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| School            |  |         |  |
| Major             | Bachelor in Hospitality and Tourism Management |         |  |
| Core Requirements |  |         |  |
| Code              | Title  | Credits | Description  |
| BACC200           | Financial Accounting                           | 3       | The course introduces the basic framework of accounting; it covers the basics of financial accounting from the accounting cycle through the presentation of financial statements. The course prepares the students to be capable of performing the different steps of the accounting cycle for service and merchandising businesses.   |
| BACC360           | Managerial Accounting                          | 3       | The course tackles the managerial use of accounting data to plan and control personnel and operations within a firm. Students will understand how accounting systems can provide information and data for managerial decision-making and influence management decisions. Students will master accounting analysis and will learn how to approach business problems from a management perspective. This course covers basic cost accounting and managerial accounting concepts. Topics include the distinction between financial accounting, managerial accounting and cost accounting, basic cost concepts, cost-volume-profit analysis, incremental analysis and decision-making, pricing, and budgeting. |
| BECO210           | Introduction to Microeconomics                 | 3       | This course is designed to introduce students to the basic methods and techniques that allow the micro units to make a proper choice, given scarcity. In this course, students are expected to learn how to calculate opportunity costs, determine comparative advantage, understand the theory of demand and supply, calculate equilibrium price and quantity, relate elasticity to total revenue, decide on the bundle of goods that maximizes consumer’s total utility, determine several costs and differentiate between two extreme markets: perfect competition and monopoly.  |
| BECO260           | Introduction to Macroeconomics                 | 3       | This course is designed to provide students with the foundations for understanding key economic indicators influencing the behavior of the economy as a whole. In this course students learn to calculate the nation's output (GDP), the unemployment rate and the price level, understand the Classical and the Keynesian models and analyze the effects of fiscal and monetary policies.   |
| BFIN300           | Business Finance                               | 3       | The course focuses on the principles of finance and their application in business corporations, with the main objective of maximizing shareholders’ wealth. Topics include discounted cash flow analysis, the various uses of funds, valuation models, management of working capital, cost of capital, capital budgeting, long term financing and dividend policy.   |
| BMGT200           | Introduction to Business Management            | 3       | The course focuses on how organizations operate in an era of rapid change, and the factors which determine how managers can operate effectively. Topics include the management function; the genesis of modern management; the development of management theory; the context in which managers operate; and managing organizations. The course integrates classical and modern concepts with a rich collection of contemporary real-world examples and cases. The course covers six major themes that guide the progress through the fascinating world of management, namely: Change, Skill development, Global economy, the Internet revolution, Diversity, and Ethics.                                   |

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| BMGT300 | Introduction to Business Law    | 3 | The course provides an in-depth conceptual and functional analysis and application of legal principles relevant to the conduct and understanding of commercial business transactions. Topics include the legal, ethical, and social environment of business; agencies, partnerships, and other forms of business organizations; and contracts and sales agreements. Relevant Lebanese laws and Salient legal aspects of international business are also discussed. Assignments may include conducting relevant research using computer databases and networks as well as other methods for accessing information.  |
| BMGT315 | Human Resource Management       | 3 | The course examines the role of the human resource manager in both public and private sector organizations. Topics include personnel planning, selection, appraisal, training and development, compensation, and international aspects. The course is rich with practical case studies, and complemented with research assignments in the field of human resource management.  |
| BMGT340 | Organizational Behavior         | 3 | This course allows the students to study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources. Organizational behavior (OB) highlights the significance of challenges and opportunities of OB, perception, attribution, learning, organizational change, organizational culture, engagement, leadership, and conflict management.  |
| BMGT380 | Business Ethics                 | 3 | The course focuses on the relationship of business ethics and social responsibility in both domestic and global settings. It explores the ethical and moral considerations of corporate conduct, social responsibilities, policies, and strategies, and emphasizes on the definition, scope, application, and analysis of ethical values as they relate to issues of public consequence in both the domestic and global environments. Special attention is given to moral problems such as the ethics of hiring and firing, bribery, and professional responsibility to society.   |
| BMIS300 | Management Information Systems  | 3 | The course provides an overview of Management Information Systems (MIS) within a business context with an emphasis on end-user computing. It covers MIS theory and practice as they relate to management and organization theories, current trends in MIS, managerial usage of information systems, and computer hardware, software, and telecommunications. It also provides experiential learning through exposure to various decision-support tools.  |
| BMGT360 | Research Methods for Business   | 3 | Research projects are immensely required by the vast majority of business analysts, managers, and other professionals to ensure optimal decision-making. From that perspective, analysts and key decision makers should possess necessary knowledge with regards to business research and its methodologies. This course discloses the importance of research in business and its contribution towards professional decision-making. It introduces students to the main required concepts in conducting research, covering all needed principal stages, essential terminologies, processes and methodologies that are vital in reporting and explaining the research-findings. |
| BMKT300 | Marketing Theory and Principles | 3 | The course introduces the concepts and principles of marketing, including the marketing of service and nonprofit organizations. Topics cover the marketing concepts, including relationship marketing, product development, pricing, promotion, marketing research, consumer behavior, international marketing, distribution, and internal marketing to employees. Practical case studies and research work constitute an integral part of the learning methodology.   |

