

BACHELOR IN BUSINESS ADMINISTRATION AND MANAGEMENT

Main Language of Instruction:

French ☒ English ☐ Arabic ☐

Campuses Where the Program Is Offered: CFDSS, CZB, CLS

OBJECTIVES

This program aims to train middle and/or senior managers in business administration and management, preparing them for diverse roles in public and private organizations.

It combines traditional business education with the development of interpersonal and behavioral skills essential for professional success. This program continuously adapts to evolving business environments.

Over six semesters, the Bachelor's program provides students with comprehensive knowledge of business disciplines and key behavioral competencies. It incorporates emerging business issues and global trends, fostering curiosity, continuous learning, and career-long exploration.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Apply ICT tools for communication, information, and management
- Develop interpersonal and communication skills
- Understand organizational dynamics and management mechanisms
- Analyze the business environment and its fundamental dynamics
- Enhance personal development and creativity
- Master the dynamics of quantitative models, corporate finance, and the economic environment
- Recognize the role of the individual in internal corporate activities and external relations
- Demonstrate a sense of ethics and values

PROGRAM REQUIREMENTS

180 credits: Required courses (150 credits), Institution's elective courses (24 credits), Open elective courses (6 credits) and USJ General Education Program (32 credits - may be part of the above categories).

Fundamental Courses (174 Cr.)

Required Courses (150 Cr.)

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

Institution's Elective Courses (24 Cr.), to be chosen from the list below:

Contemporary Business (2 Cr.), Digital Banking Transformation (4 Cr.), Human Talent Development (2 Cr.), Management and Planning of Humanitarian Projects/Operations (2 Cr.), Media Training (2 Cr.), Sustainability in the Corporate World (2 Cr.), Virtuous Leadership (4 Cr.), Business Conferences (2 Cr.), E-government (4 Cr.), Personal Skills (2 Cr.), Corporate Social Responsibility (3 Cr.), Business English (4 Cr.), Public Speaking (2 Cr.), Work Ready Now (4 Cr.), Volunteer and Civic Action (2 Cr.), Arabic Language: Arabic Language and the Media (2 Cr.), Arabic Language: Contemporary Novels, Cinema and Theater (2 Cr.), USJ Values in Daily Life (2 Cr.), Citizenship and Human Rights (2 Cr.), Managing Business Opportunities in Developing and Emerging Economies (2 Cr.), Protocol and Ethique for Business People (2 Cr.), AI for Business (2 Cr.), Basics of Stock Exchange (2 Cr.), Communicate to Captivate: Voice and Multimedia Skills (2 Cr.), HR Technologies & AI in the Workplace (2 Cr.), Introduction to Consulting (2 Cr.), Introduction to Logistics (2 Cr.), Pillars of Crisis Leadership (2 Cr.), Social Entrepreneurship (2

Cr.), Wellness & Happiness at Work (2 Cr.), Family Business (2 Cr.), Green is the New Gold: Cracking the ESG Code (2 Cr.), Healthcare Management (2 Cr.), Impactful Presentations: Techniques for Success (2 Cr.), Introduction to Sport Management (2 Cr.), Relationship and Value Selling (2 Cr.).

Open Elective Courses (6 Cr.)

USJ General Education Program (32 Cr.), to be chosen from the list below:

Code	Course Name	Credits
	ENGLISH OR OTHER LANGUAGE	4
008BUSEL3	Business English	4
	ARABIC	8
	<i>Arabic Language and Culture</i>	2
435LALML2 or 435LRCTL2	Arabic Language: Arabic Language and the Media or Arabic Language: Contemporary Novels, Cinema and Theater	2
	<i>Other Course Taught in Arabic</i>	6
008DROIL1	Company Law	6
	HUMANITIES	8
064VASJL1	USJ Values in Daily Life	2
	<i>Ethics</i>	2
008CETHL4	Ethics and Company Culture	2
	<i>Civic Engagement and Citizenship</i>	2
015ABC2L3	Volunteer and Civic Action	2
	<i>Other Humanities Course</i>	2
008DPCOL2	Development of the Person and Organizational Behavior	2
	SOCIAL SCIENCES	12
	<i>Professional Integration and/or Entrepreneurship</i>	2
008ETINL5	Innovation and Entrepreneurship	2
	<i>Other Social Sciences Courses</i>	10
008POLEL6	Economic Policy	6
008WRNKL3	Work Ready Now	4
	QUANTITATIVE TECHNIQUES	8
008TQIIL3	Quantitative Methods	4
008STATL2	Statistics	4
	COMMUNICATION TECHNIQUES	4
008MTRUL2	Methodology of University Work	2
008PBSPL3	Public Speaking	2

