

BACHELOR IN BUSINESS ADMINISTRATION AND MANAGEMENT**Main Language of Instruction:**French English Arabic **Campus Where the Program Is Offered:** CSS, CZB, CLS**OBJECTIVES**

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)

- Application of ICT as tools for communication, information, and management
- Relational and communication skills
- Understanding of organizational dynamics and management mechanisms
- Knowledge of the business environment and its fundamental dynamics
- Personal development and creativity
- Mastery of the dynamics of quantitative models, corporate finance, and the economic environment
- Recognition of the importance of the individual in internal corporate activities and external relations
- Sense of ethics and values

PROGRAM REQUIREMENTS

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

USJ General Education Program (44 credits offered; the student must complete 32 credits that may be part of the below categories):

English (4 Cr.)

- Business English (4 Cr.)

Arabic (8 Cr.)

- Arabic Language: Arabic Language and the Media (2 Cr.) or Arabic Language: Contemporary Novels, Cinema and Theater (2 Cr.)
- Corporate Law (6 Cr.)

Humanities (8 Cr.)

- Corporate Culture and Ethics (2 Cr.)
- USJ Values (2 Cr.)
- Personal Development and Organizational Behavior (2 Cr.)
- Volunteer Work (2 Cr.) or Citizenship and Human Rights (2 Cr.)

Social Sciences (12 Cr.)

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

Communication Techniques (4 Cr.)

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

Quantitative Research Techniques (8 Cr.)

- Quantitative Methods (4 Cr.)
- Statistics (4 Cr.)

Fundamental Courses

Required Courses (150 credits):

Introduction to Accounting (4 Cr.), Management and Organization (6 Cr.), Mathematics (8 Cr.), MS Excel (4 Cr.), Accounting (6 Cr.), Corporate Law (6 Cr.), Methodology of University Work (2 Cr.), Microeconomics (6 Cr.), MS Office (2 Cr.), Principles of Marketing (4 Cr.), Financial Analysis (6 Cr.), Cost Accounting (4 Cr.), Macroeconomics (6 Cr.), Management Control (4 Cr.), Business Law (6 Cr.), Operational Marketing (4 Cr.), Mathematics for Finance (4 Cr.), Internship (10 Cr.), Corporate Accounting (6 Cr.), Corporate Culture and Ethics (2 Cr.), Personal Development and Organizational Behavior (2 Cr.), Entrepreneurship and Innovation (2 Cr.), Economic Policy (6 Cr.), Quantitative Techniques (4 Cr.), Statistics (4 Cr.), Methodology of University Work (2 Cr.), Contemporary Issues (2 Cr.), Strategic and International Marketing (8 Cr.), Information Systems (4 Cr.), Database (4 Cr.), Business Simulation (2 Cr.), Public Finance (4 Cr.), Financial Markets (2 Cr.), Financial Management (6 Cr.).

Institution's Elective Courses (students choose 24 credits from the following courses):

Artificial Intelligence Applied to Management (2 Cr.), Contemporary Business (2 Cr.), Digital Banking Transformation (4 Cr.), Human Talent Development (2 Cr.), Introduction to Real Estate Management (2 Cr.), Management and Planning of Humanitarian Projects/Operations (2 Cr.), Media Training (2 Cr.), Sustainability in the Corporate World (2 Cr.), Television: Theories and Critiques (2 Cr.), Virtuous Leadership (4 Cr.), Business Conferences (2 Cr.), Creativity (2 Cr.), E-government (4 Cr.), Mediation: Tools for Conflict Prevention and Management (3 Cr.), Personal Skills (2 Cr.), Corporate Social Responsibility (3 Cr.).

Open Elective Courses (6 credits)

SUGGESTED STUDY PLAN

Suggested Study Plan (This plan includes the 150 credits of required courses, along with 30 credits from both institution and open elective courses)

Semester 1

Code	Course Name	Credits
008DROIL1	Corporate Law	6
008INTCL1	Introduction to Accounting	4
008MANAL1	Management and Organization	6
008MATHL1	Mathematics	8
008INFOL1	MS Excel	4
	Total	28

Semester 2

Code	Course Name	Credits
008COMPL2	Accounting	6
008DPCOL2	Personal Development and Organizational Behavior	2
008MTRUL2	Methodology of University Work	2
008ECONL2	Microeconomics	6
008MSOHL2	MS Office	2
008PRMKL2	Principles of Marketing	4
008STATL2	Statistics	4
	Total	26

