

BACHELOR IN SOCIOLOGY

Main Language of Instruction:French English Arabic

Campus Where the Program Is Offered: CSH

OBJECTIVES

The Bachelor in Sociology provides students with a comprehensive understanding of the rules governing society, with a particular focus on Lebanese and Arab contexts. It introduces essential sociological and anthropological concepts needed to analyze and study societal dynamics. This program includes various field activities, such as surveys and internships, enriching the learning experience. Additionally, it offers courses related to business and the labor market, opening up career opportunities such as research positions in economics and economic sociology.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Acquire expertise in statistical analysis
- Analyze and compare sociological and anthropological theories
- Use statistical methods to analyze psychological data
- Understand and evaluate the dynamics of the labor market and business environments
- Comprehend and analyze complex social issues
- Define and assimilate sociological and anthropological concepts
- Develop a sociological perspective
- Engage in thoughtful reflection and debate on societal functions and evolution, with a particular focus on Lebanese society
- Manage corporate communication
- Master oral communication skills
- Prepare and conduct fieldwork effectively
- Work with professionalism

PROGRAM REQUIREMENTS

180 credits: Required courses (153 credits), Institution's elective courses (21 credits), Open elective courses (6 credits)

USJ General Education Program (32 credits – may be part of the above categories)

USJ General Education Program (32 credits)

English (4 Cr.)

011SAANL3 Specialized English- Sociology and Anthropology (4 Cr.)

Arabic (4 Cr.)

011HIHJL2 - The Evolution of Lebanese Journalism الصحافة اللبنانية بين الأمس واليوم (4 Cr.)

Humanities (8 Cr.)

011HIMCL3 War in the Contemporary World (2 Cr.)

011PHPEL1 - Foundations of Ethical Thoughts (2 Cr.)

011SAARL1 - Culture and Life ثقافة وحياة (2 Cr.)

064VALEL1 - USJ Values in Daily Life (2 Cr.)

Social Sciences (6 Cr.)

011SAESL1 - Introduction to Social Studies (3 Cr.)

011SAIPL1 - Professional Integration (3 Cr.)

Quantitative Techniques (6 Cr.)

011PSSSL2 - Descriptive Statistics (2 Cr.)

011PSSAL6 – Applied Statistics (4 Cr.)

Communication Techniques (4 Cr.)

011LFCEL1 - Oral and Written Communication (4 Cr.)

Required courses (153 credits)

Anthropological Surveys (3 Cr.). Anthropological Theories I (3 Cr.). Anthropological Theories II (3 Cr.). Applied Statistics (4 Cr.). Arab World: Cultural Unity and Diversity (3 Cr.). Association Communication Strategies (3 Cr.). Conferences and Seminars (3 Cr.). Corporate, Society, and Social Responsibility (4 Cr.). Culture and Life **ثقافة وحياة** (2 Cr.). Descriptive Statistics (2 Cr.). Foundations of Ethical Thought (2 Cr.). Intangible Cultural Heritage and Lebanese Identity (3 Cr.). Internship - Sociology of Business and Public Relations (6 Cr.). Introduction to Anthropology (3 Cr.). Introduction to Corporate Communication and Marketing (3 Cr.). Introduction to Human Resource Management (3 Cr.). Introduction to Public Relations (3 Cr.). Introduction to Social Studies (3 Cr.). Lebanese Society: Family, Political Parties, and Religious Communities (3 Cr.). Major Fields of Anthropology (3 Cr.). Media and Social Claims (4 Cr.). Methods and Approaches in Social Sciences II (3 Cr.). Oral and Written Communication (4 Cr.). Persuasion and Manipulation: A Sociological Approach (3 Cr.). Political Sociology (3 Cr.). Public Presentation and Communication (3 Cr.). Public Relations and External Communication (3 Cr.). Research Paper in Sociology-Anthropology (3 Cr.). Semiotics (4 Cr.). Sex, Gender, and Society (3 Cr.). Sociological Theories I (3 Cr.). Sociological Theories II (3 Cr.). Sociology of Communication (3 Cr.). Sociology of Conflict (4 Cr.). Sociology of Family and Marriage (3 Cr.). Sociology of Religion (3 Cr.). Sociology of the Arab World (3 Cr.). Sociology: Selected Topics (3 Cr.). Specialized English - Sociology and Anthropology (4 Cr.). Statistical Package for the Social Sciences (4 Cr.). The City: Spaces and Social Networks (3 Cr.). Urban and Citizenship Law (Ar.) (4 Cr.). War in the Contemporary World (2 Cr.). Work, Business, and Society (4 Cr.).

