

School			
Major	Bachelor of Business Administration in International Business Management		
Core Requirements			
Code	Title	Credits	Description
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.
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.
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.
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.
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.
BMIS300	Management Information Systems	3	The course provides an overview of management information systems (MIS) within a business context with emphasis on end-user computing. It covers MIS theory and practice as they relate to management and organization theories; current trends in MIS; managerial usage of information systems; computer hardware, software, and telecommunications; information systems for marketing, finance, accounting, and other business areas; systems development process; and the role of microcomputers. It also provides experiential learning by exposure to various decision-support tools for microcomputers.
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.

WECO210	Basics of International Economics	2	The course focuses on the basics of microeconomics, which includes the market behavior of firms and the market behavior of private households. Moreover, the course also covers the basics of macroeconomics, including macroeconomic accounting and money, inflation, and income distribution.
WMKT300	Marketing Basics	1	The course provides a detailed explanation of the marketing mix elements [ product, price, distribution, and communication ] and the main policies related to these elements. The course also focuses on the particularities of certain goods - industrial goods and services
WMGT315	Leadership Development	2	The course focuses on the different leadership approaches and leadership theories (scientific-theoretical background, derived leadership approaches, Ohio leadership studies, Johari window[]). The course also discusses some leadership tools (conferences and team meetings/group dynamics/role models, reports and presentations, personal work techniques, performance appraisal and feedback[]).
WACC210	Introduction to International Accounting	2	The purpose of this course is to provide students with some background on international accounting and financial reporting. It is not a technical accounting course and will be suitable for non-accounting students, provided that they have completed an introductory course in financial accounting and finance and have some familiarity with corporate financial statements.
WACC260	Basics of International Financial Reporting Standards/ International Accounting Standards	2	The purpose of the course is to cover the following:1. Internationalization of German accounting standards 2. Institutional framework of IFRS accounting 3. Framework 4. Presentation of Financial statements 5. Accounting of tangible assets 6. Accounting of intangible assets 7. Accounting of inventories and construction contracts 8. Accounting of provisions 9. Accounting of deferred taxes 10. Accounting of leases
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.

### General Education Requirements

Code	Title	Credits	Description
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.

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.
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.
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.
WULT200	European Studies	1	This course will introduce in the basic rules and principles of European governing. It deals with the main institutions of the European Union, how they work and it describes the different balances of power inside the Union. Who decides what and with which legitimacy? Is the power in the hands of the EU-institutions or in the hands of the national governments and parliaments? And of course this course handles the actual financial and economic crisis of the EUZ and the Eurozone and all the proposals to solve the crisis
WICI200	Intercultural Issues	4	This course focuses on different intercultural issues: National Culture and Business, Cultural dimensions, Diversity and Diversity Management, and Methods of Qualitative Analysis of Culture. Moreover, the course explains the International Face-to-face Contacts, Voice and Body Language, and Nonverbal Communication and Social Interaction. Finally, the course introduces the concept of Communication at Distance applied to products of body care / cosmetics.

### Major Requirements

Code	Title	Credits	Description
BMIS355	Quantitative Methods of Business Decisions	3	The course surveys the philosophy, techniques, and applications of operations research to managerial decision making. It is designed primarily for students not majoring in management science or statistics. Techniques covered include linear programming, transportation and assignment models, Markov processes, inventory and queuing models. Emphasis is placed on formulating and solving decision problems in the functional areas of management.
WMGT430	Basics in International Business Management	4	Students understand the basic principles of business management in an international context as well as the functions of a company and the relationship between the different fields of business and selected functions.
WMGT365	Organization	1	This course helps the students to acquire knowledge of organization as a tool and as a management task; moreover, the course gives an overview of organization approaches, theory and tools.
WMGT490	Business Strategy and Controlling in International Business	2	This course is an integrative problem-solving course focusing on top management and the total organization and requiring students to address issues related to strategy formulation and control in a global economy. The course utilizes a case method approach that requires students to analyze a company's situation and recommend a company-wide strategy to improve competitiveness and bottom-line performance

WMGT497a	Strategic Management	1	This course covers the following: I. Strategic management: □ Approaches and leadership concepts □ Models, tasks, contents □ Strategic planning as heart of strategic management □ Instruments of strategic management II. Strategic management as risk-conscious, anticipative corporate management: □ Analysis, forecast, strategic early recognition □ Crisis management □ Business continuity management
WMGT497b	Internationalization Strategies	1	The course covers the following: □ Challenges posed by globalization □ Internationalization as a complex management task □ Internationalization strategies □ Management concepts of international companies □ Techniques of international companies
WMKT400	Internet Marketing	2	This course is designed to enhance the students understanding and appreciation of the use of technology to fulfill the needs of both businesses and consumers. The course facilitates the learning of how businesses can utilize the technology infrastructure to initiate, replicate, and complement transactions with consumers.
BMIS400	E-Business	3	This course provides an overview of e-commerce from both technological and managerial perspectives. It introduces e-commerce frameworks, and technological foundations; and examines basic concepts such as strategic formulation for e-commerce enterprises, management of their capital structures and public policy. This course is designed to familiarize students with current and emerging electronic commerce technologies using the Internet. Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce Web site design, and social, political and ethical issues associated with electronic commerce, and business plans for technology ventures.
LANG225	Introduction To German	3	The course helps the student acquire the linguistic abilities necessary to express him/herself in various situations of communication using the German language. This is achieved with the aid of educational tools (audio-visual methods) which aim at improving the level of training while helping the students find their way in German. It also introduces the basic notions of sentence structure while acquainting the learner with the German culture.
BMGT360	Research Methods for Business	3	Research Methods for Business
WMGT491	Major Requirement 1	4	Major Requirement
WMGT492	Major Requirement 2	3	Major Requirement