external environmental influences (culture, subculture, social class, reference groups, family, and personal influences) and internal psychological influences on such a process. Focusing on the customer as the key to market success, this course introduces students to the different frameworks of consumer behavior and organizational buying models, and explains how these behaviors are influenced by principles of learning, motivation, personality, lifestyle, perception and
group influence. The principles from a number of disciplines are used to explain buying behavior, including: economics, psychology, social psychology, sociology, and anthropology.

Prerequisites: MKT201 Introduction to Marketing.

**MKT305 Services Marketing [3-0, 3 cr.]**
The course examines the growing role of services marketing and presents the challenges frequently encountered in the marketing of intangibles such as: the inability to inventory, the difficulty to synchronize demand and supply, and the complexity of controlling the performance quality of human interactions. The course will consider marketing in industries that deal primarily in services (such as financial services, hospitality services, transportation companies, educational institutions, and professional services) but also from the perspective of every organization, as service is an essential part of the offering of every company. Topical coverage includes: key service delivery elements; service quality measurements; service recovery strategies; service blueprinting; and other key issues facing today’s customer service providers.

Prerequisites: MKT201 Introduction to Marketing

**MKT308 Hospitality Marketing [3-0, 3 cr.]**
This course focuses on the application of marketing principles to the hospitality industry. It course uncovers the application of basic marketing concepts and research methods, and the design of marketing strategies for a hospitality business. Topical coverage includes: the unique attributes of marketing within hospitality industries; the design of an appropriate marketing mix to meet guest needs and achieve company goals; the development of marketing information systems that meet a hospitality company’s marketing information needs and the use of these sources to anticipate future developments and develop services that meet the emerging needs of guests; the design of a distribution mix of hospitality networks, as well as appropriate pricing and communication mix strategies to deliver services effectively and efficiently; the preparation of a delivery system that enhances the moments of truth that are characteristic of the hospitality provider’s daily interactions with guests.

Prerequisites: MKT201 Introduction to Marketing

**MKT310 Retailing and Merchandizing [3-0, 3 cr.]**
This course offers an in-depth examination of the dynamic retail industry. Retailing is the business of selling consumer goods to final consumers, and this business is continuously evolving. Retailers are particularly affected by changes in the consumer population, changes in the economic, social, technological, and political environment, and changes in competitive conditions. The course examines the main requirements of effective retail management, including: adequate financial structure, necessary physical facilities, effective policies and procedures, and competence, loyalty, and productiveness of personnel. Topical coverage also includes: planning, management, and execution of activities taking place in the selling of goods to the end consumer; product placing and development, pricing alternatives, location options, and the promotion of offerings; branding in the retail industry; international retailing; and online retailing strategy.

Prerequisites: MKT201 Introduction to Marketing.

**MKT311 International Marketing [3-0, 3 cr.]**
This course presents an overview of the unique aspects of marketing in the international business environment and provides the framework upon which multinational marketing management can be based. The course focuses on assessing international marketing opportunities, as well as formulating and implementing international marketing strategies covering the four areas of the marketing mix, namely: product planning, pricing, promotion and channels of distribution. Topical coverage includes: the economic, cultural, political, legal and other environmental influences on international marketing; and the importance of linking international marketing with the overall business strategy.

Prerequisites: MKT201 Introduction to Marketing.

**MKT412 E-Marketing [3-0, 3 cr.]**
The course offers a broad overview of e-Marketing principles and best practices. E-Marketing is the process of creating, communicating and exchanging value between different stakeholders using information technology, generally over the Internet. By adding an online presence to their existing structure, most organizations are becoming hybrid entities. The ability to think strategically
in a fast changing E-Marketing landscape became an essential skill for every business-oriented individual given the changes brought forth by the electronic medium in the expectations of both customers and business partners. Topical coverage includes among other issues: marketing communications strategies and tactics for the World Wide Web; distribution channels; implications of e-Marketing for customer relations; online privacy, security issues and cyber law. *Prerequisites: MKT201 Introduction to Marketing.*

**MKT421 Marketing Research [3-0, 3 cr.]**
This course outlines the fundamentals of research methodology and its application to the solution of marketing problems. It provides students with the analytical tools to collect, analyze, and interpret market data for marketing decisions. The course introduces the marketing research process and the various steps of problem definition, research design, questionnaire construction, sampling, qualitative and quantitative data analysis, evaluation and presentation of research findings. Topical coverage also includes: principles of scientific research, techniques, methodological problems, organization, and management of marketing research. *Prerequisites: MKT201 Introduction to Marketing, QBA201 Managerial Statistics and ECO201 Microeconomics, or the consent of the department.*

**MKT488 Topics in Marketing [3-0, 3 cr.]**
This is a variable content course in marketing in which students pursue subjects of current interest that are not part of the regular curriculum. Topical coverage includes among other issues: advertising and sales promotion, public relations management, guerrilla marketing, nonprofit and social marketing, brand management, entrepreneurial marketing, green marketing, franchising, and marketing in an economy of scarcity. Other topics can be developed as well. The course content reflects contemporary developments and the special interests of instructors and students, and accordingly could be taken more than once for credit when topics differ. A specific course description will be published online in the Course Schedule for the semester the course is offered. *Prerequisites: MKT201 Introduction to Marketing.*

**MKT498 Marketing Strategy [3-0, 3 cr.]**
This analytical course examines marketing activities from the viewpoint of a marketing executive. It applies marketing principles, practices, and theories to the formulation of strategic marketing plans and solutions for local and global markets. Topical coverage includes: diagnosing marketing problems, identifying opportunities, analyzing alternative courses of action, and recommending sound marketing strategies and action plans. The course will allow students to recognize the factors that influence the success likelihood of their marketing decisions and thereby improve their marketing decision-making. Students will also learn how to create a comprehensive marketing plan that appropriately plots a suitable course of action. *Prerequisites: senior-level standing.*

**GENERAL BUSINESS**

**BUS105 Business Mathematics**
This is a freshman course for students admitted to the Business School. The course equips students with the mathematical skills required to better understand the many concepts and tools that are encountered in their studies in business and economics. Solving simultaneous equation systems, identifying the difference between linear and non-linear functions and equations, learning the basic rules of differentiation and integration, and recognizing the use of exponential and logarithmic functions are some of the topics covered in the course.

**BUS201 Introduction to Business [3-0, 3 cr.]**
This course is an introductory survey of the business environment. Topics include basic business functions and their interrelationships, accounting, finance, management, marketing and economics.

**BUS202 Business Communication [3-0, 3 cr.]**
This course entails the development of writing skills applied to various forms of business communication. *Prerequisites: ENG101 English II and ENG102 English III.*
**BUS205 Survey of Economics and Marketing [3-0, 3 cr.]**
This course is an introduction to the basic principles of microeconomics and marketing. The course addresses the theory of consumer behavior, cost and price determination, the elements of the marketing mix, as well as the product, pricing, promotion, and distribution decisions.
This course is not open to students majoring in Business, or to those who have taken either ECO201 Microeconomics or MKT201 Introduction to Marketing.

