School			
Major	Bachelor in Marketing		

Core Requirements			
Code	**Title**	**Credits**	**Description**
BACC200	Financial Accounting	3	The course introduces the basic framework of accounting; it covers the basics of financial accounting from the accounting cycle through the presentation of financial statements. The course prepares the students to be capable of performing the different steps of the accounting cycle for service and merchandising businesses.
BACC360	Managerial Accounting	3	The course tackles the managerial use of accounting data to plan and control personnel and operations within a firm. Students will understand how accounting systems can provide information and data for managerial decision-making and influence management decisions. Students will master accounting analysis and will learn how to approach business problems from a management perspective. This course covers basic cost accounting and managerial accounting concepts. Topics include the distinction between financial accounting, managerial accounting and cost accounting, basic cost concepts, cost-volume-profit analysis, incremental analysis and decision-making, pricing, and budgeting.
BECO210	Introduction to Microeconomics	3	This course is designed to introduce students to the basic methods and techniques that allow the micro units to make a proper choice, given scarcity. 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.
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.

Code	Title	Credits	Description
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.

Major Requirements

Code	Title	Credits	Description
BMKT380	Strategic Brand Management	3	Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive advantage. Strategic brand management is the discipline that links strategic business objectives, marketing, and operations, and is the design and implementation of marketing programs and activities to build, measure, and manage brand equity. High performance companies understand the importance of their brand and actively manage brand equity, where a brand name, and its associated brand equity, is one of the most valuable assets any firm has. This course will address the importance of brands, what they represent to customers, and what should be done by organizations to manage them properly and will provide students with insights into how profitable brand strategies can be created. The concept of brand equity is the main focus and provides students with a valuable perspective, and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for brands. By giving the students the foundation, the course and the textbook allow for the broad exploration of important branding decisions faced by organizations in order to increase student understanding of the important issues in planning, implementing and evaluating brand strategies, to provide relevant theories, models and tools for the making of brand decisions, and to provide a forum for students to apply these principles by providing a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management.
BMKT310	Digital Marketing	3	In the face of internet revolution, marketing communications today increasingly occur as a kind of personal dialogue between the company and its customers who can now play a much more participatory role in the marketing process. This course will cover specific frameworks for analyzing key aspects of digital marketing and how to create effective digital marketing strategies along with techniques and tools for devising corresponding digital marketing programs from social media display ads (Facebook, Instagram) to Email Marketing, Search Engine Optimization, Google AdWords, Google Analytics and Mobile Marketing. The course is designed to get you to think like a digital marketing professional, and to give you experience with industry-relevant hands-on-assignments and exercises

BMKT315	Integrated Marketing Communication	3	The course highlights the importance of the role of sales promotions in the marketing mix, and emphasizes the dynamics of sales promotional activity. Students explore the issues of pricing, profitability, consumer response, reactions of retailers, and the nature of specific kinds of promotions including the role of database marketing. The course is useful to students who plan to work in the consumer field, to brand managers, and to managers of distribution and sales activity.
BMKT350	Consumer Behavior	3	The course provides an overview of current knowledge about consumer behavior. Basic behavioral science and specific techniques used in marketing practice are covered. Course topics include focus group interviews and qualitative research, demographic analysis, sensory and perceptual analysis, attitude analysis, and psychographics. The learning approach is not mathematical, but technical. The course is directed at students preparing for positions in brand management, advertising, and marketing research.
BMKT385	New Product Development and Management	3	This course will provide students with a comprehensive understanding of the entire product development process, from concept generation to product launch and beyond. Students will learn how to effectively manage the new product development process and create successful products that meet the needs of the marketplace.The course will cover a range of topics including idea generation, concept development, product design, prototyping, testing, marketing, and launch strategies. Students will also learn how to conduct market research and analysis to identify customer needs and develop products that address those needs.
BMKT450	Sales and Customer Service Management	3	To a student planning a career as a customer service professional_a salesperson, this course will foster a customer-oriented service environment. Great service leads to a better quality of life, whether the students intend to work in a private enterprise, for the government, in a non-profit organization, a self-owned_a family-owned business, where the concepts, strategies and techniques of effective customer service are relevant. As many organizations move toward a more quality-oriented, customer-focused environment, developing and fine-tuning policies, procedures, and systems to better identify customer needs and meet their expectations will be crucial. Thus, this course provides an introduction to the principles of customer service and their application to business, and is designed to develop the necessary skills for success as a customer service provider by examining various service situations in order to develop an attitude of superior customer service, which is critical to success in all organizations. Moreover, it provides the foundation for quality customer service and focuses on building life-long customer relationships strategies. Further, this course examines the current_developing issues in sales management practices, emphasizing immediacy, impact and the availability of top-level technique resources. Additionally, it examines the role of the sales person within the sales management function and process, and identifies the role of Sales Management within the Marketing processÂ and presents the challenges frequently encountered.

Code	Title	Credits	Description
BMKT497	Retailing & Merchandising Management	3	Retailers are at the end of the supply chain. They are the final link between the manufacturer and the end consumer. Retail establishments are often called shops or stores. The increased number of options for purchasing a huge number of products illustrates the high intensity of retail competition in today's challenging economy. So, one of the most valuable assets a small retailer should have is its ability to be quick in understanding, learning, and adapting to the constant rapid changes in the market. Retailing and Merchandising Management provides students with a general overview to the art of retail management, whose one of its basic features is to establish good relationships with manufacturers, who will provide the goods and services that are ultimately sold by the retailer, and consumers, who will purchase them. It will expose the student to the process of determining what products will be sold at the retail establishment, how prices are set and negotiated, and how delivery of these goods is arranged. In addition, it familiarizes students with the way retailers set clear and definite strategic plans to enter the market and increase their probability in attaining and sustaining a certain competitive advantage amid their rivals.
BMKT498	Senior Project in Marketing	3	The senior project course is designed to provide undergraduate students with basic knowledge in the field of research and to gain insights into how research is structured and helps the student to build their initial steps in research projects. Students will analyze contemporary business issues and problems in the area of concentration. Students will learn and understand the data presentation and analysis, project structure, referencing, and plagiarism. By the end of this course, students will be able to prepare a project, to know how to collect and analyze data; to construct a solution for the project, and to do a good referencing and in-text citation for their research. The senior project is supervised by a faculty member in the area of concentration.

General Education Requirements

Code	Title	Credits	Description
ARAB200	Arabic Language and Literature	3	This course 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 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.
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.