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| IMGT490 | Global Strategic Management | 3 | Business Policies and Strategic Management is intended to be a challenging and integrative capstone course for the undergraduate business school curriculum. The course stresses the theme that a company achieves competitive advantage and experiences higher performance if its managers have a timely strategic game plan and implement it proficiently. While learning how to manage strategy, you will also be required to integrate the body of knowledge that you have assimilated in the business curriculum. The purpose of this integration is to enable you to develop a 'macro' or big picture perspective. Most of the business courses that you have taken so far have focused on a specific functional area, e.g. HRM, marketing, finance, etc., and/or have discussed a specific body of knowledge, e.g. economics, statistics, etc. This course is different from your previous courses. The issues dealt with by a manager during the process of strategy formulation and implementations are multifunctional and involve a dynamic array of variables. As a result, you will need to take a total enterprise perspective in assessing the pros and cons of a company's strategy. |
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| Major Requirements |  |         |  |
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| Code               | Title  | Credits | Description  |
| BHTM495            | Revenue Management                             | 3       | This course aims to broaden the understanding of Revenue Management in the Hospitality and Tourism fields. Tourism is a perishable, intangible, and a variable service. Therefore, careful management is required to reach customer satisfaction and maximum revenue. Revenue Management started with the Airline Industry. However, today many more industries use Revenue Management such as Hotels, Car rental, Train companies, and Entertainment companies. The revenue management course helps to predict consumer demand to optimize inventory and price availability in order to maximize revenue growth. This course will allow the students to understand and contribute to the revenue decisions made in hospitality and tourism services. Additionally, the course will teach the students to gather information about the market, be proactive, and use the information to divide the market and adjust the products through distribution; therefore, all of this will be presented to the right customer at the right time and at the right price. |
| BHTM305            | Introduction to Hospitality & Tourism Industry | 3       | The course constitutes the first step to become a hospitality student. It offers an overview of one of the largest industries in the world. The first step is to dispel the myth that hospitality management is only hotels and restaurants; it also includes airlines, cruises, catering, and event planning (just to name a few). The course does not only provide better understanding of hospitality but also ensures gaining useful skills.   |
| BHTM311            | Lodging Management (+Opera)                    | 3       | The course focuses on the concepts of organization, communication, ethics, and policy formulation in hotels with emphasis on the front office. It introduces the basic techniques and trends in systems and equipment available to meet the needs of management & guests.  |
| BHTM315            | Business Etiquette & Protocol                  | 3       | Job success is based mostly on soft skills, not only the technical knowledge. The course will be a guide for the students to interact effectively with colleagues, customers, and business associates. They will also learn the necessary social skills to ensure personal and professional success. The course includes the most critical areas that can help people succeed in climbing up the corporate ladder, such as; the basics of getting off on the right foot during the job interview to handling office politics to dining etiquette. Thus, it covers everything today's businessperson needs to know how to navigate the tricky world of etiquette.   |
| BHTM340            | Restaurant Management                          | 3       | The course concentrates on the comprehensive study of restaurant management. Students examine the complex and integrated nature of restaurant management. The course aims at preparing students to apply sound management principles to situations encountered within restaurant management.   |

