

Faculty of

**Commerce
& Business
Administration**

Faculty of Commerce & Business Administration

Departments

Accounting

Business Administration

Economics

Public Economics (Public Finance)

Statistics, Mathematics & Insurance

History

The Faculty of Commerce and Business Administration was established in 1961 with three academic departments (Accounting, Business Administration, Economics and Political Sciences). Postgraduate studies (Diplomas, Master degrees, PhDs in all fields of specialization) started in the mid 60s.

Since then, the faculty has played a vital role in serving the educational, social and economic needs of Lebanon and the Middle East. The academic departments are now five departments (Accounting, Business Administration, Economics, Public Economics (Public Finance) and Statistics, Mathematics and Insurance).

More recently, the faculty has undergone many significant changes deemed crucial in promoting effective and modern programs. In 2002, the faculty changed its entire curriculum of both mandatory and elective courses from Arabic to English inline with the fast developments in the field of Business Administration. Furthermore, it introduced new fields of specializations such as Fiscal, Banking, and Customs Studies in 2005. In 2006, it adopted the Credit hour system thereby offering students much needed flexibility and simplicity in designing their own academic programs in terms of course selection and schedules. In 2009, the faculty of Commerce & Business Administration developed with the help of top business leaders a new curriculum to help our graduates leave with the competencies employers seek in a rapidly changing economy where new opportunities arise every day for those individuals with specific business administration knowledge and skills.

Two new majors were offered for the first time in BAU: The Marketing Major and the Banking and Finance Major offering students new opportunities for specialization.

After earning the bachelor's degree, our graduates are having how the opportunity to take the next step in their career and continue their education at BAU to earn a master's degree in Business Administration (MBA).

Vision

The vision of the School of commerce and Business Administration at BAU is to become one of the best business schools in the nation through building intellectual capital for licenses people, pursuing innovative excellence in teaching business, conducting research, and professional service.

Mission

The mission of the school of business administration is to educate business leaders of tomorrow while creating knowledge that has critical significance for industry and society. Knowledge that transforms our views of the business world and, through sharing and application, transforms our society. Through innovative curriculum, excellent teaching, cutting - edge research, and involvement with industry, the school will bring together the highest quality faculty and students to provide the best educational programs and graduates.

Undergraduate Programs

The faculty of Commerce and Business Administration offers a Bachelor Degree in the following majors / concentrations:

- Accounting
- Management
- Economics
- Fiscal & Custom Studies
- Banking & Finance
- Marketing

Program Description

The minimum credit hours required to earn a bachelor degree in Business Administration is 120 credit hours consisting of:

- Mandatory Courses - 88 Cr.
- Departmental Elective Courses - 16 Cr. All courses must be selected according to the field of specialization and from courses offered by the relevant department.
- General University Courses - 16 Cr. divided into:
 - University Mandatory Courses - 7 Cr.
 - University Elective Courses - 9 Cr.

Bachelor Degree in Business Administration

- Accounting Major - (120 Cr. Hr.)

Curricula

First Semester			Cr.
ACCT	101	Principles of Accounting I	3
ECON	101	Micro Economics	3
BUSS	101	Business English	3
BUSS	103	Introduction to Business	2
		Elective (General) ¹	2
		Elective ²	2
			15

Second Semester			Cr.
ACCT	102	Principles of Accounting II	3
ECON	102	Macro Economics	3
MGMT	102	Principles of Management	3
INSS	102	Financial Math	2
		Elective (General) ¹	2
		Elective ²	2
			15

Third Semester Cr.

ACCT	201	Intermediate Accounting I	3
MGMT	201	Management Information Systems	3
FSCS	201	Public Finance	3
ECON	201	Economic Analysis	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fourth Semester Cr.

ACCT	202	Intermediate Accounting II	3
MRKT	202	Principles of Marketing	3
ECON	202	Money & Banking	3
FSCS	202	Intermediate Public Finance	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fifth Semester			Cr.
FINB	301	Financial Management	3
ACCT	301	Corporation & Partnership Accounting	3
FSCS	301	Taxation Systems	3
INSS	301	Statistical Inference for Business	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Sixth Semester			Cr.
MGMT	302	Human Resources Management	3
ACCT	302	Cost Accounting	3
ECON	302	International Trade	3
FINB	302	Investments	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Seventh Semester Cr.

ACCT	401	Auditing	3
ACCT	403	Accounting for Commercial Banks	3
ACCT	405	Managerial Accounting	3
ACCT	407	Advanced Cost Accounting	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

Eighth Semester Cr.

ACCT	402	Tax Accounting	3
ACCT	404	Advanced Financial Accounting	3
MGMT	404	Strategic Management	3
ACCT	406	Advanced Managerial Accounting	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

¹ A total of 16 credits is required as General University Requirements; 7 credits are selected from the University Mandatory courses list including ARAB 001 (2 Cr.), ENGL 001 (2 Cr.), CMPG 001 (2 Cr.), BLAW 001 (1 Cr.) and another 9 credits are selected from the University Elective courses list.