**BUS213 Business Law and Ethics [3-0, 3 cr.]**
This course is an introduction to the American/Lebanese legal environment. It entails the survey of the American/Lebanese judicial system, business ethics, contract laws, business organization, antitrust law and commercial agencies; all in a comparative approach.
*Prerequisites: None*
*Equivalent: BUS203 Business Law*

**BUS299 Civic Engagement Course [0 cr.]**
This is a mandatory zero credit (Pass/Fail basis) civic engagement course for all students in the B.S. Business Studies program. It is a guided community service experience based on a plan designed by the School in cooperation with the Outreach and Civic Engagement Department.
*Prerequisites: Business Major, Good Academic Standing*

**BUS311 Research Methods [3-0, 3 cr.]**
This course acquaints students with the importance of research in business. Topics include a research proposal design, data collection, and descriptive and statistical analysis.
*Prerequisites: QBA201 Managerial Statistics*

**QBA201 Managerial Statistics [3-0, 3 cr.]**
This course covers the basic concepts in descriptive and inferential statistics relevant to managerial decision making. Topics include data analysis, probability, random variables, sampling distributions, estimation, hypothesis testing and regression. Examples and case studies are drawn from finance, marketing, and management to aid understanding of the statistical techniques and assist in their implementation. Extensive use of statistical software package tools is made for representing and analyzing data.
*Equivalent: BUS210 Business Statistics*

**QBA301 Intermediate Business Statistics [3-0, 3 cr.]**
This course addresses more advanced topics in statistics for business students.
*Prerequisites: BUS210 Business Statistics.*

**OPM301 Operation and Production Management [3-0, 3 cr.]**
This course introduces students to the concepts and quantitative methods for solving problems in manufacturing and service operations. It presents a systematic study of managerial and mathematical techniques for the production of goods and services. The course develops your knowledge of resource planning. Topics include but are not limited to: operations and supply chain management, process design, quality management, supply and demand planning, and scheduling. Student work will focus on the application of these concepts to actual business situations.
*Prerequisites: QBA201 Managerial Statistics or equivalent*
MINISSION
The minor in Business will provide the LAU general student community with the opportunity to combine with their primary fields of study a basic knowledge of Business.

GOAL AND OBJECTIVES
The minor in Business has the following goal and objectives:

Goal
The student will have an understanding of the basic aspects of business.

Objectives
• The student will know the fundamentals of accounting, economics, finance, marketing and management.
• The student will have the foundation to pursue an M.B.A.

REQUIREMENTS
The minor in business requires a total of 18 credits distributed as follows:

Core courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKT201</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGT201</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>ACC203</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECO201</td>
<td>Introduction to Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>or ECO202</td>
<td>Introduction to Macroeconomics</td>
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<tr>
<td>FIN301</td>
<td>Managerial Finance</td>
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</tbody>
</table>

Plus one upper-level course, requiring departmental approval and declaration of minor, from the following list:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT301</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>MKT304</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>FEB304</td>
<td>Family Business Management</td>
</tr>
<tr>
<td>FIN302</td>
<td>Financial Institutions and Markets</td>
</tr>
<tr>
<td>ITM301</td>
<td>Operation and Production Management</td>
</tr>
<tr>
<td>HOM304</td>
<td>Hotel Operations</td>
</tr>
</tbody>
</table>

Non-business students will no longer be allowed to register in any business course other than the named 18 credits for minor. The only exception would be those courses that are required for minor or core in non-business degrees. The additional resources needed to provide the minor in business depends on the enrollment level in the program.
Bachelor of Science (B.S.) in Economics

MISSION

The mission of the economics program is to train students to become well-rounded economists that have solid grounding in economic theory and its applications. The program prepares students for careers in the private or public sectors. The program also serves as a solid foundation for graduate school in economics and related disciplines.

GOALS AND OUTCOMES

- **Goal 1:** The graduate will possess knowledge of core economic principles, theories and quantitative tools.
  - **Outcome 1.1:** The graduate will be able to demonstrate knowledge of key economic principles and theories of the macro and micro dimensions of market economies.
  - **Outcome 1.2:** The graduate will be able to express economic relationships using graphical and mathematical tools, and to empirically examine such relationships using regression methods.
- **Goal 2:** The graduate will have the ability to use economic analysis for the solution of business and organizational problems.
  - **Outcome 2.1:** The graduate will be able to propose a solution to a business or economic problem using qualitative and quantitative reasoning.
- **Goal 3:** The graduate will have an understanding of the workings of economic policy instruments and objectives, and the linkages between the public sector and the private economy.
  - **Outcome 3.1:** The graduate will be able to apply economic theories to the design of macroeconomic and microeconomic public policies, and relate how non-economic considerations affect public policy formulations and outcomes.
- **Goal 4:** The graduate will use written and oral communication effectively.
  - **Outcome 4.1:** The graduate will be able to deliver an effective oral presentation.
  - **Outcome 4.2:** The graduate will be able to demonstrate effective written communication.

CURRICULUM

The B.S. in Economics (92 credits), a program to be included in AACSB process, is as follows:

<table>
<thead>
<tr>
<th>Business Requirements (12 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC203 Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECO340 Economics of Organizations and Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN301 Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKT201 Introduction to Marketing</td>
<td>3</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantitative Requirements (10 credits)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>QBA201 Managerial Statistics</td>
<td>3</td>
</tr>
<tr>
<td>ECO304 Mathematical Methods for Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECO332 Introductory Econometrics</td>
<td>4</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Economics Requirements (12 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO201 Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO202 Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO305 Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO306 Intermediate Macroeconomics</td>
<td>3</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Economics Electives (18 credits)</th>
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</thead>
<tbody>
<tr>
<td>3 credits from:</td>
</tr>
<tr>
<td>ECO344 Economics, Ethics and Philosophy</td>
</tr>
<tr>
<td>ECO346 Foundations of Political Economy</td>
</tr>
</tbody>
</table>
3 credits from:

ECO311 Economic Development 3
ECO333 Comparative Economic Systems 3

12 credits from:

ECO422 Public Finance 3
ECO320 Environmental, Resource and Energy Economics 3
ECO420 Monetary Theory and Policy 3
ECO335 International Economics 3
ECO402 Special Topics in Economics 3
ECO342 Labor and Human Resource Economics 3

Liberal Arts Core Requirements (13 credits)

ARA2-/3- Arabic Language/Literature 3
CSC201 Computer Applications 1
ENG202 Sophomore Rhetoric 3
ENG203 Fundamentals of Oral Communication 3
HLT201 Basic Health 1
PED2— Physical Education 1
ETH201 Moral Reasoning 1

Liberal Arts (LAC) Electives (21 credits) (remaining 9 credits)

—— Sciences & Quantitative Reasoning 3–9
—— Social Sciences

ECO201 and ECO202 Microeconomics and Macroeconomics 3–9
—— Philosophy, Religion, History
—— Literature
—— Arts

Free Electives (12 credits)

COURSE DESCRIPTIONS

ECO201 Microeconomics [3-0, 3 cr.]
This course is an introductory course dealing with the nature and scope of economics, consumer behavior, theory of the firm, price determination, and allocation of resources.

ECO202 Macroeconomics [3-0, 3 cr.]
This course is an introductory course dealing with the principles of national income accounting, national income determination, macroeconomics’ objectives and policy instruments, and the relative effectiveness of fiscal and monetary policies in stabilizing the economy.

ECO304 Mathematical Methods for Economics [3-0, 3 cr.]
This course covers advanced mathematical methods and tools used in modern economics. The course includes a brief calculus review, matrix theory, constrained optimization, and elements of game theory and dynamical syste Prerequisites: MTH105 Business Math or equivalent.

ECO305 Intermediate Microeconomics [3-0, 3 cr.]
This course covers in depth the theory and applications of consumer and producer behavior. It covers topics such as price/wage determination under various market structures, estimation of demand for a given product, analysis of a firm’s pricing strategies, levels of price discrimination, comparison of the welfare effects of different policies, and externalities and public goods. Prerequisites: ECO201 Microeconomics and ECO202 Macroeconomics.