Semester 3

Code	Course Name	Credits
008AFFIL3	Financial Analysis	6
008COMAL3	Cost Accounting	4
008MACEL3	Macroeconomics	6
008TQIIL3	Quantitative Techniques	4
	Total	20

Semester 4

Code	Course Name	Credits
008CONGL4	Management Control	4
008CETHL4	Corporate Culture and Ethics	2
008DROAL4	Business Law	6
008MARKL4	Operational Marketing	4
008MATFL4	Mathematics for Finance	4
008STAGL5	Internship	10
	Total	30

Semester 5

Code	Course Name	Credits
008COMSL5	Corporate Accounting	6
008EJCTL5	Contemporary Issues	2
008ETINL5	Entrepreneurship and Innovation	2
008MARSL5	Strategic and International Marketing	8
008SYSIL5	Information Systems	4
	Total	22

Semester 6

Code	Course Name	Credits
008BASDL6	Database	4
008BUSIL6	Business Simulation	2
008FINPL6	Public Finance	4
008FINML6	Financial Markets	2
008GESFL6	Financial Management	6
008POLEL6	Economic Policy	6
	Total	24

COURSE DESCRIPTION

008DROIL1	Corporate Law	6 Cr.
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This course focuses on the basic concepts of Law, with a primary emphasis on Corporate Law. It provides an analytical introduction to the foundations of private law.

008INTCL1	Introduction to Accounting	4 Cr.
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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.

008MANAL1	Management and Organization	6 Cr.
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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.

008MATHL1	Mathematics	8 Cr.
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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.

008INFOL1	MS Excel	4 Cr.
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This course enables students to create spreadsheets using advanced Excel tools.

008COMPL2	Accounting	6 Cr.
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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.

008DPCOL2	Personal Development and Organizational Behavior	2 Cr.
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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/or professional objectives. Secondly, the course aims to introduce the general process of organizational behavior and cover various themes. To be more specific, 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.

008MTRUL2	Methodology of University Work	2 Cr.
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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, learn to effectively conduct research, both in terms of substance and presentation, and master both verbal and non-verbal aspects of public speaking.

008ECONL2	Microeconomics	6 Cr.
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Designed for first-year Business Administration and Management students, this microeconomics course provides a solid understanding of economic reasoning without burdening them with the heavy theoretical foundation required for specialized studies in economics. The course adopts a classical approach, starting with an introduction to supply and demand, their determinants, and influencing factors such as prices and income. It continues with an in-depth analysis of consumer behavior through utility and producer behavior through the cost function, concluding with the study of market structures in imperfect competition.

008MSOHL2	MS Office	2 Cr.
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The “Word” module enables students to learn how to use Microsoft Word to create professional documents and daily reports. It focuses on achieving autonomy in using Microsoft Word to create both simple documents and sophisticated reports while discovering best practices.

The “PowerPoint” module teaches students how to create impressive visual presentations useful for their academic program.

008PRMKL2	Principles of Marketing	4 Cr.
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This course introduces students to the marketing mindset, which involves a rigorous approach supported by appropriate tools and implemented through concrete actions within companies. Through this mindset, students are systematically encouraged to adopt the perspective of the client or consumer and analyze their needs to respond more effectively than competitors.

008STATL2	Statistics	4 Cr.
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The “Descriptive Statistics” course aims to familiarize first-year Business Administration and Management students with basic statistical concepts (population, characteristics, statistical variable, etc.). It teaches them to analyze statistical data using graphical tools, key characteristics, and possible relationships between variables, inspired by practical management cases.

008AFFIL3	Financial Analysis	6 Cr.
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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). To be more specific, 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.).

008COMAL3	Cost Accounting	4 Cr.
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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.

008MACEL3	Macroeconomics	6 Cr.
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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.

008TQIIL3	Quantitative Techniques	4 Cr.
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Quantitative techniques aim to familiarize students with concepts of probability and random variables essential for understanding sampling and estimation. These methods allow for deriving valid results for a population based on a representative sample.

008CONGL4	Management Control	4 Cr.
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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.

008CETHL4	Corporate Culture and Ethics	2 Cr.
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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.