² Selected from BUSS 111, BUSS 112, INSS 111, ECON 111.

³ Selected from BUSS 211, FSCS 211, INSS 211, ECON 212, ECON 213.

⁴ Selected from ACCT 314, ACCT 313, BUSS 311, BUSS 312, ECON 312, ECON 313, ECON 315, FSCS 311.

⁵ Selected from ACCT 411, ACCT 412, ACCT 499, MGMT 412, INSS 412, BUSS 401.

Course Descriptions

ACCT 101 - Principles of Accounting I (3 Cr. : 3 Lec : 1 Tut)

This course introduces accounting in general, then covers the basics of financial accounting through the accounting cycle for service and merchandising business. The main objective of this course is to introduce the theoretical foundation of financial accounting (concepts, assumptions, and principles) and the financial statements of a profit seeking enterprise. The course prepares the student to be capable of performing the different steps of the accounting cycle for service and merchandising businesses.

ACCT 102 - Principles Of Accounting II (3 Cr. : 3 Lec : 1 Tut)

This course is designed to familiarize students with accounting terminology and concepts. Building on the foundation gained in the accounting Principles I. This course integrates accounting principles and their applications to business objectives, financial statement preparation, flow of funds, current assets non - current assets, short - term liabilities, inventory methods and evaluation, and depreciation methods. Prereq.: ACCT 101.

ACCT 201 - Intermediate Accounting I (3 Cr. : 3 Lec : 1 Tut)

This course emphasizes the conceptual framework underlying Financial Accounting, the Accounting Information System, income statement and related information, balance sheet and statement of cash flows, cash and receivables, valuation of inventories: A cost bases approach, inventories: Additional valuation issues. Prereq.: ACCT 102.

ACCT 202 - Intermediate Accounting II (3 Cr. : 3 Lec : 1 Tut)

The course emphasizes the problems underlying the practical aspects of the process of accounting measurement and communication of financial position and results of operations of the accounting entities. It presents the essential theoretical and practical aspects of postulates and principle accounting measurement and communication. The course also covers special related topics as installment sales and agency principal relationships in merchandising and cases where sets of incomplete accounting records are presented. Prereq.: ACCT 201.

ACCT 301 - Corporation & Partnership Accounting (3 Cr. : 3 Lec : 2 Tut)

This course introduces the accounting for all transactions related to corporations like stock issuing, dividends, earning per share. This course also provides the structure of the owner's equity section in the balance sheet of corporations. The course also introduces all transactions relate to partnerships especially partnership formation, profit and loss distribution, and partnership liquidation. Prereq.: ACCT 202.

ACCT 302 - Cost Accounting (3 Cr. : 3 Lec : 1 Tut)

This course is designed to introduce students to cost accounting concepts and practices. Cost accounting provides key data to managers for planning and controlling, as well as, costing products and services. The central focus of this course is how cost accounting helps managers make better decisions. Therefore, the course covers topics related to cost accounting fundamentals: The accountant's role in the organization, tools for planning and control, cost terms and concepts, cost volume profit analysis, job costing, activity based costing, cost estimation and cost allocation. Prereq.: ACCT 201.

ACCT 313 - Accounting Information Systems (2 Cr. : 2 Lec : 1 Lab)

This course is designed to introduce the concepts of systems in general with applications to AIS. The course provides the study of systems analysis, design, and implementation. Prereq.: ACCT 202.

ACCT 314 - Governmental Accounting (2 Cr. : 2 Lec : 1 Tut)

This course covers principles of accounting in governmental units and the principles of national accounting, therefore the course cover the following topics: The accounting in governmental unit - The National Accounting. The first part is concerned with governmental accounting, dealing with the objectives aimed there from and methodologies appropriate to achieve them. Concepts such as governmental budgeting and control are discussed and the overall design of governmental accounting system is introduced. The output of the system which is mainly the final government accounts is discussed. The second part introduces national accounting where a complete system of national income accounting is discussed and input output inter - industry model is introduced. Prereq.: ACCT 102.

ACCT 401 - Auditing (3 Cr. : 3 Lec : 1 Tut)

This course includes the scientific basis of auditing where it is concerned with auditing nature assumptions and types. The course also includes auditing standards and its application in the independent auditing process. Introduction to auditing as a science, auditing standards, external auditor's responsibility, professional ethics of auditing, audit evidence, audit working papers, documentary auditing, verifying balance sheet elements, verifying income statement elements, external audit report. Prereq.: ACCT 301.

ACCT 402 - Tax Accounting (3 Cr. : 3 Lec : 1 Tut)

The course introduces the procedures that should be followed by accountant to determine the income tax pool according to tax law in Lebanon. The course emphasizes the tax on income of for profit and professional organizations. Prereq.: ACCT 301.

ACCT 403 - Accounting for Commercial Banks (3 Cr. : 3 Lec : 1 Tut)

This course addresses the problem of designing and implementing accounting system in banks. It is organized in two parts. The first part addresses the general principles and practice in designing and implementing of bank computerized accounting systems. The second part discusses the operations of the various departments in large commercial banks and recording their transactions, preparing financial statements. Prereq.: ACCT 202.