ECO306 Intermediate Macroeconomics [3-0, 3 cr.]
This course uses the latest theoretical techniques and models in macroeconomics to address the measurement and determination of income, prices, employment, interest rates, and aggregate demand and supply. The course also stresses stabilization, fiscal and monetary policies, various schools of macroeconomic thought and the sources of instability in the private economy. Prerequisites: ECO201 Microeconomics and ECO202 Macroeconomics.
ECO311 Economic Development [3-0, 3 cr.]
This course covers the theories of economic development, planning and policies. The course also discusses the building of institutional mechanisms to achieve development. Prerequisites: ECO201 Microeconomics and ECO202 Macroeconomics.

ECO320 Environmental, Resource, and Energy Economics [3-0, 3 cr.]
This course introduces students to the basics of environmental and natural resource economics and the fundamentals of environmental policymaking. The first part of the course will discuss environmental pollution and policy solutions, the second part will discuss natural resource exploitation, sustainability and key issues in energy economics. The course also highlights scientific facts that shape environmental policy debates.
Prerequisites: ECO201, ECO202, ECO305.

ECO332 Introductory Econometrics [4-0, 4 cr.]
This course introduces students to the theory and practice of econometric analysis. The course will include simple regression models, multiple regression models, regression with discrete random variables, and topics in time series analysis.
Prerequisites: STA201 Business Statistics.

ECO333 Comparative Economic Systems [3-0, 3 cr.]
This course will examine the basic principles and institutions of past and contemporary economies, with a special emphasis on capitalist, socialist and mixed economic systems. The course provides information on the methodology to be employed in making economic and social comparisons across countries and regions, by exploring differences in institutions, policy and performance. In addition to comparing capitalist and socialist systems, the course will study the contemporary experience of transition from one economic system to another. The course will also devote attention to the growing interest in the comparative analysis of institutions in capitalist societies, and to the historical evolution of these institutions. This introduces students to recent comparative research on globalization and varieties of capitalism.
Prerequisites: ECO201, ECO202.

ECO335 International Economics [3-0, 3 cr.]
This course deals with the principles of trade, resource allocation among nations, international monetary and exchange rate arrangements, and trade restriction problems.
Prerequisites: ECO201 Microeconomics and ECO202 Macroeconomics.

ECO340 Economics of Organizations and Management [3-0, 3 cr.]
This course is an introduction to the economics of organizations and management. The course focuses on decision-making within a firm and strategic interactions among firms in industries. The objective is to develop the knowledge and strategies useful in making efficient business or managerial decisions both within firms and between firms in different market settings. The course will also study the application of economic models to address the effectiveness of organizations.
Prerequisites: ECO201, ECO202.

ECO342 Labor and Human Resource Economics [3-0, 3 cr.]
This course introduces students to the economic analysis of labor markets and theories of human resources economics. The course includes topics in labor demand and supply, human capital accumulation, wage determination, inequality in earnings, unions and collective bargaining, training and human-resource development, productivity and pay, and labor discriminations.
Prerequisites: ECO201, ECO202.

ECO344 Economics, Ethics and Philosophy [3-0, 3 cr.]
This course is an exploration of some topics at the intersection of economics, ethics and philosophy. The course will examine the ethical and philosophical foundations of normative economics, by seeking to understand the role of efficiency and equity considerations in economic behavior and policy-making. It seeks to investigate the role of ethical theories and concepts in comprehending economic life. The course will also examine questions concerning the methodology of economics, and the distinct nature of economics as a science. Some of the topics to be explored include rationality, self-interest, value, welfare, justice, optimality, models, causality and reductionism.
Prerequisites: ECO201, ECO202.
ECO346 Foundations of Political Economy [3-0, 3 cr.]
The course will address the fundamentals of political economy: production, exchange, value, and distribution. The course mainly is an exploration of the ideas of Adam Smith, Thomas Malthus, David Ricardo, Karl Marx and John Maynard Keynes. In addition, marginalist theory will be studied within the context of evolution of economic thought. The basic ideas of Veblen, Hayek and Schumpeter will also be briefly discussed. The course will draw lessons for the understanding of modern capitalism, in relation to issues such as technological change, market competition, wealth creation, income distribution, instability, long-run capitalist development, morality and class conflict. 
Prerequisites: ECO201, ECO202.

ECO402 Special Topics in Economics [3-0, 3 cr.]
This course deals with selected topics in economic theory. 
Prerequisites: At least 12 credits in economics courses. This course may be repeated for credit with the instructor’s consent.

ECO420 Monetary Theory and Policy [3-0, 3 cr.]
This course covers money and the banking system’s nature and functions. It also covers the interaction between the monetary and real sectors, money supply and demand analysis, and the theory and transmission mechanisms of monetary policy, and central banking. 
Prerequisites: ECO201 Microeconomics and ECO202 Macroeconomics.

ECO422 Public Finance and Fiscal Policy [3-0, 3 cr.]
This course addresses government intervention under conditions of market failure. Topics covered include public debt, government expenditure patterns, and tax structures. These are considered from the perspective of government services provision and as public policy instruments. 
Prerequisites: ECO201 Microeconomics and ECO202 Macroeconomics.

Minor in Economics

The minor in Economics provides the LAU general student community with the opportunity to combine with their primary fields of study a breadth of knowledge in economics. 

The minor is academically attractive to students in many majors such as engineering, computer science, mathematics, political science, history and pharmacy. The minor increases students’ chances of employability in many areas where these fields interact with economics. 

The minor also provides ideal preparation for graduate work in economics for those coming from quantitative scientific fields (e.g. physics, math, computer science, engineering) or for graduate work in multidisciplinary fields related to undergraduate studies in different fields such as financial engineering, construction and engineering management and economics, pharmaco-economics, health economics and political economy. 

The minor in economics requires a total of 18-19 credits distributed as follows:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO201</td>
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<td>Macroeconomics</td>
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</tr>
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<td>ECO305</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
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<td>Intermediate Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Plus any 6-7 credits from the following</td>
<td></td>
</tr>
<tr>
<td>ECO304</td>
<td>Mathematical Methods for Economics</td>
<td>3</td>
</tr>
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<td>ECO311</td>
<td>Economic Development</td>
<td>3</td>
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<td>ECO422</td>
<td>Public Finance</td>
<td>3</td>
</tr>
</tbody>
</table>
B.S. in Hospitality and Tourism Management

This rigorous three-year program covers all aspects of the hospitality and tourism industry. The program actively prepares students to be leaders in a global dynamic workplace. Our faculty has designed a curriculum that provides a solid foundation embedded in 25 credits of hospitality and tourism management core courses, 9 credits from broad choices in electives that invite students to explore their specific interests in hospitality and tourism management, along with 18 credits from required business courses and 6 credits of free elective courses. In order to fulfill their graduation requirements, students are expected to complete 122 credits if they join the university at the freshmen level, or 92 credits if they join the B.S. in Hospitality and Tourism Management at the sophomore level. Undergraduate students are advised to stick to the following degree plan to complete their graduation requirements in three years.

All hospitality students are required to complete 550 hours of internship. The internship could be completed at named local and international hospitality firms.

GOALS AND OUTCOMES

• **Goal 1:** The graduate will have essential knowledge of hospitality, tourism and related business disciplines.
  - **Outcome 1.1:** The graduate will demonstrate essential knowledge acquired in the field of hospitality, tourism management, and related disciplines.
  - **Outcome 1.2:** The graduate will demonstrate essential skills acquired through the use of hospitality technologies/software, materials, and equipment that closely simulate the workplace.

• **Goal 2:** The graduate will possess problem solving capabilities.
  - **Outcome 2.1:** The graduate will be able to identify and evaluate the challenges of operating a hospitality and tourism business.