Elective Courses

30 credits to choose from the following list:

Applied Cartography for Humanities and Social Sciences (3 Cr.). Beirut: From Destruction to Reconstruction (3 Cr.). Cartography and Cartographic Language (3 Cr.). Foundational Texts (3 Cr.). Heritage: A Citizen's Concern (2 Cr.). History, Memory, and Heritage (2 Cr.). Introduction to Philosophy: Existence (3 Cr.). Lebanese Francophone Literature (3 Cr.). Machiavelli: A Revolutionary Political Thinker (3 Cr.). Philosophical Anthropology: The Self, Time, History (3 Cr.). Society Facing Risk (2 Cr.). Soft Power, Culture, and Ideology (3 Cr.). The Genesis of Contemporary Middle Eastern (3 Cr.). The Lebanese Army: History, Issues, and Challenges (4 Cr.). The Phoenicians (3 Cr.). Violence: Political and Moral Issues (3 Cr.). World Literatures (3 Cr.).

SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
011SAANL1	Introduction to Anthropology	3
011SARPL1	Introduction to Public Relations	3
011SAESL1	Introduction to Social Studies	3
011LFCEL1	Oral and Written Communication	4
011SAFML1	Sociology of Family and Marriage	3
011SGDVL4	Urban and Citizenship Law (Ar.)	4
	Institution's Elective Courses	8
	Open Elective Courses	2
	Total	30

Semester 2

Code	Course Name	Credits
011SAARL1	Culture and Life ثقافة وحياة	2
011PSSSL2	Descriptive Statistics	2
011SASLL2	Lebanese Society: Family, Political Parties, and Religious Communities	3
011SAGDL2	Major Fields of Anthropology	3

011SATCL2	Sociology: Selected Topics	3
011SASPL2	Statistical Package for the Social Sciences	4
011HIHJL2	The Evolution of Lebanese Journalism الصحافة اللبنانية بين الأمس واليوم	4
064VALEL1	USJ Values in Daily Life	2
	Institution's Elective Courses	5
	Open Elective Courses	2
	Total	30

Semester 3

Code	Course Name	Credits
011ENANL3	Anthropological Surveys	3
011SAMAL3	Arab World: Cultural Unity and Diversity	3
011SPCIL3	Intangible Cultural Heritage and Lebanese Identity	3
011SAMRL3	Media and Social Claims	4
011SASPL3	Political Sociology	3
011SPCUL3	Public Presentation and Communication	3
011SAS1L3	Sociological Theories I	3
011SAANL3	Specialized English- Sociology and Anthropology	4
011SATRL3	Work, Business, and Society	4
	Total	30

Semester 4

Code	Course Name	Credits
011SAGCL4	Anthropological Theories I	3
011PSSAL6	Applied Statistics	4
011PHPEL1	Foundations of Ethical Thoughts	2
011SARHL4	Introduction to Human Resource Management	3
011SAS1L1	Methods and Approaches in Social Sciences I	3
011SACEL4	Public Relations and External Communication	3
011SAMAL4	Sociology of the Arab World	3
011HIMCL3	War in the Contemporary World	2
	Institution's Elective Courses	5
	Open Elective Courses	2
	Total	30

Semester 5

Code	Course Name	Credits
011SACAL5	Association Communication Strategies	3
011COSEL5	Conferences and Seminars	3
011SAS6L5	Internship - Sociology of Business and Public Relations	6
011SAEML5	Introduction to Corporate Communication and Marketing	3