ACCT 404 - Advanced Financial Accounting (3 Cr. : 3 Lec : 1 Tut)

Accounting for merger and acquisitions (methods and types of mergers), preparation of consolidated financial statements at the date of acquisition and thereafter, accounting statements at the date of acquisition and thereafter, accounting treatments of transactions between parent and subsidiary companies, foreign currencies transaction, multinational companies and financial statements translation. Prereq.: ACCT 301.

ACCT 405 - Managerial Accounting (3 Cr. : 3 Lec : 1 Tut)

This course discusses the framework of managerial accounting using accounting information in decision making, profit planning in the short run, CVP analysis, budgeting, master budget and its components, capital budgeting. Prereq.: ACCT 302.

ACCT 406 - Advanced Managerial Accounting (2 Cr. : 2 Lec : 1 Tut)

Recent developments in the business environment and the need for new information, the role of the managerial accounting in the modern business environment, new pricing techniques, final products, intermediate products, strategies formulation and new performance evaluation measures, quality cost behavior models, investment justification in the new technology, continuous improvement in the theory of constraints. Prereq.: ACCT 405.

ACCT 407 - Advanced Cost Accounting (2 Cr. : 2 Lec : 1 Tut)

The course includes process costing, joint cost allocation, cost accounting treatments using different methods, costing system for long - term contracts, cost data for planning and decision - making. Prereq.: ACCT 302.

ACCT 411 - International Accounting (2 Cr. : 2 Lec : 1 Tut)

A study of the accounting issues that affect the global economy. Topics include various international accounting models, accounting for multinational companies. Prereq.: ACCT 202.

ACCT 412 - Advanced Auditing (2 Cr. : 2 Lec : 1 Tut)

Introduction to auditing as a science, auditing standards, external auditor's responsibility, professional ethics of auditing, audit evidence, audit working papers, documentary auditing, verifying balance sheet elements, verifying income statement elements, verifying income statement elements, external audit report. Prereq.: ACCT 401.

ACCT 413 - Accounting for Financial Institutions (2 Cr. : 2 Lec : 1 Tut)

This course addresses the problem of designing and implementing accounting system especially in banks and insurance companies. It is organized in three parts. The first part addresses the general principles and practice in designing and implementing of computerized accounting systems. The second part discusses the operations of the various departments in large commercial banks and recording their transactions, preparing final accounts and statements. The third part study the special environment affecting accounting in insurance companies, and design of the appropriate accounting system to serve their purposes and provide their final accounts and statements. Prereq.: ACCT 202.

ACCT 499 - Research Project (2 Cr. : 2 Lec : 0 Tut)

This course is designed to provide a supervised fieldwork in selected public, private, government organizations, supplemented by written reports. Prereq.: ACCT 401 & ACCT 405.

University Requirement Elective Course***ACCT 001 - Introduction to Accounting (2 Cr. : 2 Lec : 0 Tut)***

This course is designed for non - business student. Therefore, it introduces accounting in general, and then covers the basics of financial accounting cycle for service and merchandising. This course include introduction to accounting and its branches, the use of financial accounting, different types of business, activities, legal forms of business organizations, the accounting equation, the recording process, preparing financial statements, and accounting for merchandising business.

Bachelor Degree in Business Administration

- Management Major - (120 Cr. Hr.)

Curricula

First Semester Cr.

ACCT	101	Principles of Accounting I	3
ECON	101	Micro Economics	3
BUSS	101	Business English	3
BUSS	103	Introduction to Business	2
		Elective (General) ¹	2
		Elective ²	2
			15

Second Semester Cr.

ACCT	102	Principles of Accounting II	3
ECON	102	Macro Economics	3
MGMT	102	Principles of Management	3
INSS	102	Financial Math	2
		Elective (General) ¹	2
		Elective ²	2
			15

Third Semester**Cr.**

ACCT	201	Intermediate Accounting I	3
MGMT	201	Management Information Systems	3
FSCS	201	Public Finance	3
ECON	201	Economic Analysis	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fourth Semester**Cr.**

ACCT	202	Intermediate Accounting II	3
MRKT	202	Principles of Marketing	3
ECON	202	Money & Banking	3
FSCS	202	Intermediate Public Finance	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fifth Semester Cr.

FINB	301	Financial Management	3
ACCT	301	Corporation & Partnership Accounting	3
FSCS	301	Taxation Systems	3
INSS	301	Statistical Inference for Business	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Sixth Semester Cr.