• **Goal 3:** The graduate will have an awareness of social and ethical issues.
  - **Outcome 3.1:** The graduate will be able to examine the social and ethical issues involved in a hospitality and tourism industry specific case.

• **Goal 4:** The graduate will use written and oral communication effectively.
  - **Outcome 4.1:** The graduate will be able to deliver an effective oral presentation.
  - **Outcome 4.2:** The graduate will be able to demonstrate effective written communication.

PROGRAM REQUIREMENTS

The B.S. in Hospitality and Tourism Management would require a total of 61 credits distributed as follows:

- 18 credits required business courses
- 34 credits hospitality courses (25 credits core courses and 9 credits elective courses)
- 6 credits free elective courses

**Required Business Courses (18 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT201</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>QBA201</td>
<td>Managerial Statistics</td>
<td>3</td>
</tr>
<tr>
<td>BUS213</td>
<td>Business Law &amp; Ethics</td>
<td>3</td>
</tr>
<tr>
<td>ACC203</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>FIN301</td>
<td>Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT441</td>
<td>Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>*ECO201 &amp; 202</td>
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</tr>
</tbody>
</table>

**Hospitality Core Courses (34 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOM202</td>
<td>Hospitality and Tourism Management</td>
<td>3</td>
</tr>
<tr>
<td>HOM203</td>
<td>Food and Beverage Concept Development</td>
<td>3</td>
</tr>
</tbody>
</table>
HOM202 Hospitality and Tourism Management [3 cr.]
This course explores all aspects of the travel and tourism; lodging; foodservice; meetings, conventions expositions; leisure and recreation. Students are offered information on the array of careers available in the various segments of the hospitality industry.
Equivalence with old program: HOM201 and/or HOM211

HOM203 Food and Beverage Concept Development [3 cr.]
The students are exposed to a broad range of food and beverage concepts. Emphasis is given to the planning and operations of a Restaurant or Foodservice Operation. Areas such as menu planning and forecasting, food production systems equipment, food service and delivery systems, cost control (food & labor) and profit and loss statements are studied.
Equivalence with old program: HOM204

HOM205 Lodging Management and Operations [3 cr.]
This course is designed to provide the students with a general understanding of the dynamics of the lodging industry, and specifically the operations and management of today's modern hotels.
Equivalence with old program: HOM304

HOM215 Front Office Operations [1 cr.]
Front Office Management offers students the opportunity to acquire necessary knowledge and skills to provide the front desk services. Emphasis is placed on the interrelated elements of front desk operations. Topics include: communications and human relations, front office operations, reservation systems and procedures, determining room availability and rates, registration procedures, cashier and billing procedures, and night audit procedures.
Prerequisites: HOM205
HOM217 Housekeeping Management and Operations [1 cr.]  
This course covers practical and theoretical approaches with relations to housekeeping procedures. Students will acquire the following concepts: functions of room management, room inventory and assets, safe, sanitary and hygienic room environment, flow of work between department and their key sub-units.

HOM231 Wine, Spirits and Cigars [1 cr.]  
This course studies the appreciation of wine, spirits and cigars. This is a course designed to teach students about the quality, origin, characteristic, vintage and all other personalities that make a good wine superior.

HOM235 Franchising in the Hospitality Industry [1 cr.]  
This course introduces students to franchising as a means of business. The course emphasizes on the different aspects of hospitality franchising including history and development, franchisee-franchisor relationship, and legal aspects of franchising.

HOM239 Business Etiquette and Protocol [1 cr.]  
This course will allow the students to learn the importance of etiquette in business and social settings and the common courtesies in professional life, personal life, formalities, entertaining and entertainments, international, celebration and ceremonies and other situations.

HOM250 Food Preparation I [3 cr.]  
This course introduces students to the principles and fundamentals of basic cutting and cooking techniques, including meat, fish, poultry, vegetables, baking and pastry. Learned concepts and techniques will be demonstrated and practiced in a laboratory kitchen.

HOM254 Baking, Pastry and Chocolate [3 cr.]  
This course introduces students to baking, pastry and chocolate, with special emphasis on yeast bread, shorteners, sweetners, leaveners, cakes and batters, pastry dough, creams and mousses, glazes and frozen desserts.

HOM302 Hospitality Purchasing [3 cr.]  
This course acquaints students with the classifications/functions of the various food markets. It helps students understand the relationship between food specifications and purchasing methods, while enhancing students’ organizational skills in the administration of a successful purchasing department. The course involves the discussion of such concepts as purchasing methods, negotiations, market evaluation and regulations.

HOM306 Quantity Food Production/Catering [3 cr.]  
Using the functions of management, this course applies the principles of food production and cafeteria service in quantity for institutions, and commercial food service operations. This capstone food and beverage management course brings together food production, cost control, personnel, and organizational management, while providing students with an opportunity to exercise their ability and creativity in managing a catered event.

HOM308 Hospitality Cost Control [3 cr.]  
This course entails an analysis of the fundamentals and techniques of cost control in food service and hotel management. Management procedures to control costs from the purchase of products through the service are studied. Emphasis is placed on strategic planning, budgeting, efficiency, labor management and productivity, energy management, production, service, and computers, as they relate to controlling costs.  
Prerequisites: HOM203, ACC203

HOM321 Tourism Economic and Cultural Impact [3 cr.]  
This course covers the role of the economic and cultural impact of tourism in development and planning, as well as the nature of and the priorities given to tourism and tourism policies at national scales. This course presents important quantitative methods used by tourism planners, researchers and consultants.  
Prerequisites: HOM202
HOM323 System of Accounts in the Hospitality Industry [1 cr.]
This course covers financial record keeping and reporting, utilizing uniform systems of accounts for hotels, restaurants, clubs, with emphasis on payroll, statement analysis, and computer application. Prerequisites: ACC203

HOM324 Convention and Service Management [3 cr.]
This course is an overview of the convention industry. It includes meetings, trade shows, conferences, and incentive travel. The management of convention centers and its relationship with local government is also discussed. The course will focus on the operational management of trade shows, including design, construction, and risk management, as applied to project financing, fire protection, customer and workplace safety, and OSHA regulations. Prerequisites: HOM202

HOM444 Distribution Channels and Social Media [3 cr.]
This course aims at providing students with hands-on skills on Internet marketing, hospitality system and Excel, and teaching them how to work with technologies to achieve competitive advantage. Moreover, the course will allow students to conceptually survey recent information technology development, management information systems in the hospitality and tourism industry.

HOM455 Hospitality Revenue Management [3 cr.]
This course gives students a thorough understanding of the revenue management process and distribution channels. The course addresses the proper use and importance of revenue management in hospitality operations and describes the wide range of variables that must be considered in order to use revenue management effectively. Prerequisites: ACC 203, FIN 301, HOM202

HOM477 Hospitality Strategic Management [3 cr.]
The students will learn to develop a value-adding perspective to the process of strategic management. Students will evaluate the strategy of a hospitality and tourism business through its competitive methods, environmental analysis, resource allocation, core competencies and strategic investments. Prerequisites: senior standing

HOM488 Seminar in Hospitality and Tourism [3 cr.]
This course covers specific timely issues of RHI not covered in detail in the curriculum. This course may be substituted for another RHI course, given the consent of the program advisor.

HOM499 Senior Study Internship in RHI [0 cr.] [pass or fail]
This course is a supervised work-study program in a hotel. Students must enroll in this course in the summer of their junior year, for 15 hours a week, over a period of eight weeks. Students are expected to interview for positions in facilities, approved by an internship director. Prerequisites: HOM202, HOM203, HOM205, HOM217, junior standing
**MINOR IN HOSPITALITY AND TOURISM MANAGEMENT**

The minor in Hospitality and Tourism Management provides LAU students with the opportunity to capitalize on business education as a starting point for career in Hospitality and Tourism Management.