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| BHTM445 | Conventions and Meetings Management                  | 3 | The course is an introduction to the environment and characteristics of the meetings, conventions, and exhibitions segments of the hospitality industry. The course emphasizes on managerial decisions involved in targeting, planning, organizing, selling and servicing activities in the Hospitality and Tourism industry.  |
| BHTM425 | Food and Beverage Cost Control                       | 3 | The course enables the students to become well familiarized with the theory and practice of internal cost control in the hospitality industry. Students will learn the importance of quality assurance versus cost impact on profitability management.   |
| BHTM498 | Senior Project in Hospitality and Tourism Management | 3 | The senior project course is designed to provide undergraduate students with basic knowledge in the field of research and to gain insights into how research is structured and helps the student to build their initial steps in research projects. Students will analyze contemporary business issues and problems in the area of concentration. Students will learn and understand the data presentation and analysis, project structure, referencing, and plagiarism. By the end of this course, students will be able to prepare a project, to know how to collect and analyze data; to construct a solution for the project, and to do a good referencing and in-text citation for their research. The senior project is supervised by a faculty member in the area of concentration. |

| General Education Requirements |   |         |  |
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| Code                           | Title                                       | Credits | Description  |
| ARAB200                        | Arabic Language and Literature              | 3       | This course is a comprehensive review of Arabic Grammar, Syntax, major literature and poetry styles, formal and business letters.  |
| BMTH210                        | Business and Managerial Math                | 3       | This course is designed to provide students with basic math skills useful in solving economics and business real-life problems. In this course, students learn to calculate the slope of a linear function, graph and solve non-linear functions, calculate arithmetic and geometric sequences and series, perform several operations including differentiation, partial derivatives, integration, and solve differential equations and matrices.  |
| BSTA205                        | Introduction to Business Statistics         | 3       | This course is designed to provide students with an introductory survey of many applications of descriptive statistics. In this course, students are expected to classify and graphically present data among different measurement levels. They are also expected to calculate measures of location and dispersion, understand the basic probability concepts, and examine discrete and continuous probability distributions.  |
| CSCI200                        | Introduction to Computers                   | 3       | The course aims at making students competent in computer-related skills. It is supposed to develop basic computer knowledge by providing an overview of the computer hardware and basic components as well as hands-on practice on common software applications such as Word, Excel, Power Point, Internet and Email. The student will learn how to use the new features of Microsoft Office 2010 mainly Word documents, Excel spreadsheets and PowerPoint presentations. On the surface, MS Office 2010 looks a lot different than previous versions (no more menus__toolbars!), but by learning to understand the dramatically changed, Ribbon-based interface, you'll quickly get back on the road to productivity. |
| CULT200                        | Introduction to Arab - Islamic Civilization | 3       | The purpose of this course is to acquaint students with the history and achievements of the Islamic civilization. Themes will include patterns of the political and spiritual leadership; cultural, artistic, and intellectual accomplishments<br>Prerequisites: ENGL051, ENGL101, ENGL151.  |
| ENGL201                        | Composition and Research Skills             | 3       | This course focuses on the development of writing skills appropriate to specific academic and professional purposes; the analysis and practice of various methods of organization and rhetorical patterns used in formal expository and persuasive writing; the refinement of critical reading strategies and library research techniques; and the completion of an academically acceptable library research paper. Prerequisites: ENGL150, ENGL151.   |

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| ENGL251 | Communication Skills | 3 | The objectives of this course are to improve students' writing skills for academic purposes by developing effective use of grammatical structures; analytical and critical reading skills; a sensitivity to rhetorical situation, style, and level of diction in academic reading and writing; and competence in using various methods of organization used in formal writing. |
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