

School			
Major	Bachelor of Business Administration in International Business Management		
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.
BFIN300	Business 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.
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.
BMGT340	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.
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.

BMIS300	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.
BMGT360	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.
WACC210	Introduction to International Accounting	2	
WACC260	Basics of International Financial Reporting Standards/ International Accounting Standards	2	
WECO210	Basics of International Economics	2	
WMGT315	Leadership Development	2	
WMKT300	Marketing Basics	1	

Major Requirements

Code	Title	Credits	Description
BMGT390	Innovation Management	3	Innovation Management Course is an established module on innovation management, management of technology, new product development and entrepreneurship. It provides an evidence-based approach to managing innovation in a wide range of contexts, including manufacturing, services, small to large organisations and the private and public sectors. The course keeps you abreast of the recent developments in the field of innovation and how the subject is being discussed in the wider business world through up-to-date examples, case studies, illustrations and images in every chapter. Clear and informed coverage of the management processes of new product development, coupled with a practical orientation of taking you through real-life challenges and dilemmas, makes it an essential course.
BMGT470	Total Quality Management	3	The course surveys the methods used to apply principles of total quality management (TQM) in various organizational settings to improve quality and productivity. Topics include evolution of TQM theory; TQM models, tools, and techniques; development of TQM teams; production of graphs and charts; strategies for meeting customer expectations; benchmarking; and comparison of TQM applications. Spreadsheet and statistical software may be used to develop statistical process control charts and graphs.

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. This course is designed to familiarize students with current and emerging electronic commerce technologies using the Internet. Topics include e-commerce infrastructure, building an e-commerce presence, e-commerce security and payment systems, and e-commerce marketing and advertising.
IMGT390	Strategic Negotiations	3	This course will help students to learn some practical negotiation techniques and strategies, and to plan their negotiations to give them the greatest chance of success. Covering the principles, the preparation, and the practice of negotiating skills the course combines theory with practical activities and scenarios, which will help students put what they learn into practice. Strategic negotiations equip students with the skills to close deals that might otherwise be deadlocked, maximize value in the agreements they reach, and resolve differences before they escalate into costly conflicts.
WMGT365	Organization	1	
WMGT430	Basics in International Business Management	4	
WMGT490	Business Strategy and Controlling in International Business	2	
WMGT491	Major Requirement 1	4	
WMGT492	Major Requirement 2	3	
WMGT497a	Strategic Management	1	
WMGT497b	Internationalization Strategies	1	
WMKT400	Internet Marketing	2	

General Education Requirements

Code	Title	Credits	Description
ARAB200	Arabic Language and Literature	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.
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.
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.
LANG225	Introduction To German	3	With the objective of enhancing students' understanding and interpretation of the German language, this course serves as a vital foundation. Students will acquire fundamental knowledge and skills in reading, writing, and speaking German. By engaging in this course, students will develop the ability to comprehend and utilize familiar everyday expressions and basic phrases that cater to concrete needs. They will be empowered to introduce themselves, as well as ask and answer questions regarding personal details such as their place of residence, acquaintances, and possessions.
WICI200	Intercultural Issues	4	
WULT200	European Studies	1	