MGMT	302	Human Resources Management	3
ACCT	302	Cost Accounting	3
ECON	302	International Trade	3
FINB	302	Investments	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Seventh Semester**Cr.**

MGMT	401	Organizational Analysis & Design	3
MGMT	403	Leadership	3
ACCT	405	Managerial Accounting	3
BUSS	401	Business Ethics	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

Eighth Semester**Cr.**

MGMT	402	Human Resources Planning & Development	3
MGMT	404	Strategic Management	3
FINB	402	Financial Markets & Institutions	3
MGMT	406	Production Control & Project Management	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

¹ A total of 16 credits is required as General University Requirements; 7 credits are selected from the University Mandatory courses list including ARAB 001 (2 Cr.), ENGL 001 (2 Cr.), CMPG 001 (2 Cr.), BLAW 001 (1 Cr.) and another 9 credits are selected from the University Elective courses list.

² Selected from BUSS 111, BUSS 112, INSS 111, ECON 111.

³ Selected from BUSS 211, FSCS 211, INSS 211, ECON 212, ECON 213.

⁴ Selected from ACCT 314, ACCT 313, BUSS 311, BUSS 312, ECON 312, ECON 313, ECON 315, FSCS 311.

⁵ Selected from MGMT 411, MGMT 412, MGMT 413, MGMT 414, MGMT 499, ACCT 406, MRKT 405, FINB 413.

Course Descriptions

MGMT 102 - Principles of Management (3 Cr. : 3 Lec : 1 Tut)

Fundamental considerations of planning, organizing, actuating, controlling, and ethical implications of management practice. Application of principles and techniques to all organizations, including those of business, government, and not - for - profit organizations.

MGMT 201 - Management Information Systems (3 Cr. : 3 Lec : 1 Lab)

The course provides the basics of management information systems. The course focuses on managing the digital firm, information systems in the enterprise, electronic commerce, enhancing management for the digital firm, and redesigning the organization with information systems. Prereq.: MGMT 102.

MGMT 302 - Human Resources Management (3 Cr. : 3 Lec : 1 Tut)

This course provides an overview of the basic function of human resource management (manpower planning, recruitment and selection job analysis and design, performance management and appraisal, training and development, compensation and rewards). This course analyzes the evolution of human resource management (HRM) and the development of HRM objectives and HRM policies. Prereq.: MGMT 102.

MGMT 401 - Organizational Analysis & Design (3 Cr. : 3 Lec : 1 Tut)

This course is an analysis of the phenomena and theories of large, complex, formal organizations. The course examines the organization as an economic, social, bureaucratic and political system with regard to such design factors as structure, change and decision making. The course also introduces organizational effectiveness "best practices" and demonstrates the methodologies to successfully apply them in real - world situations. Prereq.: MGMT 102.

MGMT 402 - Human Resources Planning & Development (3 Cr. : 3 Lec : 1 Tut)

Recruitment and selection process in organization. Methods of job analysis used in determining requisite knowledge, skills, and abilities for job performance. Development of internal and external recruitment strategies. Recruitment and selection in both line and staff capacities. Training needs analysis at organizational, task, and individual levels. Design, implementation, and evaluation of training and development systems. Evaluation of types of training media. Prereq.: MGMT 302.

MGMT 403 - Leadership (3 Cr. : 3 Lec : 1 Tut)

This course covers the theories, philosophies, and concepts of leadership through the examination of the difference between management and leadership, organizational culture, and the leader - follower relationship. Prereq.: MGMT 302.

MGMT 404 - Strategic Management (3 Cr. : 3 Lec : 1 Tut)

Strategy formulation, implementation, and control at the business and corporate levels. Emphasis on developing an understanding of the administration of business firms from a top - management perspective and application of strategic management concepts and tools to real world strategic planning in domestic and global environments. Prereq.: MGMT 102.

MGMT 406 - Production Control & Project Management (2 Cr. : 2 Lec : 1 Tut)

Examines the organization, planning, and controlling of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques, and resource allocation decisions. Concepts are applied through team projects and tutorials using project management software. Prereq.: MGMT 102.

MGMT 411 - E - Business (2 Cr. : 2 Lec : 1 Tut)

Course provides students with a broad overview of the concepts and principles of e-business. This knowledge is increasingly important for all students, regardless of their area of concentration, because traditional businesses and arts organizations are becoming hybrids by adding an online presence to their existing structure. Topics discussed include a definition of e-business, online management strategies, distribution channels, privacy and security issues, and cyber law, among others.

MGMT 412 - Contemporary Managerial Issues (2 Cr. : 2 Lec : 0 Tut)

Managing and Leading Contemporary Organizations an analytical, theory-based study of managerial and organizational processes from a behavioral point of view. Readings from a wide variety of disciplines are offered in order to acquaint the student with the many different perspectives used to analyze behavior in work settings. Problems of motivation, leadership, job satisfaction, team dynamics, and organizational restructuring are addressed. Methods of changing organizational behavior through the application of behavioral technologies are also considered.

MGMT 413 - International Business (2 Cr. : 2 Lec : 0 Tut)

Identifying, understanding, and managing the cultural components of organizational and business dynamics present in global business enterprises. Focus on strategic issues involved in international expansion, international competition, international organizational relationships, and international human resource utilization. Prereq.: MGMT 102.

