

School			
Major	Bachelor of Business Administration in Hospitality and Tourism Management		
Major Requirements			
Code	Title	Credits	Description
BHTM495	Revenue Management	3	This course aims to broaden an understanding of Revenue Management in the Hospitality and Tourism fields. Tourism is a perishable, intangible and variable service. Therefore, careful management is required to reach customer satisfaction and maximum revenue. Revenue Management started with the Airline Industry. However, today many more industries use Revenue Management such as Hotels, Car rental, Train companies and entertainment companies. Revenue management course helps to predict consumer demand to optimize inventory and price availability in order to maximize revenue growth. This course will allow the students to understand and contribute to the revenue decisions made in hospitality and tourism services. Additionally, the course will teach the students to gather information about the market, be proactive and use the information to divide the market and adjust the products through distribution, to the right customer at the right time and at the right price. The Course content is structured around theories and case examples, giving the student the experience to translate theory into practice. Upon the completion of this course the student will have the skills to: apply pricing strategies, use strategies to generate revenue through correct application, and make correct decisions in order to optimize revenue.
BHTM450	Internship in Hospitality & Tourism Management	3	The course is an in-service training and practical experience, totaling at least 300 hours, in an approved hospitality industry facility. The practical involvement undertaken by the student is complemented by submitting a report on the actual practical experience gained.
BHTM375	International Cuisine	3	This course is designed to introduce the student to food and beverage operations through three major components: fundamental food composition and properties, food products and preparation, and food safety. Students will prepare recipes, menus, and production schedules. Students will develop the ability to recognize properly prepared foods through preparing, tasting and evaluating foods. They will also be involved in a project where they create menus, develop and standardize recipes, and complete a plan for a dining event. this course requires 2 hrs per week practice in a lab
BHTM300	Travel Industry Management	3	This course introduces the different components of the travel industry, describes the interrelation in operation between all of them and focuses on the latest technologies designed to guide the future managers in the industry to face their most important challenges.
BHTM340	Restaurant Management	3	The course concentrates on the comprehensive study of restaurant management. Students examine the complex and integrated nature of restaurant management. The course aims at preparing students to apply sound management principles to situations encountered within restaurant management.
BMKT420	Customer Service Management	3	The course focuses on customer services accompanying a core product and service products themselves. It analyzes problems and issues related to service mix, service-level decisions, formulation of service policies, customer service management, development, training, and evaluation of customer service staff. Discussion covers customer information, customer surveys and suggestions, handling of complaints and adjustments, techniques for dealing with difficult and angry customers, dissemination of information, and the development of new programs.
BHTM370	Sanitation and Health in Food Service	3	The course focuses on food safety and other health related issues in the hospitality and travel industries namely in food handling operations, sanitary principles and cross contamination, high-risk food, control of food outbreaks and food borne illness. In addition, the course covers behavioral aspects to food service in restaurants, hospitals, schools, hotels, cruises, airlines, and international travel.

BHTM445	Conventions and Meetings Management	3	The course is an introduction to the environment and characteristics of the meetings, conventions, and exhibitions segments of the hospitality industry. The course emphasizes on managerial decisions involved in targeting, planning, organizing, selling and servicing activities in the Hospitality and Tourism industry.
BHTM425	Food and Beverage Cost Control	3	The course enables the students to become well familiarized with the theory and practice of internal cost control in the hospitality industry. Students will learn the importance of quality assurance versus cost impact on profitability management. Case studies constitute a major source of learning.

### Core Requirements

Code	Title	Credits	Description
BMGT210	Introduction to the World of Business	3	The purpose behind this course is to introduce Business students to the variant scopes of Business applications. Students will grasp basic Business terms and assimilate Business theories. To make the fundamentals of business understandable, functional, and relevant to students with little or no business background, topics will include discussions of the Modern Business World, Business Management, Employee Behavior and Motivation, Principles of Marketing, Managing Information Technology, Accounting Information, and Managing Finances. Those topics will interrelate with most pressing contemporary issues of global competitiveness, ethical standards, and technology. Students who take this course get their expectations ahead to enter the world of the business well aware of the challenges, responsibilities, and what can give them the competitive edge.
BMTH210	Business and Managerial Math	3	This course is designed to provide students with basic math skills useful in solving economics and business real-life problems. In this course, students learn to calculate the slope of a linear function, graph and solve non-linear functions, calculate arithmetic and geometric sequences and series, perform several operations including differentiation, partial derivatives, integration, and solve differential equations and matrices.
BSTA205	Introduction to Business Statistics	3	This course is designed to provide students with an introductory survey of many applications of descriptive statistics. In this course, students are expected to classify and graphically present data among different measurement levels. They are also expected to calculate measures of location and dispersion, understand the basic probability concepts, and examine discrete and continuous probability distributions.
BMKT300	Marketing Theory and Principles	3	The course introduces the concepts and principles of marketing, including the marketing of service and nonprofit organizations. Topics cover the marketing concepts, including relationship marketing, product development, pricing, promotion, marketing research, consumer behavior, international marketing, distribution, and internal marketing to employees. Practical case studies and research work constitute an integral part of the learning methodology.
BMGT380	Business Ethics	3	The course focuses on the relationship of business ethics and social responsibility in both domestic and global settings. It explores the ethical and moral considerations of corporate conduct, social responsibilities, policies, and strategies, and emphasizes on the definition, scope, application, and analysis of ethical values as they relate to issues of public consequence in both the domestic and global environments. Special attention is given to moral problems such as the ethics of hiring and firing, bribery, and professional responsibility to society.
BMGT315	Human Resource Management	3	The course examines the role of the human resource manager in both public and private sector organizations. Topics include personnel planning, selection, appraisal, training and development, compensation, and international aspects. The course is rich with practical case studies, and complemented with research assignments in the field of human resource management.