011SAS2L2	Methods and Approaches in Social Sciences II	3
011SAPML6	Persuasion and Manipulation: A Sociological Approach	3
011SAIPL 1	Professional Integration	3
011SAT2L6	Sociological Theories II	3
011SAAUL5	The City: Spaces and Social Networks	3
	Total	30

Semester 6

Code	Course Name	Credits
011SAA2L6	Anthropological Theories II	3
011SACSL4	Communication and Society	4
011SARSL6	Corporate, Society, and Social Responsibility	4
011SANOL5	Research Paper in Sociology-Anthropology	3
011SASSL6	Sex, Gender, and Society	3
011SASCL6	Sociology of Communication	3
011SASOL6	Sociology of Conflict	4
011S8SRL6	Sociology of Religion	3
	Institution's Elective Courses	3
	Total	30

COURSE DESCRIPTION

011ENANL3	Anthropological Surveys	3 Cr.
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This course involves participating in a field survey leading to a project or study. It primarily takes place off-campus, directly in the field, where students interact with individuals answering questionnaires.

011SAGCL4	Anthropological Theories I	3 Cr.
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This course examines the evolution of thought among prominent anthropologists and explores their research sites. Students will progressively delve into the evolution of anthropological theory, uncovering the key materials that have contributed to its advancement.

011SAA2L6	Anthropological Theories II	3 Cr.
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This advanced course introduces and explains anthropological theories. It follows on from the course titled "Introduction to Anthropology and Anthropological Theories I".

011SAMAL3	Arab World: Cultural Unity and Diversity	3 Cr.
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This course explains the Arab world through the dynamic lens of its cultures and identities, both on a regional (cultural area) and national scale. It examines the socio-cultural and political relationships among ethnic and religious groups.

011SACAL5	Association Communication Strategies	3 Cr.
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This course introduces the nonprofit sector, highlighting its key players, their diversity, and their significance. Students will explore and analyze the complex and varied approaches of both traditional and contemporary communication strategies employed through nonprofit marketing.

011SACSL4	Communication and Society	4 Cr.
<p>This course aims to familiarize students with the key issues and challenges of communication in contemporary society, including its beneficial or harmful effects. Additionally, it introduces students to the concrete analysis of religious phenomena and their impact within the contemporary social and cultural context.</p>		
011SARSL6	Corporate, Society, and Social Responsibility (RSE)	4 Cr.
<p>This course introduces the concept of corporate social responsibility and its social impact. It enables students to understand the stakes of socially responsible leadership and to make decisions and take actions based on ethical and humanistic values.</p>		
011SAARL1	Culture and Life ثقافة و حياة	2 Cr.
<p>This course focuses on reading and discussing selected texts from Lebanese culture, literature, and current affairs.</p>		
011SPCIL3	Intangible Cultural Heritage and Lebanese Identity	3 Cr.
<p>This course highlights the significance of preserving and transmitting intangible cultural heritage through cultural and tourism events. It is divided into two parts: the first part offers a historical overview, tracing the evolution of the concept from “folk arts and traditions” to “folklore,” and finally to “intangible cultural heritage” as defined by the UNESCO Convention of 2003. The second part features guest speakers who share their expertise in designing and implementing projects and events that highlight and promote intangible cultural heritage.</p>		
011SAANL1	Introduction to Anthropology	3 Cr.
<p>This course introduces anthropology, offering a comprehensive overview of the discipline’s evolution, practice, and interdisciplinary aspects. It emphasizes fundamental concepts and contemporary issues related to cultural variability, such as otherness, ethnocentrism, identity, and acculturation. It aims to provide students with valuable insights into the cultural dimensions of various current issues.</p>		
011SAEML5	Introduction to Corporate Communication and Marketing	3 Cr.
<p>This course introduces key marketing and corporate communication concepts needed to understand how a company should manage both internal and external communication to effectively promote and protect its image.</p>		
011SARHL4	Introduction to Human Resource Management	3 Cr.
<p>This course covers the key aspects of management and human resource management, introducing both the theories and practices of the field.</p>		
011SARPL1	Introduction to Public Relations	3 Cr.
<p>This course covers various communication techniques used by businesses, including marketing, advertising, and especially public relations. It focuses on understanding public relations and the role of the person responsible for it. This course is divided into different sections that address different aspects of communication. It begins with introducing general communication concepts, then explains various communication techniques such as propaganda, advertising, marketing, and public relations. Finally, it highlights the role and functions of a communication officer.</p>		
011SAESL1	Introduction to Social Studies	3 Cr.
<p>This course introduces the fundamentals of sociology, providing the essential elements needed to understand the structure, functioning, and transformation of the social world. It encourages students to grasp the basic concepts of sociology and to critically consider the interplay between social and individual dynamics.</p>		
011SASLL2	Lebanese Society: Family, Political Parties, and Religious Communities	3 Cr.
<p>This course enables students to understand and analyze the interplay between social, political, and religious factors in contemporary Lebanese society.</p>		

