

School			
Major	Bachelor of Business Administration in International Business 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.
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.
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.
WACC210	Introduction to International Accounting	2	The purpose of this course is to provide students with some background on international accounting and financial reporting. It is not a technical accounting course and will be suitable for non-accounting students, provided that they have completed an introductory course in financial accounting and finance and have some familiarity with corporate financial statements.
WACC260	Basics of International Financial Reporting Standards/ International Accounting Standards	2	The purpose of the course is to cover the following:1. Internationalization of German accounting standards 2. Institutional framework of IFRS accounting 3. Framework 4. Presentation of Financial statements 5. Accounting of tangible assets 6. Accounting of intangible assets 7. Accounting of inventories and construction contracts 8. Accounting of provisions 9. Accounting of deferred taxes 10. Accounting of leases
WECO210	Basics of International Economics	2	The course focuses on the basics of microeconomics, which includes the market behavior of firms and the market behavior of private households. Moreover, the course also covers the basics of macroeconomics, including macroeconomic accounting and money, inflation, and income distribution.
WMGT315	Leadership Development	2	The course focuses on the different leadership approaches and leadership theories (scientific-theoretical background, derived leadership approaches, Ohio leadership studies, Johari window). The course also discusses some leadership tools (conferences and team meetings/group dynamics/role models, reports and presentations, personal work techniques, performance appraisal and feedback).
WMKT300	Marketing Basics	1	The course provides a detailed explanation of the marketing mix elements – product, price, distribution, and communication – and the main policies related to these elements. The course also focuses on the particularities of certain goods - industrial goods and services

Major Requirements

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BMGT390	Innovation Management	3	Innovation Management Course is an established module on innovation management, management of technology, new product development and entrepreneurship. It provides an evidence-based approach to managing innovation in a wide range of contexts, including manufacturing, services, small to large organisations and the private and public sectors. The course keeps you abreast of the recent developments in the field of innovation and how the subject is being discussed in the wider business world through up-to-date examples, case studies, illustrations and images in every chapter. Clear and informed coverage of the management processes of new product development, coupled with a practical orientation of taking you through real-life challenges and dilemmas, makes it an essential course.

BMGT470	Total Quality Management	3	The course surveys the methods used to apply principles of total quality management (TQM) in various organizational settings to improve quality and productivity. Topics include evolution of TQM theory; TQM models, tools, and techniques; development of TQM teams; production of graphs and charts; strategies for meeting customer expectations; benchmarking; and comparison of TQM applications. Spreadsheet and statistical software may be used to develop statistical process control charts and graphs.
BMIS400	E-Business	3	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. This course is designed to familiarize students with current and emerging electronic commerce technologies using the Internet. Topics include e-commerce infrastructure, building an e-commerce presence, e-commerce security and payment systems, and e-commerce marketing and advertising.
IMGT390	Strategic Negotiations	3	This course will help students to learn some practical negotiation techniques and strategies, and to plan their negotiations to give them the greatest chance of success. Covering the principles, the preparation, and the practice of negotiating skills the course combines theory with practical activities and scenarios, which will help students put what they learn into practice. Strategic negotiations equip students with the skills to close deals that might otherwise be deadlocked, maximize value in the agreements they reach, and resolve differences before they escalate into costly conflicts.
WMGT365	Organization	1	This course helps the students to acquire knowledge of organization as a tool and as a management task; moreover, the course gives an overview of organization approaches, theory and tools.
WMGT430	Basics in International Business Management	4	Students understand the basic principles of business management in an international context as well as the functions of a company and the relationship between the different fields of business and selected functions.
WMGT490	Business Strategy and Controlling in International Business	2	This course is an integrative problem-solving course focusing on top management and the total organization and requiring students to address issues related to strategy formulation and control in a global economy. The course utilizes a case method approach that requires students to analyze a company's situation and recommend a company-wide strategy to improve competitiveness and bottom-line performance
WMGT491	Major Requirement 1	4	Major Requirement
WMGT492	Major Requirement 2	3	Major Requirement
WMGT497a	Strategic Management	1	This course covers the following: I. Strategic management: □ Approaches and leadership concepts □ Models, tasks, contents □ Strategic planning as heart of strategic management □ Instruments of strategic management II. Strategic management as risk-conscious, anticipative corporate management: □ Analysis, forecast, strategic early recognition □ Crisis management □ Business continuity management
WMGT497b	Internationalization Strategies	1	The course covers the following: □ Challenges posed by globalization □ Internationalization as a complex management task □ Internationalization strategies □ Management concepts of international companies □ Techniques of international companies

WMKT400	Internet Marketing	2	This course is designed to enhance the students understanding and appreciation of the use of technology to fulfill the needs of both businesses and consumers. The course facilitates the learning of how businesses can utilize the technology infrastructure to initiate, replicate, and complement transactions with consumers.
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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.
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.
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.
LANG225	Introduction To German	3	The course helps the student acquire the linguistic abilities necessary to express him/herself in various situations of communication using the German language. This is achieved with the aid of educational tools (audio-visual methods) which aim at improving the level of training while helping the students find their way in German. It also introduces the basic notions of sentence structure while acquainting the learner with the German culture.
WICI200	Intercultural Issues	4	This course focuses on different intercultural issues: National Culture and Business, Cultural dimensions, Diversity and Diversity Management, and Methods of Qualitative Analysis of Culture. Moreover, the course explains the International Face-to-face Contacts, Voice and Body Language, and Nonverbal Communication and Social Interaction. Finally, the course introduces the concept of Communication at Distance applied to products of body care / cosmetics.

WULT200	European Studies	1	This course will introduce in the basic rules and principles of European governing. It deals with the main institutions of the European Union, how they work and it describes the different balances of power inside the Union. Who decides what and with which legitimacy? Is the power in the hands of the EU-institutions or in the hands of the national governments and parliaments? And of course this course handles the actual financial and economic crisis of the EUZ and the Eurozone and all the proposals to solve the crisis
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