BMGT300	Introduction to Business Law	3	The course provides an in-depth conceptual and functional analysis and application of legal principles relevant to the conduct and understanding of commercial business transactions. Topics include the legal, ethical, and social environment of business; agencies, partnerships, and other forms of business organizations; and contracts and sales agreements. Relevant Lebanese laws and Salient legal aspects of international business are also discussed. Assignments may include conducting relevant research using computer databases and networks as well as other methods for accessing information.
BMGT200	Introduction to Business Management	3	The course focuses on how organizations operate in an era of rapid change, and the factors which determine how managers can operate effectively. Topics include the management function; the genesis of modern management; the development of management theory; the context in which managers operate; and managing organizations. The course integrates classical and modern concepts with a rich collection of contemporary real-world examples and cases. The course covers six major themes that guide the progress through the fascinating world of management, namely: Change, Skill development, Global economy, the Internet revolution, Diversity, and Ethics.
BFIN300	Business Finance	3	The course focuses on the principles of finance and their application in business corporations, with the main objective of maximizing shareholders' wealth. Topics include discounted cash flow analysis, the various uses of funds, valuation models, management of working capital, cost of capital, capital budgeting, long term financing and dividend policy.
BHTM421	Travel Agency Management (+Amadeus)	3	The course provides a thorough examination of the services and functions of retail and wholesale travel agencies. Specifically covered are agency organization, automation and operations as well as wholesale package planning, implementation and evaluation.
BHTM311	Lodging Management (+Opera)	3	The course focuses on the concepts of organization, communication, ethics, and policy formulation in hotels with emphasis on the front office. It introduces the basic techniques and trends in systems and equipment available to meet the needs of management & guests
BHTM305	Introduction to Hospitality & Tourism Industry	3	The course constitutes the first step to become a hospitality student. It offers an overview of one of the largest industries in the world. The first step is to dispel the myth that hospitality management is only hotels and restaurants....it's also airlines, cruises, catering, and event planning (just to name few). The course does not only provide better understanding of hospitality but also ensures gaining useful skills.
BECO210	Introduction to Microeconomics	3	This course is designed to introduce students to the basic methods and techniques that allow the micro units to make a proper choice, given scarcity. In this course, students are expected to learn how to calculate opportunity costs, determine comparative advantage, understand the theory of demand and supply, calculate equilibrium price and quantity, relate elasticity to total revenue, decide on the bundle of goods that maximizes consumer's total utility, determine several costs and differentiate between two extreme markets: perfect competition and monopoly.
BACC210	Principles of Accounting I	3	The course introduces students to the financial accounting environment, financial statements, the accounting cycle, and the theoretical framework of accounting measurement. It also covers the elements of financial statements, emphasizing mechanics, measurement theory, and the economic environment.

**General Education Requirements**

Code	Title	Credits	Description
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ENGL251	Communication Skills	3	The objectives of this course are to improve students' writing skills for academic purposes by developing effective use of grammatical structures; analytical and critical reading skills; a sensitivity to rhetorical situation, style, and level of diction in academic reading and writing; and competence in using various methods of organization used in formal writing.
ENGL201	Composition and Research Skills	3	This course focuses on the development of writing skills appropriate to specific academic and professional purposes; the analysis and practice of various methods of organization and rhetorical patterns used in formal expository and persuasive writing; the refinement of critical reading strategies and library research techniques; and the completion of an academically acceptable library research paper. Prerequisites: ENGL150, ENGL151.
CULT200	Introduction to Arab - Islamic Civilization	3	The purpose of this course is to acquaint students with the history and achievements of the Islamic civilization. Themes will include patterns of the political and spiritual leadership; cultural, artistic, and intellectual accomplishments Prerequisites: ENGL051, ENGL101, ENGL151.
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer knowledge by providing an overview of the computer hardware and basic components as well as hands-on practice on common software applications such as Word, Excel, Power Point, Internet and Email. The student will learn how to use the new features of Microsoft Office 2010 mainly Word documents, Excel spreadsheets and PowerPoint presentations. On the surface, MS Office 2010 looks a lot different than previous versions (no more menus_ toolbars!), but by learning to understand the dramatically changed, Ribbon-based interface, you'll quickly get back on the road to productivity.
ARAB200	Arabic Language and Literature	3	This course is a comprehensive review of Arabic Grammar, Syntax, major literature and poetry styles, formal and business letters.