

**Bachelor in Business Administration and Management**

**Main Language of Instruction:**

French  English  Arabic

**Campus Where the Program Is Offered:** CSS

**OBJECTIVES**

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The level of qualification that we provide to our students aims to train middle and/or senior managers in the field of business administration and management, preparing them to occupy various positions in both public and private companies.

Overall, our program offers a well-rounded education, combining traditional business education with a focus on developing the interpersonal and behavioral skills needed to succeed in the business world. It also demonstrates a commitment to staying relevant by adapting to changes in the business environment.

Over the course of six semesters, the Bachelor's degree program equips students with knowledge in business disciplines and essential behavioral skills they need to succeed in their career. The program regularly adapts to include new learning experiences that familiarize students with emerging business issues and global trends, sparking their interest in discovery, continuous learning, and exploration throughout their careers.

**PROGRAM LEARNING OUTCOMES (COMPETENCIES)**

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- Applying the quantitative models, the financial techniques and the economic factors
- Ethics and values
- Knowing the business environment and its fundamental dynamics
- Personal development and creativity
- Recognize the importance of individuals in internal and external activities of the organization
- Relationships and communications capabilities
- Understand the organizational behavior and the management of the organizations
- Using ITC in Business

**PROGRAM REQUIREMENTS**

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**Required courses (150 credits), Institution's elective courses (24 credits), Open elective courses (6 credits)**

**USJ General Education Program (44 credits):**

**English (4 cr.):**

- Introduction to Business (4 cr.)

**Arabic (8 cr.):**

- Langue Arabe : La langue arabe et les médias (2 cr.) or La langue arabe : le roman contemporain, le cinéma et le théâtre (2 cr.)
- Company Law (6 cr.)


**Human Sciences (8 cr.):**

- Ethics and Company Culture (2 cr.)
- Valeurs USJ
- Development of the Person and Organizational Behavior (2 cr.)
- Action bénévole (2 cr.) or Citoyenneté et droit de l'homme (2 cr.)

**Social Sciences (12 cr.):**

- Innovation and Entrepreneurship (2 cr.)
- Economic Policy (6 cr.)
- Work Ready Now (4 cr.)

**Quantitative Methods (8 cr.):**

- Quantitative Methods (4 cr.)
  - Statistics (4 cr.)
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### Communication Methods (4 cr.):

- Methodology of University Work (2 cr.)
- Public Speaking (2 cr.)

### Required Courses (124 credits):

Introduction to Accounting (4 credits). Management and Organization (6 credits). Mathematics (8 credits). MS Excel (4 credits). Accounting II (6 credits). Microeconomics (6 credits). MS Office (2 credits). Principles of Marketing (4 credits). Cost Accounting (4 credits). Financial Analysis (6 credits). Macroeconomics (6 credits). Business Law (6 credits). Internship (10 credits). Management Control (4 credits). Mathematics for Finance (4 credits). Operational Marketing (4 credits). Contemporary Issues (2 credits). Corporate Accounting (6 credits). Information Systems (4 credits). Strategic and International Marketing (8 credits). Business Simulation (2 credits). Data Base (4 credits). Financial Management (6 credits). Financial Markets (2 credits). Public Finance (4 credits).

### Institution's Elective Courses (students choose 10 credits from the following courses):

Artificial Intelligence Applied to Management (2 credits). Contemporary Business (2 credits). Customer Centricity (2 credits). Digital Banking Transformation (4 credits). Human Talent Development (2 credits). Introduction to Real Estate Management (2 credits). Management and Planning of Humanitarian Projects/Operations (2 credits). Media Training (2 credits). Public Speaking (2 credits). Sustainability in the Corporate World (2 credits). Virtuous Leadership (4 credits). Business Conferences (2 credits). Creativity (2 credits). E-gouvernement (4 credits). Mediation: Conflict Prevention and Resolution (2 credits). Personal Skills (2 credits).

### Open Elective Courses (2 credits)

## SUGGESTED STUDY PLAN

### Semester 1

Code	Course Name	Credits
008DRTAL1	Company Law	6
008INTAL1	Introduction to Accounting	4
008MAOAL1	Management and Organization	6
008MATAL1	Mathematics	8
008INFAL1	MS Excel	4
<b>Total</b>		<b>28</b>

### Semester 2

Code	Course Name	Credits
008COMAL2	Accounting II	6
008DPCAL2	Development of the Person and Organizational Behavior	2
008MTRAL2	Methodology of University Work	2
008ECOAL2	Microeconomics	6
008MSOAL2	MS Office	2
008PRMAL2	Principles of Marketing	4
008STAAL2	Statistics	4
<b>Total</b>		<b>26</b>