008DROAL4	Business Law	6 Cr.
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Objective: Provide students with sufficient knowledge, mathematical reasoning, and practical understanding of the institutions and techniques used in the business world.

Relevance and importance:

- It is impossible to navigate the business world without knowledge of the rules governing it, which enable:
 - The ability to engage in known activities
 - Learning new techniques for profit generation
 - Avoiding or minimizing losses (penalties, damages, etc.)
- Utility as a foundational subject for access to other management fields and related professions:
 - Corporate accounting
 - Finance
 - Banking and stock markets
 - Other relevant legal branches: labor law, social security, tax law, etc.

008MARKL4	Operational Marketing	4 Cr.
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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.

008MATFL4	Mathematics for Finance	4 Cr.
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This course develops mathematical practices to solve financial problems. Mathematics for Finance is thus indispensable for managers in many decision-making situations.

The course also familiarizes students with the tools and techniques necessary to solve problems related to capitalization, discounting, annuities, and loans.

008STAGL5	Internship	10 Cr.
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008COMSL5	Corporate Accounting	6 Cr.
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Commercial companies are legal entities governed by laws. These entities are created under legal, fiscal, and accounting provisions. As profit-oriented entities, their specific activities generate, at the end of each accounting period, a result that may be a profit or a loss, which is allocated according to the law and their statutes. In terms of financing and restructuring, these companies may engage in capital increases, mergers, demergers, or partial asset contributions during their existence. Like other entities, they may also be dissolved for various reasons, leading to liquidation and settlement of debts owed to creditors and shareholders. 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

008EJCTL5	Contemporary Issues	2 Cr.
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This course aims to foster the 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.

008ETINL5	Entrepreneurship and Innovation	2 Cr.
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This course aims to encourage students to consider entrepreneurship as a viable career and life choice and to experiment with the beginning of an entrepreneurial journey. It raises awareness about the attitudes and behaviors of enterprising individuals, helping to overcome the stereotypes often associated with them. It concretely and engagingly presents the entire innovation process, particularly problem identification, applying methods to find new and interesting ideas, and transforming those ideas into sustainable solutions. Finally, this course helps students understand the main dilemmas related to innovation, anticipate and potentially influence the diffusion of innovations, describe the challenges entrepreneurs face at each stage of their business development, and understand the imperatives and specificities of social entrepreneurs.

008MARSL5	Strategic and International Marketing	8 Cr.
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By the end of this course, students should be able to conduct a comprehensive diagnosis and situational analysis of a company, recommend a strategy, and apply it at the marketing mix level. They should also be capable of developing a complete strategic and marketing plan. Given the importance of globalization and its effects on commercial activities and consumer behavior, students will learn about strategies for internationalizing a company's business activities and marketing actions on a global scale.

008SYSIL5	Information Systems	4 Cr.
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This course introduces the concepts of integration and operation of information systems (IS), which are essential for business performance and competitiveness. It aims to provide students with key elements that, as future managers, will enable them to leverage these technologies by activating the right levers and mitigating identified risks to transform IS into a positive strategic and operational tool for the company.

The course emphasizes both the acquisition of concepts and their integration into a global, action-oriented framework for effective and efficient decision-making.

008BASDL6	Database	4 Cr.
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This course familiarizes students with the design and construction of databases using examples from management practice and the Access tool.

008BUSIL6	Business Simulation	2 Cr.
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This capstone course is taught during the last semester of the Bachelor in Business Administration and Management program. It involves applying all the marketing concepts acquired throughout the program via a business simulation game. The primary objective is to familiarize students with decision-making processes within companies.

008FINPL6	Public Finance	4 Cr.
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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.

008FINML6	Financial Markets	2 Cr.
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This course introduces students to the world of investments, particularly focusing on international financial markets.

008GESFL6	Financial Management	6 Cr.
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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. Additionally, the course includes an introduction to the principles and practices of Islamic finance.

008POLEL6	Economic Policy	6 Cr.
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This course offers a theoretical approach to economic policy and sheds 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.

DESCRIPTION OF THE INSTITUTION'S ELECTIVE COURSES

008AIAML3	Artificial Intelligence Applied to Management (in English)	2 Cr.
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Artificial intelligence is not a new concept; however, its applications in various sectors and industries have significantly evolved in recent years. This course introduces students to artificial intelligence and its use across different industries, with a focus on its application in management to support decision-making.