MGMT 414 - Entrepreneurship & Small Business (2 Cr. : 2 Lec : 1 Tut)

Entrepreneurship is a specialized business course designed to provide students the skills needed to effectively organize, develop, create, and manage their own business. This course is based upon the Marketing Education Framework which includes business, management, and entrepreneurship; communication and interpersonal skills; economics; and professional development foundations. Emphasis is placed on the functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling. Additional topics to be addressed are assessment of personal skills, the components of the free enterprise system and its place in our global economy, human relations and interpersonal skills, the importance of business ethics, and the role quality and service play in business. Students will develop a written business plan for a business of their choice.

MGMT 415 - Advanced Organizational Behavior (2 Cr. : 2 Lec : 1 Tut)

Understanding the essentials of individual and group behavior is critical to success in today's organizations. This was true when the economy was driven by manufacturing firms, but it is even more important in the information economy. This course is designed to explore behavioral science as it applies to organizations and it will take a decidedly practical approach. Class discussion will focus on students' experiences, the text cases, and current events. While there will be some reliance on traditional lectures, it is expected that most of our class time will be interactive. Prereq.: BUSS 111.

MGMT 416 - Strategic Planning (2 Cr. : 2 Lec : 0 Tut)

Strategy formulation, implementation, and control at the business and corporate levels. Emphasis on developing an understanding of the administration of business firms from a top - management perspective and application of strategic management concepts and tools to real world strategic planning in domestic and global environments.

MGMT 499 - Research Project (2 Cr. : 2 Lec : 0 Tut)

This course enables the students to perform an independent research project and to operate in a (interdisciplinary) team. The student also has the ability to report and present research findings to the Cognitive Science community. The student can develop a research proposal and respond adequately to critical evaluation. The student is also capable to interact with researchers adopting a different perspective than one's own in a cognitive science context.

University Requirement Elective Course***MGMT 001 - Introduction To Management (2 Cr. : 2 Lec : 0 Tut)***

This course provides students with an overview of the various management functions. Students are prepared to engage the entrepreneurial opportunities in the arts as small business owners and managers. Upon completion, students will possess the basic knowledge of managerial functions in the context of small and large corporations. Students must be able to use the basic managerial functions as controls and set goals, provide leadership, and create an environment of clear strategic vision and analysis. Students will be able to recognize their own career paths in the business of the arts.

Bachelor Degree in Business Administration

- Economics Major - (120 Cr. Hr.)

Curricula

First Semester			Cr.
ACCT	101	Principles of Accounting I	3
ECON	101	Micro Economics	3
BUSS	101	Business English	3
BUSS	103	Introduction to Business	2
		Elective (General) ¹	2
		Elective ²	2
			15
Second Semester			Cr.
ACCT	102	Principles of Accounting II	3
ECON	102	Macro Economics	3
MGMT	102	Principles of Management	3
INSS	102	Financial Math	2
		Elective (General) ¹	2
		Elective ²	2
			15

Third Semester Cr.

ACCT	201	Intermediate Accounting I	3
MGMT	201	Management Information Systems	3
FSCS	201	Public Finance	3
ECON	201	Economic Analysis	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fourth Semester Cr.

ACCT	202	Intermediate Accounting II	3
MRKT	202	Principles of Marketing	3
ECON	202	Money & Banking	3
FSCS	202	Intermediate Public Finance	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fifth Semester			Cr.
FINB	301	Financial Management	3
ACCT	301	Corporation & Partnership Accounting	3
FSCS	301	Taxation Systems	3
INSS	301	Statistical Inference for Business	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Sixth Semester			Cr.
MGMT	302	Human Resources Management	3
ACCT	302	Cost Accounting	3
ECON	302	International Trade	3
FINB	302	Investments	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Seventh Semester Cr.

FSCS	401	Economic Feasibility Studies I	3
ECON	401	Mathematical Economics	3
ECON	403	Introduction to Econometrics	3
ECON	405	Economic Planning & National Accounts	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

Eighth Semester Cr.

ECON	402	Applied Econometrics	3
FINB	402	Financial Markets & Institutions	3
ECON	404	Economic Development	3
ECON	406	Monetary Theory	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

¹ A total of 16 credits is required as General University Requirements; 7 credits are selected from the University Mandatory courses list including ARAB 001 (2 Cr.), ENGL 001 (2 Cr.), CMPG 001 (2 Cr.), BLAW 001 (1 Cr.) and another 9 credits are selected from the University Elective courses list.

² Selected from BUSS 111, BUSS 112, INSS 111, ECON 111.

³ Selected from BUSS 211, FSCS 211, INSS 211, ECON 212, ECON 213.

⁴ Selected from ACCT 314, ACCT 313, BUSS 311, BUSS 312, ECON 312, ECON 313, ECON 315, FSCS 311.

⁵ Selected from ECON 411, ECON 412, ECON 413, ECON 499, INSS 412, FINB 406, FINB 413.