SUGGESTED STUDY PLAN

This study plan includes the 150 credits of required courses and excludes the 24 credits of Institutional Elective Courses and the 6 credits of Open Elective Courses.

Semester 1

Code	Course Name	Credits
008DROIL1	Company Law	6
008INTCL1	Introduction to Accounting	4
008MANAL1	Management and Organization	6
008MATHL1	Mathematics	6
008INFOL1	MS Excel	4
008ENTAL1	Entrepreneurship	2
	Total	28

Semester 2

Code	Course Name	Credits
008COMPL2	Accounting II	6
008DPCOL2	Development of the Person 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 Methods	4
	Total	20

Semester 4

Code	Course Name	Credits
008CONGL4	Management Control	4
008CETHL4	Ethics and Company Culture	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
oo8COMSL5	Corporate Accounting	6
oo8EJCTL5	Contemporary Issues	2
oo8ETINL5	Innovation and Entrepreneurship	2
oo8MARSLL5	Strategic and International Marketing	6
oo8SYSIL5	Information Systems	4
oo8FINPL6	Public Finance	4
	Total	24

Semester 6

Code	Course Name	Credits
oo8BASDL6	Database	4
oo8BUSIL6	Business Simulation	2
oo8FINML6	Financial Markets	2
oo8GESFL6	Financial Management	6
oo8POLEL6	Economic Policy	6
oo8DGMAL6	Digital Marketing	2
	Total	22

COURSE DESCRIPTION

oo8DROIL1	Company 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.

oo8INTCL1	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 origins 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 a company,
- Become familiar with accounting principles and basic financial statements.

oo8MANAL1	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, leading, 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.

oo8MATHL1	Mathematics	6 Cr.
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This course provides students with the mathematical tools necessary to develop logical reasoning and critical thinking skills essential for managerial decision-making.

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

oo8INFOL1	MS Excel	4 Cr.
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This course enables students to create and manage spreadsheets using advanced Excel tools.

oo8ENTAL1	Entrepreneurship	2 Cr.
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This course introduces students to the foundations and contemporary dynamics of entrepreneurship. It examines the profile, motivations, advantages, and challenges of entrepreneurs, as well as the cultural diversity and economic impact of entrepreneurial activity. Students will explore how entrepreneurs identify opportunities, mobilize resources, manage risks, and create value in a constantly changing environment. Through case studies, entrepreneur testimonials, and group work, the course emphasizes critical thinking, creativity, ethical awareness, and innovation. It also aims to develop an entrepreneurial mindset based on curiosity, initiative, and resilience, enabling students to recognize opportunities, take calculated risks, and transform innovative ideas into sustainable economic and social projects.

oo8COMPL2	Accounting II	6 Cr.
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This course familiarizes students with year-end inventory procedures and the accounting valuation process required for the preparation of financial statements.

International accounting standards, specifically the IFRS Conceptual Framework, are briefly covered at the end of the course.

oo8DPCOL2	Development of the Person and Organizational Behavior	2 Cr.
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This course equips students with the knowledge and tools to maximize their potential, leverage available resources, and overcome challenges in pursuit of personal and professional goals. It introduces the fundamental concepts of organizational behavior, with an emphasis on workplace motivation, leadership, accountability, and delegation. Students will also examine the principles of effective teamwork, the common sources of workplace conflict, and strategies for managing and resolving conflict in organizational settings.