### Semester 3

Code	Course Name	Credits
008COAAL3	Cost Accounting	4
008AFFAL3	Financial Analysis	6
008MACAL3	Macroeconomics	6
008TQIAL3	Quantitative Methods	4
<b>Total</b>		<b>20</b>

### Semester 4

Code	Course Name	Credits
008DRAAL4	Business Law	6
008CETAL4	Ethics and Company Culture	2
008INTEL4	Internship	10
008CONAL4	Management Control	4
008MATAL4	Mathematics for Finance	4
008MARAL4	Operational Marketing	4
<b>Total</b>		<b>30</b>

### Semester 5

Code	Course Name	Credits
008EJCAL5	Contemporary Issues	2
008COMAL5	Corporate Accounting	6
008SYSAL5	Information Systems	4
008ETIAL5	Innovation and Entrepreneurship	2
008MASAL5	Strategic and International Marketing	8
<b>Total</b>		<b>22</b>

### Semester 6

Code	Course Name	Credits
008BUSAL6	Business Simulation	2
008BASAL6	Data Base	4
008POLAL6	Economic Policy	6
008GESAL6	Financial Management	6
008FIMAL6	Financial Markets	2
008FINAL6	Public Finance	4
<b>Total</b>		<b>24</b>

## COURSE DESCRIPTION

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<b>008DRTAL1</b>	<b>Company Law</b>	<b>6 Cr.</b>
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This course focuses on the basic concepts of Law, with a primary emphasis on Company Law. It provides an analytical introduction to the foundations of private law.

<b>008INTAL1</b>	<b>Introduction to Accounting</b>	<b>4 Cr.</b>
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This course introduces students to the organization of accounting, fostering a comprehensive understanding of the Basic Principles (Foundations) of General Accounting and accounting mechanisms. It enables students to:

- Distinguish the origin of accounting information;
- Understand the nature, function and articulation of accounts, as well as their meaning and role;
- Collect and record accounting data related to current transactions carried out by the company;
- Become familiar with accounting principles and basic financial statements

<b>008MAOAL1</b>	<b>Management and Organization</b>	<b>6Cr.</b>
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This course introduces students to the fundamental concepts of organizational behavior, resource management, and decision-making in modern organizations. It explores the four major managerial functions of planning, organizing, managing, and controlling, providing a practical framework for student comprehension. The course also presents global learning concepts that encourage the adoption of global best practices, effective action, and enhanced performance.

<b>008MATAL1</b>	<b>Mathematics</b>	<b>8 Cr.</b>
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This course provides students with the mathematical tools necessary to develop reasoning and logical thinking skills essential for managerial decision-making.

All mathematical models and tools will be analyzed and discussed in terms of their application in business and economics.

<b>008INFAL1</b>	<b>MS Excel</b>	<b>4 Cr.</b>
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This course covers the major and important features and functions of MS Excel, starting from the basics and progressing to more advanced ones.

By the end of the course, students will be able to create professional Excel sheets with all the necessary calculation details for business tasks.

<b>008COMAL2</b>	<b>Accounting II</b>	<b>6 Cr.</b>
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This course aims to familiarize students with General Accounting Inventory and the accounting evaluation following inventory work at the end of a company's fiscal year, leading to the preparation of financial statements. International accounting standards, specifically the IFRS Conceptual Framework, will be briefly covered at the end of the course.

<b>008DPCAL2</b>	<b>Development of the Person and Organizational Behavior</b>	<b>2 Cr.</b>
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This course aims to provide students with the necessary tools to optimize their personal abilities and fully utilize resources to overcome challenges and achieve personal and professional objectives. Secondly, the course aims to introduce the general process of organizational behavior and cover various themes. Specifically, students will explore motivation at work, leadership in company management, accountability, and delegation. Finally, this course will identify the fundamentals of teamwork, common sources of conflict in the workplace, and primary methods for overcoming them.

<b>008MTRAL2</b>	<b>Methodology of University Work</b>	<b>2 Cr.</b>
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This course aims to introduce first-year students to written expressions and techniques.

It will also equip students with the ability to efficiently understand textual content, take effective notes, and proficiently write various forms of commercial correspondence in both English and French (such as letters,

memoranda, reports, etc.). Additionally, students will learn how to professionally communicate via online platforms, including email, and learn to conduct research effectively, both in terms of substance and presentation.