**PROGRAM OBJECTIVES**

1. Students will recognize the scope of the travel and tourism industry and its economic and cultural impact on local, national, and international markets.

2. Increase the chances of student employability in many areas where their primary fields interact with Hospitality and Tourism in the employment spheres.

3. Prepare students for graduate work in hotels, restaurants, theme parks, food processing and travel and tourism-related industries.

**CURRICULUM**

The minor in hospitality and tourism management requires a total of 18 credits distributed as follows:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOM202 or MGT 201</td>
<td>Hospitality and Tourism Management or Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>HOM203</td>
<td>Food and Beverage Concept Development</td>
<td>3</td>
</tr>
<tr>
<td>HOM205</td>
<td>Lodging Management and Operations</td>
<td>3</td>
</tr>
<tr>
<td>HOM321</td>
<td>Tourism Economic and Cultural Impact</td>
<td>3</td>
</tr>
<tr>
<td>HOM217</td>
<td>Housekeeping Management and Operations</td>
<td>1</td>
</tr>
<tr>
<td>HOM231</td>
<td>Wine, Spirits and Cigars</td>
<td>1</td>
</tr>
<tr>
<td>HOM239</td>
<td>Business Etiquette and Protocol</td>
<td>1</td>
</tr>
<tr>
<td>HOM250</td>
<td>Food Preparation I</td>
<td>3</td>
</tr>
</tbody>
</table>
In support of the School of Business mission the M.B.A. program provides students with high quality education that managers seek to be able to solve complex problems in their organizations in a global business environment. The M.B.A. program graduates business professionals with solid analytical, communication and leadership skills in an ethical framework. The program is developed to expose students to all functional areas in business such as management, finance, accounting, economics, statistics, MIS and marketing covered in six core courses and seven elective courses.

Since 1981, LAU has prepared men and women for key roles in managerial and professional positions in business and public organizations. In offering the Master of Business Administration (M.B.A.), LAU draws on a substantial and growing experience in undergraduate business education to provide a significant opportunity for advanced education to seekers of a business career from business or non-business background. Thus, the curriculum has been adapted to meet their diverse needs. In order to make the program accessible to those already active in management, a provision has been made for part-time students with classes at conveniently scheduled times.

M.B.A. Students must complete a total of 39 credits (21 credits for the core and 18 credits for the elective and research requirements). Students with non-business background are required to take remedial courses as decided by the school.

GOALS AND OUTCOMES

- **Goal 1:** The graduate will utilize appropriate techniques to effectively solve business problems.
  - **Outcome 1.1:** The graduate will be able to select and analyze relevant data and propose an optimal solution to a business problem.
- **Goal 2:** The graduate will be an effective team player.
  - **Outcome 2.1:** The graduate will be able to demonstrate effective involvement in a team and will be able to perform self and peer assessment.
- **Goal 3:** The graduate will possess an understanding of the ethical and social dimensions of decision making process.
  - **Outcome 3.1:** The graduate will be able to evaluate the social and ethical issues involved in a business case.
- **Goal 4:** The graduate will possess professional communication skills.
  - **Outcome 4.1:** The graduate will be able to demonstrate effective written communication skills.
  - **Outcome 4.2:** The graduate will be able to demonstrate effective oral communication skills.
ADMISSION

Applicants to the M.B.A. program are expected to have sound academic background. Prospective students must have completed a bachelor’s degree in business studies or an equivalent from a recognized university. Admission is granted on a selective and competitive basis to students who have demonstrated distinct academic ability and motivation by meeting at least the minimum requirements described below.

In addition to a satisfactory proof of English language proficiency as per LAU rules and regulations, applicants to the M.B.A. program are expected to meet the following admissions requirements:

• A 3.0 GPA on a scale of 4.0, or its equivalent;
• GMAT or GRE test scores (taken within the past five years prior to joining the M.B.A.);
• Letters of recommendation;
• Interview, if required.

Meeting these requirements, however, does not guarantee admission to the program. Although work experience is not a prerequisite for admission, the Graduate Admissions Committee considers applicants’ professional experience as an asset and welcomes the real world business experience that such students bring to the classroom. As such, “relevant work experience” is viewed favorably when studying an applicant’s file.

The School Graduate Admission Council (SGAC) calculates a Composite Index (CI) of both the GPA and GMAT. Admission is considered only if the applicant meets the CI minimum requirement. At the discretion of the School Graduate Admission Council, applicants who are short of meeting the 3.0 GPA and/or the 500 GMAT score might be considered for “probationary” admission provided they have “significant relevant work experience,” but have met the CI minimum requirement. Students admitted on probation will earn regular status upon the completion of 12 graduate credits with at least 3.0 in each course.

Qualified applicants with a B.A./B.S. in areas of study other than Business will be required to complete remedial courses as a prerequisite for core courses.

To be considered to the M.B.A. program at LAU, applicants must submit the following:

1. A completed application form.
2. Official transcript(s) from the undergraduate degree program(s) completed. Transcripts need to be sent directly to the Admissions Office. Failure to declare enrollment at other institutions could result in an invalidation of admission, and any credits or degrees earned.
3. Certified copies of all educational or professional degrees/certificates that the applicant has earned.
4. Recommendations from two professors who are familiar with the applicant’s academic performance.
5. A certificate of current and/or previous employment if it applies.
6. Official scores on the Test of English as a Foreign Language (TOEFL), or the English Entrance Exam (EEE) administered by LAU. Students may submit a minimum score of 90 on the Internet-based international TOEFL in lieu of taking the EEE. To register for the internet-based TOEFL, visit www.ets.org/toefl/ibt/about. Note: Applicants taking the TOEFL should sit for the international test. Institutional TOEFL is not accepted at LAU. The code for LAU is 2595.
7. Official score on the Graduate Management Admission Test (GMAT). To register for the GMAT, please visit www.mba.com. The code for LAU is 0954. Note: If you need help studying for the GMAT, contact the Continuing Education Program, which offers preparatory courses. Other programs may also be available in your area.
8. A photocopy of the Identity Card or Passport (should be the same as the nationality used in the registration process).
9. One recent passport-size colored photograph.
10. An interview, if required.
11. A non-refundable fee of $50 (LL 75,000) payable to LAU either in cash or by a check drawn on a Lebanese or US bank.
CURRICULUM

M.B.A. Core Requirements (21 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>ACC821</td>
<td>Financial Accounting</td>
<td>3</td>
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<tr>
<td>ECO811</td>
<td>Business Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN861</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT831</td>
<td>Management Theory</td>
<td>3</td>
</tr>
<tr>
<td>MGT851</td>
<td>Leadership, Ethics and Team Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT841</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>QBA851</td>
<td>Quantitative Methods in Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Students can choose to pursue one of the following remaining options for graduation:
- Take Six courses from the following list.
- Take Five courses from the following list and BUS898 Project in Business.
- Take four courses from the following list and BUS899 Thesis in Business.