oo8MTRUL2	Methodology of University Work	2 Cr.
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This course introduces first-year students to the principles and techniques of professional written communication. Students will develop skills in reading comprehension, effective note-taking, and the preparation of business correspondence in both English and French, including letters, memoranda, and reports. The course also covers professional digital communication, including email etiquette, as well as research methods and the effective organization and presentation of information.

oo8ECONL2	Microeconomics	6 Cr.
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This course provides a solid understanding of economic reasoning without burdening students 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.

oo8MSOHL2	MS Office	2 Cr.
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This course aims to teach students how to use the major 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.

oo8PRMKL2	Principles of Marketing	4 Cr.
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This course introduces students to the principles of strategic marketing and provides a systematic framework for analyzing and developing marketing strategies. It examines the formulation and implementation of marketing strategies and policies, with particular emphasis on the strategic business unit level while highlighting the role of marketing across all organizational functions. Adopting a customer-centric approach, students will learn to analyze customer needs, evaluate competitive environments, and develop responsive marketing strategies that adapt to changing market conditions.

008STATL2	Statistics	4 Cr.
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This 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 students with the tools to assess a company's economic and financial position using its financial statements (balance sheet, income statement, and notes to the financial statements). It aims to explain concepts and methods for assessing the financial health and profitability of a company. The course covers:

- 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. It enables students to:

- Understand the different types of costs and their practical applications.
- Acquire the fundamental techniques of cost analysis.

008MACEL3	Macroeconomics	6 Cr.
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This course aims to teach second-year students 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 Methods	4 Cr.
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This course aims 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	Ethics and Company Culture	2 Cr.
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This course introduces students to the fundamental concepts of ethics and culture and explores their role in business development. It raises awareness of the importance of ethical principles, cultural values, and their impact on individual behavior, organizational practices, and institutional decision-making. Through examples from international companies, students will examine how ethics influences business development, particularly in relation to technology and innovation, creativity and marketing, quality management, and organizational practices. The course objectives are to:

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

oo8DROAL4	Business Law	6 Cr.
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This course provides students with a practical understanding of the legal institutions and principles governing the business environment. It equips students with the knowledge and analytical skills needed to understand and apply legal concepts in business contexts. It emphasizes concepts essential for navigating professional environments, enabling students to engage in established activities, learn new techniques for revenue generation, and avoid or minimize losses such as penalties or damages.

The course also serves as a foundational subject for further study in various management fields and related professions, including:

- Corporate accounting
- Finance
- Banking and stock markets
- Other relevant legal branches: labor law, social security, tax law, etc.

oo8MARKL4	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.

oo8MATFL4	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.

oo8STAGL5	Internship	10 Cr.
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This course is required for obtaining the degree. Students must complete a minimum eight-week internship (10 ECTS credits), prepare a report on their experience at the host company, present it, and defend it to validate the internship. The internship must take place during the summer, preferably in June, July, or August, between the end of the fourth semester and the beginning of the fifth semester.

oo8COMSL5	Corporate Accounting	6 Cr.
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This course introduces the legal framework governing commercial companies, which are profit-oriented entities governed by legal, fiscal, and accounting rules. It explains how these companies are created, how their activities generate profits or losses at the end of each accounting period, and how these results are allocated according to the law and their statutes. The course also covers financing and restructuring operations such as capital increases, mergers, demergers, and partial asset contributions, as well as the conditions that may lead to dissolution, liquidation, and the settlement of debts owed to creditors and shareholders.

Topics include:

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

oo8EJCTL5	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.

oo8ETINL5	Innovation and Entrepreneurship	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.

oo8MARSIL5	Strategic and International Marketing	6 Cr.
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By the end of this course, students will 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 will 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.

oo8SYSIL5	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 implementing appropriate measures 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.

oo8BASDL6	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.

oo8BUSIL6	Business Simulation	2 Cr.
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This 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 exercise. The primary objective is to familiarize students with decision-making processes within companies.

oo8FINPL6	Public Finance	4 Cr.
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This course provides students with an understanding of budgetary techniques as a key component of public finance. It introduces the principles of fiscal culture and state fiscal policy, including the tools and mechanisms used to implement them. The course also examines the importance of budgetary balance in national budget preparation and the consequences of excessive fiscal imbalances.