011SAGDL2	Major Fields of Anthropology	3 Cr.
<p>This course enables students to grasp the major fields of anthropology. It explores the key components of culture from the perspectives of both unity and diversity.</p>		
011SAMRL3	Media and Social Claims	4 Cr.
<p>This course explores how the rise of social media has significantly impacted citizens' methods of action. It examines various movements, whether successful or not, and the role of traditional and social media during these crises.</p>		
011SAS1L1	Methods and Approaches in Social Sciences I	3 Cr.
<p>This course provides an introduction to research methodology in Humanities. It covers the initial stages of a research project, focusing on applying the required methodological protocols. This course also equips students with the necessary skills to organize their research according to essential and required procedures throughout their academic journey.</p>		
011SAS2L2	Methods and Approaches in Social Sciences II	3 Cr.
<p>This course progresses through the chronological stages of research. It begins with familiarizing students with professional conduct guidelines and key methodological concepts. Students then learn to systematically develop each phase of their research, culminating in the application of field observation techniques.</p>		
011LFCEL1	Oral and Written Communication	4 Cr.
<p>This course is designed to address the linguistic needs of students at the Saint Joseph University of Beirut. It aims to enhance students' abilities to communicate fluently, clearly, and effectively across various oral situations, including spontaneous speech, interviews, presentations, debates, and meetings. Additionally, this course focuses on developing students' skills in writing, reading, and research on contemporary topics relevant to their field of study. By the end of this course, students will be able to prepare oral presentations and utilize oral communication for professional purposes. They will also be able to independently write a research brief on a current issue and present arguments in a clear and compelling manner.</p>		
011SAPML6	Persuasion and Manipulation: A Sociological Approach	3 Cr.
<p>This course examines the issues of propaganda and mass persuasion in the contemporary world.</p>		
011SASPL3	Political Sociology	3 Cr.
<p>This course equips students with theoretical tools and analytical instruments to understand political phenomena beyond spontaneous or emotional responses. It covers key topics in the discipline, such as the state, nation, civil society, democracy, mobilization, and identities, while clarifying the concrete processes of power in society. This course also explores the political dimensions of social phenomena outside the official political arena and examines the methods of action and legitimization used by various actors in their competition for material and symbolic resources.</p>		
011SAIPL1	Professional Integration	3 Cr.
<p>This course prepares students to the workforce by providing guidance, educational resources, and valuable insights. It aims to support students in their transition to professional life by helping them assess and highlight their skills, improve their oral and written communication for professional settings, identify the most suitable career path, and successfully integrate into the professional world.</p>		
011SPCUL3	Public Presentation and Communication	3 Cr.
<p>This course trains students to present themselves professionally to an audience. They will practice writing and delivering presentations to their peers.</p>		

011SACEL4	Public Relations and External Communication	3 Cr.
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This course familiarizes students with the various forms of external communication employed by businesses. It helps them understand communication strategies related to branding, including the brand name, logo, and overall image. This course covers different types of external communication, examining their purpose and functionality. Students will begin with general communication principles, such as the stages of a communication campaign, and then advance to more specific topics, including brand image management and visual communication, with a focus on logotypes, names, and trademarks.