M.B.A. Electives (18 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>ACC822</td>
<td>Management Accounting</td>
<td>3</td>
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<tr>
<td>ACC830</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BUS898</td>
<td>Project in Business</td>
<td>3</td>
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<tr>
<td>BUS899</td>
<td>Thesis in Business</td>
<td>3</td>
</tr>
<tr>
<td>FIN835</td>
<td>Commercial Bank Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN836</td>
<td>Modern Portfolio Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN837</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>FIN863</td>
<td>Financial Derivatives</td>
<td>3</td>
</tr>
<tr>
<td>ITM832</td>
<td>Management Systems</td>
<td>3</td>
</tr>
<tr>
<td>MGT833</td>
<td>Personnel Management &amp; HRD</td>
<td>3</td>
</tr>
<tr>
<td>MGT834</td>
<td>Project Planning and Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT839</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT872</td>
<td>Business Policy and Planning</td>
<td>3</td>
</tr>
<tr>
<td>MGT874</td>
<td>Trends Management</td>
<td>3</td>
</tr>
</tbody>
</table>

COURSE DESCRIPTIONS

ACC821 FINANCIAL ACCOUNTING [3-o, 3 cr.]
This course is an introduction to financial accounting concepts from a managerial viewpoint, emphasizing the use of financial information in decision-making. Topics include recording economic events, basic accounting concepts, essential accounting standards, interrelationship of financial statement elements, and the analysis, interpretation and use of internal and external data.

ACC822 Management Accounting [3-o, 3 cr.]
This course entails a study of the cost accounting applications and related techniques to decision-making, emphasizing control, and the use of internally-generated accounting data. Topics include cost allocation, variance analysis, budgeting and cost control system, responsibility reporting, and capital budgeting.

ACC830 Financial Statement Analysis [3-o, 3 cr.]
This course deals with the analysis of the financial statements of a corporation from a user’s perspective. The course stresses the use of tools, procedures, and techniques of financial statement analysis as they relate to firm performance. Topics include ratio analysis, cash flow analysis, and financial forecasting.

BUS898 Research Topic in Business [3-o, 3 cr.]
This course entails the application of research methods to a current topic relevant to business and business education in the Middle East. The thesis must incorporate the student’s hypothesis, test methods, test results, and conclusions,
in a report available to later researchers. In some cases, the faculty may authorize expanded research procedures resulting in high-quality publication.

**ECO811 Business Economics [3-0, 3 cr.]**
This course is an overview of microeconomics from a managerial decision-making standpoint, emphasizing and applying the basic concepts to selected problems. Topics include the firm's behavioral and managerial theories, determination of national income, demand estimation, cost determination, forecasting, and government regulation.

**FIN835 Commercial Bank Management [3-0, 3 cr.]**
This course covers commercial bank management policies and decisions. Analysis includes advanced treatment of asset–liability management, emphasizing risk management issues such as interest rates, liquidity, credit, capital, and off-balance sheet risk and activities. The analysis presents financial engineering techniques in risk management and evaluates bank performance.

**FIN836 Modern Portfolio Management [3-0, 3 cr.]**
This course applies concepts of efficient capital markets, modern portfolio theory, and asset pricing models to practical problems of security analysis, portfolio construction, optimization, and performance measurement. The analysis considers return and risk characteristics of various financial investment instruments and derivatives, including common stocks, bonds, futures, options, and forward contracts.

**FIN837 International Business [3-0, 3 cr.]**
This course is a field survey covering the cultural, economic, political and social environments of international business. The course emphasizes global finance and exchange rate determination, exports, imports, and country risk analysis.

**FIN861 Financial Management [3-0, 3 cr.]**
This course is a review of the concepts underlying the financing of a business, emphasizing the uses of capitalization and leverage for current operations and for future expansion. Topics include valuation theory, investment theory, financial planning and control, dividend policy and growth, alternative capitalization structures, appraisal of capital projects, and mergers and acquisitions.

**FIN863 Financial Derivatives [3-0, 3 cr.]**
This course deals with derivative securities. It focuses on the analysis of options, futures, option and futures' markets, and option and futures' strategies. In addition, it discusses option and futures' pricing models, and how derivatives are used in financial risk management.

**ITM832 Management Systems [3-0, 3 cr.]**
This course introduces students to recent practices in corporate information management. The course combines lectures and case studies, and encourages students to critically analyze the effects information technology has on most businesses and industries. Topics include email networking, telecommunication practices, EDI, executive information systems, and the concept of information resource management.

**MGT831 Management Theory [3-0, 3 cr.]**
This course is an introduction to management, organizational behavior, and development theories and practices, emphasizing applications in managerial situations. Topics include goal setting, manpower planning and control, motivational techniques, and problem-solving processes.

**MGT833 Personnel Management and Human Resources Development [3-0, 3 cr.]**
This course entails a critical look at organizations' principles, methods and resources. Topics include strategic human resource management for effective employee training and education within a development plan, corporate training roles, management issues on employment, recruiting, testing, selection and placement, job evaluation, wage and salary administration, labor relations and communication, performance evaluation, benefits and services, discipline, motivation and morale, and accident prevention and safety.

**MGT834 Project Planning and Management [3-0, 3 cr.]**
This course entails an examination of the techniques used to select, supervise and evaluate projects, emphasizing the application of project performance
control methods. Topics include needs analysis, alternative courses of action, optimum alternatives, project organization, operation and control, and project completion and evaluation.

**MGT839 Organizational Behavior [3-0, 3 cr.]**
This course explores human behavior at the individual, group and organizational level. Issues of leadership and management, conflict resolution, communications, decision-making power and political behavior, and stress and organizational change will be introduced.

**MGT851 Leadership, Ethics and Team Management [3-0, 3 cr.]**
This course is intended to explain how to be a successful ethical leader, covering the challenges of leadership, requiring realignment of values, developing skills which inspire others to follow, and to act. It details the key skills required to lead a team or those required to work within one team. The main subject areas which will be addressed are team building, team management, and the individual’s roles within the team, communication and problem solving.

**MGT872 Business Policy and Planning [3-0, 3 cr.]**
This course is an application of policy formulation and implementation concepts, emphasizing the practical use of managerial skills and theoretical frameworks. Topics include problem identification and definition, organizational goal setting, establishment, and performance review and evaluation.

**MGT874 Trends Management [3-0, 3 cr.]**
This course acquaints students with the concept of environmental scanning, along with the major business trends. Trends management techniques that measure qualitative and quantitative forces affecting the general and specific environments will be introduced.

**MGT875 Business Strategy & Innovation Management [3-0, 3 cr.]**
This course builds a foundation in business strategy and frameworks in planning and execution. It emphasizes innovation as a source of sustainable competitive advantage, and equips the graduate student with the theory and application of strategy, industry analysis, and operational maneuvers, to meet strategic objectives. Students go through case analysis of real-life situations drawn from different parts of the world.

**MKT840 Marketing Research Analysis**
This course aims at highlighting the importance of marketing research when designing marketing strategies and policies. Students will learn how to gather, analyze and present information that solves common marketing problems. Topics cover: tools for assessing information requirements, principles of qualitative, experimental and quantitative research designs, secondary and syndicated data sources, interviews and focus groups design, survey development, sampling methods, data collection planning, quality assessment, and analysis, interpretation/presentation of findings, online research and web surveys.

*Pre-requisite: MKT841 Marketing Management*

**MKT841 Marketing Management [3-0, 3 cr.]**
This course shows students how to manage the marketing process for organizations, to optimize the resource use and to maximize the benefits. It focuses on decision-making. Lectures, case studies, discussions and projects engage students in learning how best to manage scarce resources.

**MKT842 International and Global Marketing [3-0, 3 cr.]**
This course is designed to provide an appreciation of the critical role that marketing plays in the global economy and the various elements essential to global success. Attention is given to the exogenous global environment, coupled with an investigation of the significant factors that a firm must consider as it positions itself to enter the international marketplace.

**QBA851 Quantitative Methods in Business [3-0, 3 cr.]**
This course is an introduction to the application of mathematical techniques in business decision-making, emphasizing practical usage in management situations. Topics include linear programming, transportation problems, network planning, queueing theory, regression analysis, and modeling techniques.
The Executive M.B.A. program was the first to be offered in Lebanon and the Middle East. It started in February 2000. Since then dozens of executives graduated from the program and hold top management positions at several institutions.