oo8FINML6	Financial Markets	2 Cr.
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This course introduces students to the world of investments, particularly focusing on international financial markets.

oo8GESFL6	Financial Management	6 Cr.
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This course introduces students to the main techniques used in long-term financial decision-making. It covers financial forecasting, investment selection criteria, company financing, and various financing methods through banks or financial markets. Students will also be introduced to the principles and practices of Islamic finance.

oo8POLEL6	Economic Policy	6 Cr.
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This course provides a theoretical analysis of economic policy and examines the debates surrounding its formulation and implementation. It explores how economic policy choices are shaped by different schools of economic thought and how decision-makers address macroeconomic challenges. Students will develop the ability to apply economic concepts to analyze competing perspectives and evaluate the effectiveness of macroeconomic



policies.

008DGMAL6	Digital Marketing	2 Cr.
This course provides students with a solid understanding of digital marketing fundamentals, strategy development, and best practices in implementation. It equips them with both theoretical insights and practical skills necessary to develop and manage effective digital marketing strategies in today's digital environment.		
008CPBUL3	Contemporary Business	2 Cr.
This course is designed for upper-intermediate to advanced students. It equips them with the skills necessary for career success, including understanding entrepreneurial ventures, small business operations, global market competition, key economic and banking processes, and strategies for mergers and acquisitions. Students will broaden their knowledge of the business world through a variety of learning activities and practical applications.		
008DBTRL3	Digital Banking Transformation	4 Cr.
This course familiarizes students with the different distribution channels in financial institutions, particularly digital channels such as e-banking and mobile banking. A large part of the course is devoted to the digital transformation underway in the banking sector, the role of tech giants GAFAM and BATX (Google, Apple, Facebook, Amazon, Microsoft...) and the challenges posed by fintechs. Finally, the impact of cryptocurrencies and digital currencies on the economy are discussed during the semester.		
008HTDVL3	Human Talent Development	2 Cr.
This course explores talent development, guiding students in self-discovery and leadership empowerment while learning to nurture the talents of others. It covers personal growth, team dynamics, and organizational success. Students will examine key behaviors for workplace success, explore their personality traits, and actively engage with case studies, real-life examples, and role plays.		
008MPHPL3	Management and Planning of Humanitarian Projects/Operations	2 Cr.
This course provides a hands-on exploration of humanitarian work, tracing its history from the early 19 th century to the present. Students will examine major humanitarian crises, including Biafra, Haiti, Syria, Afghanistan, Cambodia, Ebola, COVID-19, and Ukraine. The course explores organizational structures and cultures of UN agencies, Anglo-Saxon INGOs, and continental (mainly French) INGOs. Students will study key functions within humanitarian agencies, including HR, logistics and security, operations, grants, and MEAL. They will learn to write proposals, develop log frames, set general and specific objectives, design monitoring schemes, create advocacy strategies, and produce reports. Finally, students will explore the fundamental principles of launching and managing humanitarian interventions during major crises.		
008METRL3	Media Training	2 Cr.
This course prepares students to interact effectively with the media. It examines conceptual foundations for engaging with traditional and new media and provides practical applications of these principles. Students will develop confidence in delivering clear messages while maintaining control over content during media exposure, interviews, or public speaking. The course covers body language, audience analysis, message creation and delivery, and evaluation tools.		
008SICWL3	Sustainability in the Corporate World	2 Cr.
This course introduces the concepts of sustainability, Sustainable Development Goals (SDGs), and Corporate Social Responsibility (CSR). It explores the interconnectedness between environmental, social, and economic aspects of sustainability and equips students with the knowledge and skills to address global challenges through sustainable practices. This knowledge supports students in their corporate life and entrepreneurial journeys through exposure to best practices in local and multinational corporations.		

008VILEL3	Virtuous Leadership	4 Cr.
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This course explores authentic leadership as the formation of character through the cultivation of virtues. It examines the distinction between management, which focuses on task achievement, and leadership, which is concerned with developing and empowering others. Leadership is presented as a way of being accessible to all, regardless of status or position, and as a vocation open to everyone rather than a privilege reserved for a few.

