

School			
Major	Bachelor of Business Administration - Hotel and Tourism Management Concentration		
Core Requirements			
Code	Title	Credits	Description
BACC200	Financial Accounting	3	The course introduces the basic framework of accounting; it covers the basics of financial accounting from the accounting cycle through the presentation of financial statements. The course prepares the students to be capable of performing the different steps of the accounting cycle for service and merchandising businesses.
BECO250	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. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct and indirect strategies through lectures and problem solving methods to learn how to calculate opportunity costs, determine comparative advantage, understand the theory of demand and supply, calculate equilibrium price and quantity, calculate elasticity and relate it 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.
BECO301	Introduction to Macroeconomics	3	This course provides students with the foundation for understanding key economic indicators influencing the behavior of the economy. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct and indirect strategies through lectures, workbooks, handouts, and problem-solving methods to learn how to calculate the nation’s output (GDP), the unemployment rate and the price level, understand the Classical and the Keynesian models and analyze the effects of fiscal and monetary policies.
BFIN250	Introduction to Finance	3	The course is designed for finance and business students and is also relevant for individual decision making. It presents the basic theories and applications of corporate finance. The Business Finance course represents a crucial introduction towards financial management, financial policy, and the other advanced courses in finance. It is a comprehensive, up-to-date, and highly understandable introduction to finance theory, research, and practice
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.
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.
BMIS250	Management Information Systems	3	The course provides an overview of Management Information Systems (MIS) within a business context with an 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, and computer hardware, software, and telecommunications. It also provides experiential learning through exposure to various decision-support tools.

BMKT250	Marketing Theory and Principles	3	This course is designed to serve as an introduction to the basic principles of Marketing, theories, and practices, and the application of these practices. By examining the present Marketing system from a managerial point of view, and having a current examples component, this course will help emphasize the Marketing principles in today's business world, taking an integrated and strategic view of formulating and implementing a coherent and competitive "Marketing Mix". Beyond traditional Marketing concepts and practices, today's marketers have added a host of new-age tools for engaging consumers, building brands, and creating customer value and relationships. Marketing more than ever is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. It is a philosophy that guides the entire organization towards understanding, serving, and satisfying consumer needs. The goal of Marketing is to build value-based relationships with customers, in conjunction with other internal and external business units. The end-result is gaining market leadership. As a result, it will help students to develop the understanding and skills necessary to become successful marketers. Marketing Theory and Principles is not just about textbook learning, rather, it challenges students to use their critical and creative skills in all aspects of Marketing, not just those covered in this course.
BMTH210	Business and Managerial Math	3	This course is designed to provide students with basic math skills useful in solving economics, accounting, finance, and business real-life problems. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct, and indirect strategies through lectures, workbooks, handouts, and problem-solving methods to provide solid preparation and foundation for going to courses and careers in accounting, marketing, retailing, banking, finance, and business administration. In this course, students learn to calculate the slope of a linear function, graph and solve linear and non-linear functions, perform several operations including differentiation, and provide skills in calculating specific business mathematics applications in the field of accounting, finance, and economics.
BSTA205	Introduction to Business Statistics	3	This course is designed to provide students with an introductory survey of many applications of descriptive and inferential statistics. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct, indirect, and experiential strategies through lectures, workbooks, handouts, and problem-solving methods to classify and graphically present data among different measurement levels, calculate measures of location and dispersion, understand the basic probability concepts, and examine discrete and continuous probability distributions. Further, this course is designed to provide students with the needed techniques used in inferential statistics. In this course, students learn to perform and interpret several tests including confidence intervals, hypothesis testing, regression, and correlation analysis.
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer interface knowledge by providing an overview of managing folders and files, opening a start menu, and hands-on practice on typical software applications such as Word, Excel, and PowerPoint. The student will learn how to use the new features of Microsoft Office 2017, mainly Word documents, Excel spreadsheets, and PowerPoint presentations. Moreover, the course aligns with the Cisco Networking Academy® Get Connected course, which helps students understand how to connect to the Internet.
Major Requirements			
Code	Title	Credits	Description