Course Descriptions

ECON 101 - Micro Economics (3 Cr. : 3 Lec : 1 Tut)

Principles of microeconomics are the introductory course in economic theory and applications. It is designed to introduce undergraduate students to the fundamental concepts of microeconomics. Students are introduced to the basic models of market structure and how firms behave under these different structures. This course will examine concepts such as what determines market supply and demand, how firms decide how much to produce in order to maximize profits under different circumstances, and a wide range of economic policy issues.

ECON 102 - Macro Economics (3 Cr. : 3 Lec : 1 Tut)

Macro Economics has been developed as a separate branch of economic theory since the great depression of 1929 - 1933. This course examines the main principles of determinants of real income, employment and unemployment, the price level and inflation in an open mixed economy, and the conduct of macro economic policy. The purpose of the course is to develop the economic way of thinking and make the students ready to use logic and methods of economic analysis in their further studies. Prereq.: ECON 101.

ECON 111 - Economic Resources (2 Cr. : 2 Lec : 0 Tut)

This course introduces Economics of natural and human resources. The course is designed to provide undergraduates, in this phase, an overall view of the economic importance of natural and human resources. Its underlying theme is that scarcity of economic resources affects every day life, developing from the consideration of small unit - household - to the national and international economy. It, mainly, explains the fundamental issues and problems involved in the production, consumption of natural resources. The approach is mainly, descriptive, but graphs, diagrams and statistical data are used whenever possible to explain how production and consumption of resources develop.

ECON 201 - Economic Analysis (2 Cr. : 2 Lec : 1 Tut)

This course is an advanced extension for both microeconomics and macroeconomics principles course. The major aim is to provide an in - depth study of fundamental issues in micro and macroeconomics theory. The course is designed to present a logical and coherent framework in which to organize observed economic phenomena. Several economic "models" are developed and analyzed in order to help explain and predict a wide variety of phenomena. The course is divided into two parts :Part I: Macroeconomic theory which is concerned with the study of national income determination and classical, Keynesian, and post - Keynesian theories of employment, interest and money, analysis of business cycles, inflation, unemployment, and economic growth, stability and full employment in the light of recent theoretical developments in economics .Part II: Microeconomics theory in which we are interested in how market mechanisms solve extremely complex resource allocation problems using mathematical approach, firm behavior, market structures. Prereq.: ECON 102.

ECON 202 - Money & Banking (3 Cr. : 3 Lec : 1 Tut)

This course addresses classical and contemporary issues in the theory of money, banking and financial institution. Topics covered include: The gold standard, the structure of central banks and the federal reserve system, theories of money demand and money supply, the relationship between money supply and overall economic activity, the

theoretical and practical aspects of monetary policies and money creations, the efficiency of fiscal policies versus monetary policies and the role of federal reserve play in economic stabilization. Prereq.: ECON 102.

ECON 212 - Managerial Economics (2 Cr. : 2 Lec : 0 Tut)

The goal of the subject is to provide knowledge and skills in the field of managerial approach to manage and financing organizations, particularly in the cultural sector. Upon successful completion of this course, students will be able to managerial view of organization. The subject equips students with knowledge of the managerial economics and financing of organizations, in particular in position of organizations in the economic and social structure of society, asset and capital structure, costs and yields, cost modeling and break - even point analysis, financing and development organization, cash flow management, general financing of organization, investment considerations, and ways of assessing efficiency.

ECON 213 - Industrial Economics (2 Cr. : 2 Lec : 0 Tut)

The theory of Industrial Economics is one of the fundamental subjects in the current system of economic education. Industrial Economics is taught at the undergraduate level after the students have basic knowledge on Micro - and Macroeconomics. Industrial Economics can help students to enlarge their knowledge of the modern Economics and to show them a certain applied aspect of the theoretical analysis. Industrial Economics is to develop the students' comprehension of both industrial models and their links with practice with a special accent on government policy. The course is divided into two parts: Non - strategic and strategic behavior of the firms as indicated in course outlines.

ECON 302 - International Trade (3 Cr. : 3 Lec : 1 Tut)

International trade deals with the economic interdependence among nation. It analyzes the flow of goods, services, and payments between a nation and the rest of the world. Specifically, international economics deals with international trade theory, international trade policy, the balance of payments and foreign exchange markets, and open - economy macroeconomics. The objectives of this course are examines the basis for and the gains from trade ,the reasons for and the effect of trade restrictions, policies directed at regulating the flows of international payments and receipts, and the effects of these policies on a nation's welfare.

ECON 312 - Economic Policies (2 Cr. : 2 Lec : 0 Tut)

In this course, you will be learning about policymaking and policy implementation in developing countries. The course will provide guidelines for the analysis of the key policy areas discuss real world examples and discuss alternatives for different policies. Information should come from a variety of reliable sources.

ECON 313 - Labor Economics (2 Cr. : 2 Lec : 0 Tut)

This course has three main goals. The first is to often a broad to the economy and economic performance. The second is to give you an understanding of labor - market institutions and government policies that regulate the labor market. Third, you need to be able to analyze the economic impacts of these programs and institutions, and to understand evidence on how will they work.