008BSCFL3	Business Conferences	2 Cr.
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This course connects undergraduate students with influential business leaders from various industries. Students will attend conferences to build professional contacts, gain knowledge, learn methods and tools, and generate ideas in a professional context. Each conference provides a unique learning experience, helping students advance their career objectives. The course aims to bridge the gap between academic offerings and industry needs through continuous interaction with professionals. Students must attend at least seven conferences during the semester and will be evaluated based on their attendance.

008EGVTL4	E-government	4 Cr.
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This course examines the challenges and opportunities of open government as public institutions aim to increase transparency and strengthen ties with constituents. Students will explore fundamental concepts related to e-government data, the application of open government principles in various contexts, and the potential positive and negative effects of open government on the workplace.

008PSKLL3	Personal Skills	2 Cr.
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This course develops essential 21st-century skills, with a focus on communication, conflict management, and negotiation.

008BUSEL3	Business English	4 Cr.
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This course is designed for intermediate-level business students and provides structured practice in real-world business contexts. Students will develop their knowledge of business terminology and concepts while strengthening their communication skills through speaking, reading, writing, and listening activities. Using relevant and engaging business topics, the course aims to enhance students' ability to use English effectively and confidently in professional settings.

008PBSPL3	Public Speaking	2 Cr.
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This course develops effective communication skills essential for leadership and professional success. Students will learn to resolve conflicts, foster harmony, and build stronger relationships while influencing others positively. The course focuses on public speaking in professional contexts, emphasizing confidence, clarity, and effectiveness in presentations, meetings, and other professional scenarios.

008WRNKL3	Work Ready Now	4 Cr.
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This course equips students with foundational soft skills and work-based learning experiences to prepare for workplace success. Students will engage in participatory, hands-on learning, practicing new skills and building the self-confidence needed to secure and maintain employment aligned with their professional goals. Work-based activities include visits to real workplaces in the community and the use of free online digital tools to demonstrate learning. Throughout the course, students will create a career portfolio to support their transition from student to employee.

015ABC2L3	Volunteer and Civic Action	2 Cr.
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This course develops students' awareness of civic engagement through participation in voluntary activities. It combines theoretical foundations with supervised practical experience.

435LALML2	Arabic Language: Arabic Language and the Media	2 Cr.
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This course introduces Modern Standard Arabic (MSA) through an interactive approach that integrates language learning, cultural awareness, and critical thinking. Using media as a gateway to the Arabic language and contemporary Arab societies, students will engage with authentic materials, including newspapers, audiovisual content, social media, and digital platforms, to explore key issues and debates shaping the Arab world today. The course aims to develop students' proficiency in comprehension and expression in MSA while fostering critical engagement with media discourse and reflection on the role of media in contemporary societies.

435LRCTL2	Arabic Language: Contemporary Novels, Cinema and Theater	2 Cr.
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This course introduces Modern Standard Arabic (MSA) through an interactive approach that integrates language learning, cultural awareness, and critical thinking. Using contemporary novels, theatre, and cinema as gateways to the Arabic language and culture, students will engage with authentic materials, including literary excerpts, theatrical texts, and film extracts, to explore stories, characters, and themes that reflect the diversity of contemporary Arab societies. The course aims to develop students' proficiency in comprehension and expression in MSA while fostering the analysis of literary and cinematic works and encouraging reflection on the relationship between culture, identity, and society.

015CDHOL3	Citizenship and Human Rights	2 Cr.
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This course encourages USJ students to embrace fundamental rights and develop their civic commitment.

064VASJL1	USJ Values in Daily Life	2 Cr.
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This course introduces students to the core values of Saint Joseph University of Beirut (USJ), enabling them to integrate these values into their personal, interpersonal, and professional lives. It encourages students to critically reflect on how the values outlined in the USJ Charter can influence their behaviors, actions, and decisions in addressing the challenges of the contemporary world. It also raises awareness of global issues and ethical responsibilities, preparing students to contribute positively to society.