The Executive M.B.A. program at LAU allows professionals to earn top executive training and education while holding senior positions at their respective organizations.

The program is developed to enhance students’ managerial as well as leadership skills. The program offers courses and seminars in all areas of business at flexible times to suit students’ busy life style. All courses are offered during the weekend.

The program is very rich in its diversity of the student body. Executive M.B.A. students join the program with different backgrounds. They hold degrees in engineering, pharmacy, law, business, and other areas. This diversity will cultivate students’ exposure and allow them to share their experience with their colleagues.

Joining the Executive M.B.A. at LAU will give you the privilege of enrolling in a rewarding endeavour. You will be taught and trained by a team of highly experienced faculty and professionals with a significant experience. The faculty will teach and expose you to the latest theoretical and practical managerial techniques to be applied on the job managerial situations.

GOALS AND OUTCOMES

- **Goal 1**: The graduate will utilize appropriate techniques to effectively solve business problems.
  - **Outcome 1.1** The graduate will be able to select and analyze relevant data and propose an optimal solution to a business problem.

- **Goal 2**: The graduate will possess enhanced leadership capabilities
  - **Outcome 2.1**: The graduate will demonstrate effective leadership skills

- **Goal 3**: The graduate will possess an understanding of the ethical and social dimensions of decision making process.
  - **Outcome 3.1** The graduate will be able to evaluate the social and ethical issues involved in a business case.

- **Goal 4**: The graduate will possess professional communication skills.
  - **Outcome 4.1**: The graduate will demonstrate effective written communication skills.
  - **Outcome 4.2**: The graduate will demonstrate effective oral communication skills.

ADMISSION REQUIREMENTS

The applicant is expected to have:

- A minimum GPA of 2.5/4 or its equivalent;
- Minimum GMAT score will be required for students with GPA of less than 2.5 (or its equivalent);
- The applicant should have a minimum of six years of working experience after earning B.A./B.S. or equivalent with a middle management or higher supervisory position;
- Proficiency in English. Applicants from non-English Universities have to demonstrate proficiency in English through:
  - A university-administered EEE exam (minimum score of 550)
  - A paper-based TOEFL (minimum score of 575)
  - An international-based TOEFL (minimum score of 90)
  - A computer-based TOEFL (minimum score of 233)
- All applicants will be interviewed for assessment by the admissions committee.
Meeting the conditions above does not automatically earn admission. The admissions committee has the final decision.

Up to 6 credits of non-remedial courses may be transferred from another graduate program. The transferred courses must be equivalent to existing E.M.B.A. courses and subject to approval of the graduate committee.

**PROGRAM & COURSE DESIGN**

The Executive M.B.A. is designed to sharpen the leadership skills of professionals. The E.M.B.A. program consists of 36 credits.

All candidates of the Executive Master of Business Administration degree must take 36 of the following courses to graduate. Each course is worth one credit.

<table>
<thead>
<tr>
<th>Core Courses (12 courses, 18 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC711 Accounting for Executives 1.5</td>
</tr>
<tr>
<td>ECO710 Applied Economics for Executives 1.5</td>
</tr>
<tr>
<td>FIN712 Executive Business Finance 1.5</td>
</tr>
<tr>
<td>FIN721 Corporate Financial Strategy 1.5</td>
</tr>
<tr>
<td>HRM754 Global Human Resource Management 1.5</td>
</tr>
<tr>
<td>MGT711 Strategic Management 1.5</td>
</tr>
<tr>
<td>MGT727 Managerial Negotiations 1.5</td>
</tr>
<tr>
<td>MGT734 Business Legal Environment, Ethics and Social Responsibility 1.5</td>
</tr>
<tr>
<td>MGT751 Executive Leadership &amp; Communication Skills 1.5</td>
</tr>
<tr>
<td>MKT711 Marketing Management for Executives 1.5</td>
</tr>
<tr>
<td>MKT735 Marketing Communications 1.5</td>
</tr>
<tr>
<td>QBA730 Business Analytics for Executives 1.5</td>
</tr>
</tbody>
</table>

**Elective Courses**

Students may choose any 12 courses (18 credits) from the following list of the 25 courses.

<table>
<thead>
<tr>
<th>Accounting</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC741 Financial Analysis</td>
</tr>
<tr>
<td>ACC781 Selected Topics in Accounting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Economics</th>
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</thead>
<tbody>
<tr>
<td>ECO716 Monetary Theory and Policy</td>
</tr>
<tr>
<td>ECO717 Fiscal Theory and Policy</td>
</tr>
<tr>
<td>ECO726 Econometrics and Forecasting</td>
</tr>
<tr>
<td>ECO781 Selected Topics in Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Finance</th>
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</thead>
<tbody>
<tr>
<td>FIN723 Bank Capital Management</td>
</tr>
<tr>
<td>FIN724 Bank Liquidity and Credit Management</td>
</tr>
<tr>
<td>FIN740 Investment Analysis</td>
</tr>
<tr>
<td>FIN747 Financial Risk Management 1.5</td>
</tr>
<tr>
<td>FIN781 Selected Topics in Finance</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Hospitality &amp; Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOM741 Issues in Hospitality and Tourism 3</td>
</tr>
<tr>
<td>HOM781 Selected Topics in Hospitality and Tourism</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITM</th>
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</thead>
<tbody>
<tr>
<td>ITM711 ITM for Executives 1.5</td>
</tr>
<tr>
<td>ITM781 Selected Topics in ITM 1.5</td>
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<table>
<thead>
<tr>
<th>Management</th>
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</thead>
<tbody>
<tr>
<td>MGT718 Executive Organizational Behavior 1.5</td>
</tr>
<tr>
<td>MGT720 Global Management 1.5</td>
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<tr>
<td>MGT721 Corporate Governance 1.5</td>
</tr>
<tr>
<td>MGT731 Leading Organizational Change 1.5</td>
</tr>
<tr>
<td>MGT756 Project Management and Planning 1.5</td>
</tr>
<tr>
<td>MGT777 Leadership Boot Camp 1.5</td>
</tr>
<tr>
<td>MGT781 Selected Topics in Management 1.5</td>
</tr>
</tbody>
</table>
COURSE DESCRIPTIONS

ACC711 Accounting for Executives [1.5 credits]
This course deals with financial statements as aid for decision-making, covers the accounting information the manager needs for planning, evaluation and control to maximize profitability. Topics include interpretation and uses of information contained in financial statements from a user’s perspective, accounting for liabilities and corporations stockholders’ equities, activity-based costing, cost allocation and job and process costing.

ACC741 Financial Analysis [1.5 credits]
This course deals with the analysis of the financial statements of a corporation from a user’s perspective. Topics include ratio analysis, cash flow analysis, and financial forecasting.

ACC781 Selected Topics in Accounting [1.5 credits]
This course discusses contemporary issues in Accounting.

ECO710 Applied Economics for Executives [1.5 credits]
This course equips executives and professionals with the economic tools needed for business decision making. It provides an overview of macroeconomic and microeconomic fundamentals. Topics include the determination of national income, economic fluctuations and economic growth. The course covers also market structures and strategic positioning of firms.

ECO716 Monetary Theory and Policy [1.5 credits]
The objective of this course is to provide an overview of how monetary policy interacts with financial markets. It covers the basic functioning of monetary policies in stabilizing economic activities. Topics include the role of central banks in managing and controlling monetary aggregates.