<b>008ECOAL2</b>	<b>Microeconomics</b>	<b>6 Cr.</b>
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This course provides students with an understanding of the fundamentals of microeconomics and how they apply to policy issues. At its core, microeconomics analyzes individual choices and decisions made by rational consumers and firms interacting in different market structures. Students will develop a range of skills enabling them to use economic concepts in solving specific questions related to the nature of supply and demand, consumer and producer behavior, and the optimization of utility and profit under budgetary constraints.

<b>008MSOAL2</b>	<b>MS Office</b>	<b>2 Cr.</b>
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This course aims to teach students how to use the major and important features of Microsoft Word and PowerPoint, starting from the basics and progressing to more advanced ones.

By the end of the course, students will be able to create professional documents and stunning slideshows, particularly suitable for business purposes and presentations.

<b>008PRMAL2</b>	<b>Principles of Marketing</b>	<b>4 Cr.</b>
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This course introduces students to different marketing strategies and provides them with a systematic framework for understanding marketing and strategy. It focuses on formulating and implementing marketing strategies and policies, tasks typically undertaken at the strategic business unit level in most companies. The marketing process is important at all levels of the organization, regardless of the title applied to the activity. Through this marketing approach, students are systematically led to adapt to customers' perspectives and points of view, which helps them analyze their needs and adapt more quickly to the environment and market competition.

<b>008STAAL2</b>	<b>Statistics</b>	<b>4 Cr.</b>
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This course introduces the basics of descriptive statistics and provides students with the statistical tools necessary for analyzing one-variable datasets or identifying relationships between two statistical variables, potentially enabling the forecasting of future values or identifying general trends in time series. Additionally, it covers the relevant use of index numbers. All tools are then discussed concerning their application in business and economics.

<b>008COAL3</b>	<b>Cost Accounting</b>	<b>4 Cr.</b>
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This course aims to demonstrate how information from general accounting can enhance business management efficiency. The course objectives include helping students:

- Become familiar with different types of costs and their practical use.
- Acquire fundamental techniques of cost analysis.

<b>008AFFAL3</b>	<b>Financial Analysis</b>	<b>6 Cr.</b>
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This course provides tools for diagnosing the economic situation and financial statements of a company using information from its management documents summary (balance sheet, income statement, and appendix). Specifically, it aims to explain concepts and methods for assessing the financial health and profitability of a company. The course aims to cover:

- Methods for transitioning from accounting logic to economic and financial logic.
- Calculation methods and interpretation of analysis indicators (rates, ratios, balances, etc.).

<b>008MACAL3</b>	<b>Macroeconomics</b>	<b>6 Cr.</b>
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This course aims to teach second-year students in Business Administration and Management the fundamental concepts of macroeconomics.

Macroeconomics focuses on the economy as a whole and concerns itself with the measurement and determination of major economic aggregates: Aggregate Demand and Aggregate Supply, GDP, business cycles, employment and unemployment, inflation, etc. Additionally, it covers key indicators of the economy, explains the sources of economic growth, and helps in interpreting and predicting government fiscal policies and central bank monetary policies.

<b>008TQIAL3</b>	<b>Quantitative Methods</b>	<b>4 Cr.</b>
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This course aims to ensure that students acquire, understand, and apply quantitative techniques used in business decision-making. Using output from mathematical and statistical models, students learn to analyze, interpret, and derive potential outcomes from quantitative information. The course covers a variety of topics, including descriptive statistics, probability distributions, sampling theory, hypothesis testing, and linear regression, while emphasizing the most useful applications for modeling business problems.

<b>008DRAAL4</b>	<b>Business Law</b>	<b>6 Cr.</b>
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This course provides students with sufficient knowledge, mathematical reasoning, and a practical understanding of the institutions and techniques used in the business world.

<b>008CETAL4</b>	<b>Ethics and Company Culture</b>	<b>2 Cr.</b>
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This course introduces students to topics related to ethics and culture. It helps them become aware of the importance of ethics, its concepts and main definitions, as well as the importance of culture in its various aspects and the impact of ethical culture on business development. Examples from international companies provide a better understanding of the impact of ethics on individual behavior, and institutional and state bodies. Additionally, it explains the impact of ethics on company development through technology and innovation, creativity and marketing, quality control processes, and management. The general objectives are to:

- Raise students' awareness of the importance of culture and ethics.
- Understand the link between culture and ethics.
- Explain the impact of ethics and culture on decision-making and business development.
- Introduce students to the themes of corruption.

<b>008CONAL4</b>	<b>Management Control</b>	<b>4 Cr.</b>
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This course aims to demonstrate how information from general and analytical accounting can enhance the efficiency and performance of companies. It aims to:

- Acquaint students with the fundamental techniques of budget construction.
- Familiarize them with the calculation and analysis of different types of deviations.

