

School			
Major		Bachelor in Marketing	
Core Requirements			
Code	Title	Credits	Description
BMGT210	Introduction to the World of Business	3	The purpose behind this course is to introduce Business students to the variant scopes of Business applications. Students will grasp basic Business terms and assimilate Business theories. To make the fundamentals of business understandable, functional, and relevant to students with little or no business background, topics will include discussions of the Modern Business World, Business Management, Employee Behavior and Motivation, Principles of Marketing, Managing Information Technology, Accounting Information, and Managing Finances. Those topics will interrelate with most pressing contemporary issues of global competitiveness, ethical standards, and technology. Students who take this course get their expectations ahead to enter the world of the business well aware of the challenges, responsibilities, and what can give them the competitive edge.
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.
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.
BMIS300	Management Information Systems	3	The course provides an overview of management information systems (MIS) within a business context with 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; computer hardware, software, and telecommunications; information systems for marketing, finance, accounting, and other business areas; systems development process; and the role of microcomputers. It also provides experiential learning by exposure to various decision-support tools for microcomputers.
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.

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.
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.
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.
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.
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.
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.
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

BACC210	Principles of Accounting I	3	The course introduces students to the financial accounting environment, financial statements, the accounting cycle, and the theoretical framework of accounting measurement. It also covers the elements of financial statements, emphasizing mechanics, measurement theory, and the economic environment.
Major Requirements			
Code	Title	Credits	Description
BSTA305	Advanced Business Statistics	3	This course is designed to provide students with the needed techniques used in inferential statistics. In this course, students learn to perform and interpret several tests including confidence intervals, hypothesis testing, ANOVA, regression and correlation analysis, and Goodness of fit.
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.
BMKT490	Marketing Policies and Strategies	3	The course presents an integrative and dynamic view of competitive brand strategy. It focuses on understanding, developing, and evaluating brand strategies over the life of a product market. A framework for developing marketing strategies that yields a distinctive competitive advantage based on customer and competitor analysis are presented and applied in various situations. Topics include strategies for pioneering brands, strategies for late entry, growth strategies, strategies for mature and declining markets, and defensive marketing strategies.
BMKT420	Customer Service Management	3	The course focuses on customer services accompanying a core product and service products themselves. It analyzes problems and issues related to service mix, service-level decisions, formulation of service policies, customer service management, development, training, and evaluation of customer service staff. Discussion covers customer information, customer surveys and suggestions, handling of complaints and adjustments, techniques for dealing with difficult and angry customers, dissemination of information, and the development of new programs.
IMKT400	International Business Marketing	3	The course focuses on the scope and challenge of international marketing where globalization has invaded most of the counties of the world. The topics covered by the course include the cultural environment of global markets, the assessment of global market opportunities, the development and implementation of global marketing strategies.
BMKT360	Market Research Methods	3	This course focuses on the gathering of marketing-related data from individuals and organizations, with particular emphasis on integrating problem formulation, research design, questionnaire construction, and sampling so as to yield the most valuable information. The course covers the proper use of statistical methods and the use of computers for data analysis.

BMKT456	Sales Management	3	This course is designed to provide the basic knowledge required to understand the essential components of sales management. In it, we examine issues pertaining to selling and sales management including: the personal selling process; recruiting, socializing, developing, motivating, and compensating the sales force; estimating market potential and sales forecasting; allocating sales territories, budgets, quotas, and doing cost, volume, profitability analysis, analyzing market demand and evaluation of sales force performance. Throughout, we explore the tools of sales management (demographics, psychology, sociology, and economics) and discuss how they are integrated when formulating an overall sales management strategy
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.
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.

General Education Requirements

Code	Title	Credits	Description
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.
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.
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.
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.
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.