011SASSL6	Sex, Gender, and Society	3 Cr.
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This course enables students to understand masculinity and femininity through the lens of gender as a social construct, rather than sex as a biological fact. It analyzes the effects of gender on social relations, and the inequalities produced between men and women in human societies.

011SAS1L3	Sociological Theories I	3 Cr.
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This course provides students with interpretative frameworks essential for analyzing social phenomena. It guides them in situating, understanding, critiquing, and comparing various sociological theories.

011SAT2L6	Sociological Theories II	3 Cr.
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This advanced course introduces and explains sociological theories. It follows on from the course titled “Introduction to Sociology and Sociological Theories I”.

011SASCL6	Sociology of Communication	3 Cr.
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This course explores the real impact of media on our lives and how to measure it. Media both informs and misinforms, educates and contributes to a lack of education, with effects that vary across different times, societies, and stages of development. Through studies and concrete cases, this course aims to provide a deeper understanding of media’s influence and limitations, considering its often-questioned credibility.

011SASOL6	Sociology of Conflict	4 Cr.
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This course employs tools from historical and political sociology to understand the dynamics of conflict production in social life.

011SAFML1	Sociology of Family and Marriage	3 Cr.
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This course enables students to understand family structures, functions, and relationships from a sociological perspective. It explains the stages of family trajectories, as well as potential dysfunctions and disruptions that may occur.

011SAMAL4	Sociology of the Arab World	3 Cr.
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This course examines the Arab world from a sociological perspective, identifying dominant social structures and lifestyles while placing them within a dynamic framework. It analyzes social changes in the region, particularly those triggered by recent revolutions and ongoing conflicts.

011SATCL2	Sociology: Selected Topics	3 Cr.
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This course applies key sociological concepts to contemporary social issues through a selection of representative themes. Students will engage with complementary or conflicting analyses of specific institutions or topics, aiming to deepen their understanding and enhance their critical thinking skills.

011SAANL3	Specialized English - Sociology and Anthropology	4 Cr.
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This course aims to enhance students’ interactive speaking skills, oral presentation abilities, and capacity to analyze and synthesize information from diverse sources. Students will engage with authentic materials to demonstrate their understanding of various topics. Additionally, this course emphasizes developing an academic and professional writing style through analysis and research.

011SASPL2	Statistical Package for the Social Sciences	4 Cr.
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This course explains the use of SPSS software for survey data analysis and statistical processing.

011SAAUL5	The City: Spaces and Social Networks	3 Cr.
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This course examines the increasingly urbanized contemporary world through the lenses of sociology and anthropology. It analyzes the relationships among individuals, networks, and groups, as well as the social dynamics within the urban space of Lebanon.

011SGDVL4	Urban and Citizenship Law (Ar.)	4 Cr.
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This course introduces students to the rights and obligations of citizens, including their interactions with law enforcement and various security services. It also covers recent laws and regulations currently in effect.

064VALEL1	USJ Values in Daily Life	2 Cr.
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This course aims to familiarize students with the fundamental values of the Saint Joseph University of Beirut (USJ) so that they can integrate them into their personal, interpersonal, and professional lives. It engages them in critical reflection on how the values outlined in the USJ Charter can influence their behaviors, actions, and decisions in addressing the challenges of the contemporary world. Additionally, students will become aware of global issues and ethical responsibilities, preparing them to positively contribute to the building of a better society.

011SATRL3	Work, Business, and Society	4 Cr.
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This course explores work as a central social experience in modern society, examining its role in socialization and social solidarity. It prepares students to understand and analyze the complexities of the labor market from both a societal perspective and the individual worker's viewpoint. The course focuses on how workers interact with their internal and external work environments and the various elements that shape their experience.