<b>008MATAL4</b>	<b>Mathematics for Finance</b>	<b>4 Cr.</b>
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This course exposes students to the mathematical concepts and techniques used in the financial industry. Its objectives are to:

- Familiarize students with the main concepts of financial mathematics.
- Provide them with the tools and techniques necessary to solve problems related to capitalization, discounting, annuities, and loans.
- Help students understand the fundamental concepts of financial mathematics and their application in calculating present and accumulated values for various cash flow streams.
- Serve as the foundation for more complex financial operations and as a tool to understand simple banking operations.

<b>008MARAL4</b>	<b>Operational Marketing</b>	<b>4 Cr.</b>
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This course introduces students to the components of the marketing mix and the process by which companies establish this mix in the market.

<b>008EJCAL5</b>	<b>Contemporary Issues</b>	<b>2 Cr.</b>
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This course aims to foster understanding and analysis of the current challenges facing our world, considering economic, political, and social developments. It examines the challenges and opportunities presented by the evolution of globalization and the future of our societal systems.

<b>008COMAL5</b>	<b>Corporate Accounting</b>	<b>6 Cr.</b>
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This course introduces students to the legal framework governing commercial companies. It covers their creation in compliance with legal, tax, and accounting regulations, and the generation of financial results at the end of each accounting period, which may be either profits or losses. Additionally, students will explore various corporate actions such as capital increases, mergers, and partial asset contributions, as well as the dissolution and liquidation processes that may lead to the cessation of these entities. Topics include:

- Overview of commercial companies
- Accounting aspects related to the formation of commercial companies
- Profit allocation mechanisms
- Capital increase procedures
- Dissolution and liquidation processes of commercial companies
- Different modalities of company mergers

<b>008SYSIAL5</b>	<b>Information System</b>	<b>4 Cr.</b>
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This course introduces students to the discipline of Management Information Systems (MIS), covering essential aspects of information technology, management structures, and basic business operations. Its aim is to teach business students how to use and manage information technologies to enhance business processes, improve business decision-making, and gain competitive advantages. Topics covered include: understanding the components of information systems and systems thinking; leveraging information systems for strategic advantage; exploring key components of information technology such as hardware, software, data resource management, and telecommunications; examining business applications like electronic commerce and enterprise systems; and addressing ethical and social considerations in information systems.

<b>008ETIAL5</b>	<b>Innovation and Entrepreneurship</b>	<b>2 Cr.</b>
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This course aims to sensitize students to the entrepreneurial spirit and explain how innovation is the key to the success of a sustainable business.

<b>008MASAL5</b>	<b>Strategic and International Marketing</b>	<b>8 Cr.</b>
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This course is divided into two parts: the first part covers strategic marketing, while the second part addresses international marketing concerns for multinationals operating worldwide.

<b>008BUSAL6</b>	<b>Business Simulation</b>	<b>2 Cr.</b>
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This capstone course is taught during the last semester of the Bachelor of Business Administration and Management program. It is based on a simulation serious game and requires the application of knowledge acquired in various courses such as marketing, finance, and accounting. The main objective is to develop decision-making skills in a competitive environment.

<b>008BASAL6</b>	<b>Database</b>	<b>4 Cr.</b>
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This course provides business students with an overview of database management system architectures and environments, an understanding of basic database design and implementation techniques, and practical experience in designing and building a relational database.

<b>008POLAL6</b>	<b>Economic Policy</b>	<b>6 Cr.</b>
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This course offers a theoretical approach to economic policy and shed light on the debates it engenders. It illustrates how economic policy choices are represented, demonstrating how the convictions of different schools of economic thought are formed and the actions taken by decision-makers in addressing macroeconomic problems. Students will develop a range of skills enabling them to use economic concepts to analyze various alternative views of how macroeconomic policies function.

<b>008GESAL6</b>	<b>Financial Management</b>	<b>6 Cr.</b>
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This course provides an understanding of the main techniques for making long-term financial decisions. It specifically addresses financial forecasting, criteria for investment selection, company financing, and approaches to various financing methods with banks or markets.



<b>008FINAL6</b>	<b>Financial Markets</b>	<b>2 Cr.</b>
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This course introduces students to the world of investments, particularly focusing on international financial markets.

<b>008FINAL6</b>	<b>Public Finance</b>	<b>4 Cr.</b>
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This course provides students with knowledge of various techniques of budgetary operations, a key element in Public Finance. It also presents a fundamental approach to the “fiscal culture” and fiscal policy of the State, as well as the means implemented. Finally, the course introduces students to the importance of budgetary balance in the preparation of the national budget and the adverse effects of excessive budgetary imbalance.