ECO717 Fiscal Theory and Policy [1.5 credits]
The objective of this course is to provide an overview of how fiscal policy interacts with the aggregate economy. It covers the basic functioning of fiscal policy in stabilizing economic activities. Topics include the different methods of financing government expenditures and the study of the economic basis for, and the impact of, government activity.

ECO726 Econometrics and Forecasting [1.5 credits]
This course introduces students to the methodology and applications of econometrics and forecasting techniques. Students will learn how to decompose a time series into its logical elements, to assess forecasting accuracy, and to implement forecasting procedures using professional software.

ECO781 Selected Topics in Economics [1.5 credits]
This course discusses contemporary issues in Economics.

FIN712 Executive Business Finance [1.5 credits]
This course covers in-depth the main tools an executive use to make financial decisions. Topics include time value of money, capital budgeting, the valuation of stocks and bonds, risk and expected return.
FIN721 Corporate Financial Strategy [1.5 credits]
This course deals with corporate financial decisions. Topics include capital structure, cost of capital, dividend and stock repurchase policy.
Prerequisites: ACC711 Accounting for Executives [1.5 credits]

FIN723 Bank Capital Management [1.5 credits]
This course deals with the management of bank capital. Topics include bank capital requirements, Basle Accords, and interest rate risk management.
Prerequisites: ACC711 Accounting for Executives [1.5 credits]

FIN724 Bank Liquidity and Credit Management [1.5 credits]
This course deals with bank liquidity problems and solutions. It also discusses credit analysis by addressing short and long-term loans to business firms, financial ratio analysis of a customer’s financial statements, and business loan applications.
Prerequisites: ACC711 Accounting for Executives [1.5 credits]

FIN740 Investment Analysis [1.5 credits]
This course deals with various investment instruments existing in the financial markets, security selection and wealth allocation. It discusses the concepts of risk, return, diversification, and optimal portfolio selection. The course also discusses different investment strategies and performance evaluation models.
Prerequisites: FIN712 Executive Business Finance

FIN747 Financial Risk Management [1.5 credits]
This course deals with options, futures, and forward contracts and markets. It also covers the mechanics of using options, futures and forward contracts in hedging investment portfolios.
Prerequisites: FIN712 Executive Business Finance

FIN781 Selected Topics in Finance [1.5 credits]
This course discusses contemporary issues in Finance.
Prerequisites: FIN712 Executive Business Finance

HOM741 Issues in Hospitality and Tourism [1.5 credits]
This course deals with issues encountered by tourism and hospitality professionals. Topics include differentiation between international and domestic tourists, forecasting and predicting growth and change.

HOM781 Selected Topics in Hospitality and Tourism [1.5 credits]
This course discusses contemporary issues in Hospitality and Tourism.

HRM754 Global Human Resource Management [1.5 credits]
This course deals with human capital as the key to success in any organization. Topics include the influence of changing technologies, corporate policies, and international competitive requirements on the decisions related to staffing, compensation, motivation and job satisfaction, employee relations, and human-resource development.

ITM711 ITM for Executives [1.5 credits]
This course discusses the use of Information Technology in Business decision making. Topics include (a) Use of Information Technology as a “Decision Support System” to enhance aspects of decision making in a given situation and (b) Use of Information Technology to explore and practice methodologies in “Data Analysis and Management”.

ITM781 Selected Topics in ITM [1.5 credits]
This course discusses contemporary issues in ITM.

MGT711 Strategic Management [1.5 credits]
The course exposes students to in-depth knowledge of strategic planning and strategy formulations. The course provides students with tools to manage and implement dynamic and evolving business strategies. It exposes students to various strategic management theories and analytical skills to drive efficiency and effectiveness into an organization’s core processes.

MGT718 Executive Organizational Behavior [1.5 credits]
This course discusses the interpersonal skills and management of small groups and teams required for organizational effectiveness. Topics include interpersonal
effectiveness, decision making and problem solving, effective group processes, and motivation of key employees.

**MGT720 Global Management [1.5 credits]**
This course explores the dynamic global environment of business management by exploring the political, legal, technological, competitive, and cultural factors that shape corporations worldwide. It will discuss various issues facing international business managers today around the globe.

**MGT721 Corporate Governance [1.5 credits]**
This course deals with the duties and responsibilities of board membership. Topics include way corporate governance operates in today’s challenging global business environment.

**MGT727 Managerial Negotiations [1.5 credits]**
This course deals with the skills a manager needs for carrying out negotiations at the internal level with employees and the external level with customers.

**MGT731 Leading Organizational Change [1.5 credits]**
This course focuses on the challenges leaders are facing during organizational changes and the skills needed to facilitate these changes. Topics include the key tasks of leading the strategic change process in organizations.

**MGT734 Business Legal Environment, Ethics and Social Responsibility [1.5 credits]**
This course deals with the Lebanese laws governing businesses and how these laws affect business strategy and decision making. It also covers the social responsibility of corporations. In addition, students also examine the ethical implications of business decisions.

**MGT751 Executive Leadership & Communication Skills [1.5 credits]**
This course focuses on leader’s skills and the difference between managers and leaders. Topics include communication skills a leader needs to influence others. Topics also include leader styles, traits, power, motivation and credibility

**MGT756 Project Management and Planning [1.5 credits]**
This course involves the selection of projects, their initiation, implementation, control and termination.

**MGT777 Leadership Boot Camp [1.5 credit]**
This workshop is designed to upgrade leadership skills of students to an advanced level. This advanced level entails less reliance on technical skills and more dependence on conceptual and interrelationship skills. The workshop allows students to exercise their leadership skills through real application that reinforces their ability to engage and motivate others into accomplishing particular tasks. The workshop will also assist students to transit from followers to leaders in organizations.

**MGT781 Selected Topics in Management [1.5 credits]**
This course discusses contemporary issues in Management. Prerequisites: MGT711 Strategic Management

**MKT711 Marketing Management for Executives [1.5 credits]**
This course exposes students to various elements of the marketing mix including product pricing, promotion and distribution decisions. In addition, the course discusses the factors influencing marketing decision-making and marketing strategies.

**MKT714 Advanced Consumer Behavior [1.5 credits]**
This course discusses the value of consumer behavior and a number of conceptual models explaining consumers’ motivations, decision-making and consumptions. The course explores models from psychology, sociology and provides new tools and examples of how the insights developed from these models have been utilized to build successful brands and shape consumer behavior.
MKT725 Strategic Marketing Research [1.5 credits]
This course deals with marketing research when designing marketing strategies and policies. Topics include techniques of data collection, evaluation of alternative sources of information, and methods of evaluating data and presenting the results.

Prerequisites: QBA 730 Business Analytics for Executives

MKT731 Advertising Strategy [1.5 credits]
This course deals with the development, evaluation and management of an advertising strategy. Topics include the structure of an advertising campaign, targeting and positioning, media analysis and creative strategy implementation.

MKT735 Marketing Communications [1.5 credits]
This course deals with planning marketing and promotional programs, and coordinating the various communication functions. Topics include communication theory, ethics in marketing communications, the formulation and analysis of marketing communication strategies, and the role of marketing communication in branding and corporate reputation.

MKT781 Selected Topics in Marketing [1.5 credits]
This course discusses contemporary issues in Marketing.

OPM711 Executive Operations Management [1.5 credits]
This course focuses on how the firm efficiently produces and distributes its goods and services. Topics include operations as a managerial integration function which provides frameworks and tools to target and implement improvements in business processes.

QBA730 Business Analytics for Executives [1.5 credits]
This course covers the statistical techniques and concepts that a manager uses in making decisions. Topics include problem formulation, sampling techniques, data collection and analysis; statistical inference, including estimation and sample size determination; and regression and correlation analysis.