ECON 315 - Economics of Tourism (2 Cr. : 2 Lec : 0 Tut)

This course has been developed as an introductory study to the areas of travel and tourism to provide students the concepts of and relationship between leisure, recreation, travel and tourism. This course helps us to understand the different administrative organizations of tourism within the public sector.

ECON 401 - Mathematical Economics (3 Cr. : 3 Lec : 1 Tut)

This course introduces the mathematical material necessary as background for economics courses. Topics covered include differential calculus, optimization, comparative statics, and mathematical programming. These techniques are applied to selected economic problems.

ECON 402 - Applied Econometrics (3 Cr. : 3 Lec : 1 Tut)

Basic econometric analysis, including simple and multiple regression analysis, hypothesis testing, model selection, and data collection techniques. Particular attention will be paid to the assumptions of regression, and the diagnostic and corrective procedures that are used when the assumptions are violated.

ECON 403 - Introduction to Econometrics (3 Cr. : 3 Lec : 1 Tut)

This course introduces the students to the most important empirical methods in economics. These methods are also widely used in business and finance. You will have the opportunity to learn how to use data analysis to explore mathematical and statistical relationships between variables, interpret the results in ways that are interesting, enlightening, and useful, and be aware of the potential problems with the analysis and to make corrections if these problems are present.

ECON 404 - Economic Development (3 Cr. : 3 Lec : 0 Tut)

This course introduces a solid background for the theories in economic development. The economic factors such as population, resources, innovation and capital formation which affect economic growth are analyzed. Selected underdeveloped areas will be studied to understand the cultural patterns and economic reasons for lack of development and the steps necessary to promote economic progress.

ECON 405 - Economic Planning & National Accounts (2 Cr. : 2 Lec : 0 Tut)

The course will explore the rationale for promoting economic development at a local level and the tools used by practitioners to implement economic development initiatives. Although larger scale economic principles will be considered, focus will be given to generating jobs and tax base at a municipal or county level. Those students pursuing an urban planning profession will be provided with an adequate base of knowledge to prepare them for an entry - level economic development related position.

ECON 406 - Monetary Theory (2 Cr. : 2 Lec : 0 Tut)

The aim of this course is to provide students with a set of tools to analyze macroeconomic issues. Particular attention is given to the interactions between the macro economy and financial markets, and topics related to the global economy. The course is comprised of three major parts: The first part develops the foundations: How do the major markets (labor, capital and goods markets) operate? The second part of the course studies their interactions. How do macroeconomic aggregates behave in this "general equilibrium"? And how can macroeconomic policy affect these

outcomes? The third part of the course is devoted to international macroeconomics and macroeconomic policy. How is the economy affected by fiscal and monetary policy?

ECON 408 - Financial Econometrics (3 Cr. : 3 Lec : 1 Tut)

Basic econometric analysis, including simple and multiple regression analysis, hypothesis testing, model selection, and data collection techniques. Particular attention will be paid to the assumptions of regression, and the diagnostic and corrective procedures that are used when the assumptions are violated.

ECON 411 - Advanced Economic Theory (2 Cr. : 2 Lec : 0 Tut)

This course covers core issues in macroeconomics and microeconomics at an advanced level. It may serve as a basis for further study and research in macro and microeconomics or may provide breadth to the background of students who intend to do work in other areas of economics. The class will cover long - term growth, short - term fluctuations and policy issues. The discipline of macroeconomics has many different approaches that both complement and compete with each other. Our class centers on a Neo - Keynesian approach while acknowledging and integrating the important points emphasized by (neo) - classical and rational expectations schools of thought. Another specific objective of the class is to develop an analytic (algebra and calculus based) approach to microeconomic modeling in addition to using graphs. Another goal is to show the microeconomic foundations of macroeconomics.

ECON 412 - Current Economic Issues (2 Cr. : 2 Lec : 0 Tut)

In this course, implications of current economic events are examined through the applications of economic theory. Emphasis is placed on acquainting the student with the methods of economic analysis in the context of current economic issues.

ECON 413 - Economic of International Finance (2 Cr. : 2 Lec : 0 Tut)

This course aims to explain the basic principles of the W.T.O and the structural adjustment programs (S.A.P.) and their targets. This course helps us to understand the intended rate of the I.M.F and the scope and the functions of the G.A.T.T.

ECON 499 - Research Project (2 Cr. : 2 Lec : 0 Tut)

This course enables the students to perform an independent research project and to operate in a (interdisciplinary) team. The student also has the ability to report and present research findings to the Cognitive Science community. The student can develop a research proposal and respond adequately to critical evaluation. The student is also capable to interact with researchers adopting a different perspective than one's own in a cognitive science context.

University Requirement Elective Course

ECON 001 - Introduction to Economics (2 Cr. : 2 Lec)

The objective of this one semester course is to enable you to acquire an understanding of a few select microeconomic and macroeconomic principles that are a part of your every day environment. This course will provide techniques for improved decision - making. Topics to be discussed include introduction to economics, market mechanism, elasticity, market structure, national accounts, aggregate expenditures and equilibrium national income, economic stability, inflation and Economic growth. This course meets the business core requirements for economics, as well as, may serve as a social science elective for most students. (Not offered to Faculty of Commerce & Business Administration Students).