008MODEL3	Managing Business Opportunities in Developing and Emerging Economies	2 Cr.
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This course introduces the concept of entrepreneurship, its role in society, and its impact on market economies. Students will explore entrepreneurial practices, venture creation, and start-up management while developing the ability to identify and evaluate business opportunities within their context. The course covers key components of a business plan, investor pitching, and resource acquisition strategies, with particular attention to emerging economies. Through activity-based learning, including case studies and entrepreneurial success stories, students will gain practical insights into the entrepreneurial process.

008PEBPL4	Protocol and Ethique for Business People	2 Cr.
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This course equips students with the knowledge and practical skills of business protocol and etiquette required to succeed in international, multicultural, and corporate environments. It examines the principles of professional conduct, cross-cultural communication, and contemporary business etiquette, enabling students to represent themselves and their organizations with confidence, professionalism, and diplomacy. Topics include professional image, workplace etiquette, digital communication etiquette, cross-cultural protocols, business meetings, dining etiquette, networking and social etiquette, official protocol and ceremonial practices, ethics and integrity, and case studies in international business protocol.

008AIBUL3	AI for Business	2 Cr.
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This course equips Business Management students with the knowledge and practical skills to navigate, lead, and innovate in the age of artificial intelligence. Designed for undergraduate and graduate students, it provides a strategic and applied foundation in artificial intelligence, with particular emphasis on generative AI (GenAI) and its applications in management, marketing, entrepreneurship, and business automation. Through real-world business cases, hands-on experience with AI tools, and a practical capstone project, students will develop the ability to apply AI effectively and responsibly. The course covers prompt engineering, business process automation, autonomous AI agents, and the ethical use of AI, preparing students to drive AI-enabled innovation across diverse business

functions.

008BOSEL3	Basics of Stock Exchange	2 Cr.
This course introduces the principles and practices of stock market investment within the applicable legal and regulatory framework. It provides a historical overview of the Beirut Stock Exchange, tracing its establishment in 1920 under the French Mandate, its regulatory and institutional evolution, and the key phases of its growth and decline, with particular emphasis on the impact of periods of conflict. Students will develop an understanding of investment processes, stock market operations, and the role of capital markets in the economy.		
008CCVML3	Communicate to Captivate: Voice and Multimedia Skills	2 Cr.
This course develops students' confidence and proficiency in public speaking across a range of media platforms. Students will practice television-style interviewing and panel discussions, design and produce a podcast, develop and present program concepts, and strengthen their on-screen presence, vocal delivery, and storytelling skills.		
008HRAIL3	HR Technologies & AI in the Workplace	2 Cr.
This course introduces undergraduate business students to the fundamental principles and practices of Human Resource Management (HRM) and their role in organizational success. Students will examine the core HR functions, including talent acquisition, learning and development, performance management, and succession planning, while exploring how digital technologies and artificial intelligence (AI) are transforming HR practices. Through the integration of theory, practical application, and real-world case studies, the course highlights the strategic value of HR and its evolving role in technology-driven organizations. No prior HR knowledge is required.		
008ITCOL3	Introduction to Consulting	2 Cr.
This course introduces students to the consulting profession and the competencies required to pursue a career in consulting. Students will examine the role of consultants, why organizations engage consulting services, and the skills and recruitment processes associated with consulting careers. The course emphasizes structured problem solving, analytical thinking, data analysis, persuasive communication, and professional presentation skills. Through case studies, consulting assignments, and the use of industry-standard consulting tools, students will develop the practical knowledge and problem-solving mindset required to succeed in consulting and other advisory roles.		
008HCMGL3	Healthcare Management	2 Cr.
This course provides a comprehensive introduction to the principles and practices of health care management, examining the organizational, managerial, and strategic challenges facing health care institutions. Students will explore the organization and governance of health care organizations, the roles of managers, physicians, nurses, and other clinical and support professionals, and the management systems that support the efficient and effective delivery of health services. The course examines key concepts and theories in health care management, strategic management, and the use of contemporary management tools and technologies. Through case studies, collaborative discussions, and the analysis of course materials in both classroom and online learning environments, students will develop management, problem-solving, decision-making, teamwork, and critical thinking skills while applying health care management principles to real-world organizational challenges.		
008IPTSL3	Impactful Presentations: Techniques for Success	2 Cr.
This course equips students with the skills to design and deliver effective presentations, engage audiences, and create professional visual aids. It focuses on developing verbal and non-verbal communication skills, overcoming communication barriers, and managing question-and-answer sessions with confidence. Through the practice of advanced presentation techniques and the integration of feedback, students will enhance their confidence, professionalism, and ability to deliver impactful presentations in diverse professional contexts.		