BACC250	Managerial Accounting	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. Using the behaviorism and cognitivism theories that focus on facts, knowledge, concepts and skills, this course addresses the direct and indirect strategies through lectures and problem solving methods to learn how to calculate opportunity costs, determine comparative advantage, understand the theory of demand and supply, calculate equilibrium price and quantity, calculate elasticity and relate it 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.
BMGT350	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.
BMGT351	Organizational Behavior	3	This course allows the students to study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources. Organizational behavior (OB) highlights the significance of challenges and opportunities of OB, perception, attribution, learning, organizational change, organizational culture, engagement, leadership, and conflict management.
BMGT401	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.
BMIS401	Operations Management	3	Operations is an exciting area of management that has a profound effect on productivity. The goal of this course is to present students with a broad introduction to the field of operations in a realistic, practical, and applied manner. The course topics include operations and productivity, project management, forecasting, and location strategies.
BMGT491	Global Strategic Management	3	Business Policies and Strategic Management is intended to be a challenging and integrative capstone course for the undergraduate business school curriculum. The course stresses the theme that a company achieves competitive advantage and experiences higher performance if its managers have a timely strategic game plan and implement it proficiently. While learning how to manage strategy, you will also be required to integrate the body of knowledge that you have assimilated in the business curriculum. The purpose of this integration is to enable you to develop a 'macro' __big picture perspective. Most of the business courses that you have taken so far have focused on a specific functional area, e.g. HRM, marketing, finance, etc., and/or have discussed a specific body of knowledge, e.g. economics, statistics, etc. This course is different from your previous courses. The issues dealt with by a manager during the process of strategy formulation and implementations are multifunctional and involve a dynamic array of variables. As a result, you will need to take a total enterprise perspective in assessing the pros and cons of a company's strategy.

BMGT496	Research Methods for Business	3	Research projects are immensely required by the vast majority of business analysts, managers, and other professionals to ensure optimal decision-making. From that perspective, analysts and key decision makers should possess necessary knowledge with regards to business research and its methodologies. This course discloses the importance of research in business and its contribution towards professional decision-making. It introduces students to the main required concepts in conducting research, covering all needed principal stages, essential terminologies, processes and methodologies that are vital in reporting and explaining the research-findings.
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 also includes airlines, cruises, catering, and event planning (just to name a few). The course does not only provide better understanding of hospitality but also ensures gaining useful skills.
BHTM311	Lodging Management	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.
BHTM352	Business Etiquette & Protocol	3	Job success is based mostly on soft skills, not only the technical knowledge. The course will be a guide for the students to interact effectively with colleagues, customers, and business associates. They will also learn the necessary social skills to ensure personal and professional success. The course includes the most critical areas that can help people succeed in climbing up the corporate ladder, such as; the basics of getting off on the right foot during the job interview to handling office politics to dining etiquette. Thus, it covers everything today's businessperson needs to know how to navigate the tricky world of etiquette.
BHTM351	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.
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.
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.
BHTM495	Revenue Management	3	This course aims to broaden the understanding of Revenue Management in the Hospitality and Tourism fields. Tourism is a perishable, intangible, and a 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. The 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; therefore, all of this will be presented to the right customer at the right time and at the right price.

BHTM499	Senior Project In Hotel and Tourism Management	3	The senior project course is designed to provide undergraduate students with basic knowledge in the field of research and to gain insights into how research is structured and helps the student to build their initial steps in research projects. Students will analyze contemporary business issues and problems in the area of concentration. Students will learn and understand the data presentation and analysis, project structure, referencing, and plagiarism. By the end of this course, students will be able to prepare a project, to know how to collect and analyze data; to construct a solution for the project, and to do a good referencing and in-text citation for their research. The senior project is supervised by a faculty member in the area of concentration.
General Education Requirements			
Code	Title	Credits	Description
ARAB200	Arabic Language and Literature	3	This course provides students with a comprehensive understanding of Arabic language and literature. It covers grammar, vocabulary, reading comprehension, and writing skills. Students are introduced to classical and modern Arabic texts, exploring cultural contexts and literary themes. The course aims to develop proficiency in both spoken and written Arabic.
CULT200	Introduction to Arab - Islamic Civilization	3	This introductory course explores the rich history and diverse cultures of the Arab world and Islam. It examines social structures, religious practices, art, architecture, and intellectual achievements from ancient times to the present day. Through lectures, readings, and discussions, students gain insight into the complexities of Arab-Islamic civilization.
ENGL201	Composition and Research Skills	3	This course builds upon the skills acquired in pre-requisite courses mainly ENGL 151 to further develop students' critical thinking and academic writing competencies. Students will read and respond to a variety of texts from different disciplines and produce a research paper using analytical and critical skills in response to texts.
ENGL251	Communication Skills	3	Workplace Occupational Writing is an advanced interdisciplinary writing course emphasizing workplace and technical communication and editing appropriate to diverse professions. It incorporates practice and study of selected types of discourse employed in professional writing situations, preparing students for different systems of writing in their professional lives. Examples from the writing of workplace professionals are analyzed and used as models to demonstrate the transition from academic to professional writing.