008CPBUL3	Contemporary Business (in English)	2 Cr.
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This is a business English course for upper-intermediate students. It provides an overview of today's business world, preparing students for the professional environment and enhancing their understanding of business concepts through various processes and learning activities. Topics include the basics, practices, and concepts of contemporary business, forming a foundation for further studies in business-related subjects.

008DBTRL3	Digital Banking Transformation (in English)	4 Cr.
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This course aims to familiarize students with various distribution channels in the banking sector, particularly digital channels such as online banking, mobile banking, and virtual branches.

008HTDVL3	Human Talent Development (in English)	2 Cr.
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Embark on a journey of self-discovery and leadership empowerment in this comprehensive course on talent development. Students explore individual potential and learn to nurture the talents of others. The course covers personal growth, team dynamics, and organizational success.

008IREML3	Introduction to Real Estate Management (in English)	2 Cr.
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This course provides students with the fundamentals of real estate management. The real estate sector constantly evolves to meet the population's needs while considering stakeholder requirements and resources (history, geography, demographics, economics, laws and regulations, market studies, finance, return on investment, technology, and communication).

008MPHPL3	Management and Planning of Humanitarian Projects/Operations (in English)	2 Cr.
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This course covers the history of humanitarian work, from its origins in the 19th century to the present day, including major crises such as Biafra, Haiti, Syria, Afghanistan, Ebola, COVID-19, and the Ukraine crisis. It explores the organizational structures of humanitarian agencies and their internal functions, teaching students how to draft proposals, set goals, and manage interventions during crises.

008METRL3	Media Training (in English)	2 Cr.
<p>This course helps students appear confident, deliver clear messages, and excel in media interviews or public speaking opportunities. Topics include body language, message creation and delivery, and assessment tools.</p>		
008SICWL3	Sustainability in the Corporate World (in English)	2 Cr.
<p>This course introduces the concepts of sustainability, the Sustainable Development Goals (SDGs), and Corporate Social Responsibility (CSR). It examines the environmental, social, and economic aspects of sustainability, preparing students to tackle global challenges through sustainable practices useful in their careers and entrepreneurial projects.</p>		
008TTCRL3	Television: Theories and Critiques	2 Cr.
<p>This course examines the relationship between mass media and education. It analyzes how media can incorporate educational messages into their programming and teaches students to critically observe and analyze television broadcasts to detect potential educational content.</p>		
008VILEL3	Virtuous Leadership (in English)	4 Cr.
<p>Authentic leadership is built by practicing virtues. While management involves accomplishing tasks, leadership focuses on helping people grow. Leadership is a way of being, accessible to everyone regardless of their hierarchical position. It is not reserved for an elite but is a calling for all.</p>		
008BSCFL3	Business Conferences	2 Cr.
<p>The primary objective of this course is to bridge the gap between influential business leaders and students. The conferences enable students to expand their professional network, gain knowledge and tools, and familiarize themselves with new ideas in a professional context. Students must attend at least seven conferences during the semester.</p>		
008CREAL3	Creativity (in English)	2 Cr.
<p>This course explores what creativity is, how it works, and methods to overcome creative blocks. Participants will learn to unlock their creative potential in various aspects of life, including photography, design, writing, performance, etc.</p>		
008EGVTL4	E-government (in English)	4 Cr.
<p>This course addresses fundamental concepts related to digital government data, the application of transparency principles in various situations, and the challenges of managing open data within governments.</p>		
090OPGCF1	Mediation: Tools for Conflict Prevention and Management	3 Cr.
<p>This course aims to develop the ability to prevent and manage difficult and conflictual situations by deepening self-awareness and mastering mediation tools.</p>		
008PSKLL3	Personal Skills (in English)	2 Cr.
<p>This course highlights essential 21st-century skills, including communication, conflict management, and negotiation. It teaches students how to develop soft skills necessary for success in today's workforce.</p>		
012RESEL3	Corporate Social Responsibility	3 Cr.
<p>This elective course, offered at USJ's Faculty of Economics and open to students from other USJ disciplines, aims to introduce economics students to the importance of Corporate Social Responsibility (CSR) in achieving sustainable development. It emphasizes understanding the role of businesses beyond profit maximization, highlighting their contribution to the development of society and the impact of such behavior on profit and stakeholders (employees, suppliers, customers, governmental institutions, NGOs, media, competing businesses, etc.).</p>		