008ISMGL3	Introduction to Sport Management	2 Cr.
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This course introduces students to career opportunities that enable them to transform their passions into professional pathways.

008RSVSL4	Relationship and Value Selling	2 Cr.
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This course develops students' ability to sell effectively by introducing proven sales techniques, principles, and practices used in successful sales environments. It provides a structured approach to the selling process, helping students build confidence and adapt sales strategies to different business contexts and personal styles. Through practical application, students will learn how to prospect, engage customers, present value propositions by highlighting features and benefits, address objections, and successfully close sales across various channels, including face-to-face and telephone interactions. The course also equips students with practical skills that can be immediately applied to enhance sales performance and achieve stronger business outcomes.

008INTLL3	Introduction to Logistics	2 Cr.
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This course introduces students to the fundamental concepts and principles of logistics. It provides an overview of key logistics processes while familiarizing students with essential terminology and frameworks that support a structured understanding of logistics management.

008POCLL3	Pillars of Crisis Leadership	2 Cr.
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This course prepares students to lead effectively in times of crisis, uncertainty, and disruption. It explores how authentic and credible leadership is tested during turbulent and unpredictable situations, emphasizing the lessons organizations can draw from crisis experiences and their capacity to adapt and emerge stronger. Students will examine the sources, types, phases, and dynamics of crises, along with key crisis leadership models, skills, traits, and perspectives. The course provides practical tools to lead change, manage uncertainty, and promote organizational learning in complex and challenging environments.

008SOENL3	Social Entrepreneurship	2 Cr.
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This course introduces the concept of social entrepreneurship and examines the distinctions between charities, non-governmental organizations (NGOs), and social enterprises, including their legal and institutional frameworks. It explores the core values of social entrepreneurship, the development of sustainable business models, and the importance of financial sustainability while creating social, environmental, and economic impact. Through the study of scaling models and real-world cases, students will learn to evaluate social impact and understand the strategies required to develop and grow sustainable social ventures.

008WADHL3	Wellness & Happiness at Work	2 Cr.
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This course explores wellness and happiness in the workplace through a journey of self-discovery, stress management, and personal development. It equips students with the knowledge and practical skills needed to enhance well-being in professional settings. Through a combination of theoretical insights and experiential activities, students will examine the foundations of workplace wellness, develop effective stress management strategies, and explore the factors that contribute to happiness at work. The course promotes self-awareness, resilience, and interpersonal skills, enabling students to create personalized wellness strategies that support long-term professional and personal growth.

008FABUL7	Family Business	2 Cr.
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This course explores the unique characteristics, challenges, and opportunities of family businesses, which represent a significant share of the global economy and private-sector employment. It develops students' understanding of family business dynamics and equips them with the perspectives needed to transform family enterprises into enduring legacies across generations. Through the study of family business models, typologies, and distinctive features, students will examine the evolution of family members' professional, managerial, communication, and legal relationships. The course also focuses on the key stages of effective succession planning, enabling students



to address potential challenges and support the long-term continuity and sustainability of family businesses.

oo8GNGCL4	Green is the New Gold: Cracking the ESG Code	2 Cr.
This course introduces Environmental, Social, and Governance (ESG) principles and examines their role in addressing contemporary environmental and societal challenges. Students will learn to evaluate ESG strategies, analyze stakeholder dynamics and investment practices, and integrate ESG considerations into strategic decision-making. Through real-world case studies and industry frameworks, the course connects theoretical concepts with practical applications in sustainable business practices.		