Bachelor Degree in Business Administration

- Fiscal & Customs Studies Major - (120 Cr. Hr.)

Curricula

First Semester Cr.

ACCT	101	Principles of Accounting I	3
ECON	101	Micro Economics	3
BUSS	101	Business English	3
BUSS	103	Introduction to Business	2
		Elective (General) ¹	2
		Elective ²	2
			15

Second Semester Cr.

ACCT	102	Principles of Accounting II	3
ECON	102	Macro Economics	3
MGMT	102	Principles of Management	3
INSS	102	Financial Math	2
		Elective (General) ¹	2
		Elective ²	2
			15

Third Semester Cr.

ACCT	201	Intermediate Accounting I	3
-------------	-----	---------------------------	---

MGMT	201	Management Information Systems	3
-------------	-----	--------------------------------	---

FSCS	201	Public Finance	3
-------------	-----	----------------	---

ECON	201	Economic Analysis	2
-------------	-----	-------------------	---

		Elective (General) ¹	2
--	--	---------------------------------	---

		Elective ³	2
--	--	-----------------------	---

			15
--	--	--	----

Fourth Semester Cr.

ACCT	202	Intermediate Accounting II	3
-------------	-----	----------------------------	---

MRKT	202	Principles of Marketing	3
-------------	-----	-------------------------	---

ECON	202	Money & Banking	3
-------------	-----	-----------------	---

FSCS	202	Intermediate Public Finance	2
-------------	-----	-----------------------------	---

		Elective (General) ¹	2
--	--	---------------------------------	---

		Elective ³	2
--	--	-----------------------	---

			15
--	--	--	----

Fifth Semester**Cr.**

FINB	301	Financial Management	3
ACCT	301	Corporation & Partnership Accounting	3
FSCS	301	Taxation Systems	3
INSS	301	Statistical Inference for Business	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Sixth Semester**Cr.**

MGMT	302	Human Resources Management	3
ACCT	302	Cost Accounting	3
ECON	302	International Trade	3
FINB	302	Investments	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Seventh Semester Cr.

FSCS	401	Economic Feasibility Studies I	3
FSCS	403	International Finance	3
FSCS	405	Economics of Public Services	3
FSCS	407	Exports, Imports & Transit Systems	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

Eighth Semester Cr.

FSCS	402	Fiscal Policies	3
FINB	402	Financial Markets & Institutions	3
ACCT	404	Tax Accounting	3
FSCS	404	Economic Feasibility Studies II	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

¹ A total of 16 credits is required as General University Requirements; 7 credits are selected from the University Mandatory courses list including ARAB 001 (2 Cr.), ENGL 001 (2 Cr.), CMPG 001 (2 Cr.), BLAW 001 (1 Cr.) and another 9 credits are selected from the University Elective courses list.

² Selected from BUSS 111, BUSS 112, INSS 111, ECON 111.

³ Selected from BUSS 211, FSCS 211, INSS 211, ECON 212, ECON 213.

⁴ Selected from ACCT 314, ACCT 313, BUSS 311, BUSS 312, ECON 312, ECON 313, ECON 315, FSCS 311.

⁵ Selected from FSCS 411, FSCS 412, FSCS 413, FSCS 499, ACCT 411, ACCT 413.

Course Descriptions

FSCS 201 - Public Finance (3 Cr. : 3 Lec : 1 Tut)

This course provides students with the definition of public finance, the main difference between public economics and private economics. The course introduces the basic principles and rules that govern state intervention in the economy to achieve society goals. The student is then subjected to public goods and its characteristics, main public revenue resources, concept of public expenditure, and then emphasize the concepts, cycle, types and classification of government budget.

FSCS 202 - Intermediate Public Finance (2 Cr. : 2 Lec : 1 Tut)

This course provides students with principles of taxation, the concepts of and main differences between income tax, wealth tax and expenditure tax. The student is then subjected to public loans to know about classification of domestic and foreign loans, the effects of real, fake, and foreign loans. Prereq.: FSCS 201.

FSCS 211 - Lebanese Governmental Finance (2 Cr. : 2 Lec : 1 Tut)

This course aims to provide students with the opportunity to discuss empirical issues and problems of public finance in Lebanon. The course deals with the effects of Lebanese public finance policy upon the overall economic and social objective of society, the main categories of Lebanese government spending, the main sources of public revenues, and Lebanese budget issues specially budgets deficit, and loans crisis.

FSCS 301 - Taxation Systems (3 Cr. : 3 Lec : 1 Tut)

This course provides students with concepts and main differences between tax policy and tax system, the relation between economic, social and political environment and tax systems, the role of taxation in achieving society goals especially economic development, income distribution and economic stabilization, and other modern topics related to taxation.

FSCS 311 - Lebanese Tax System (2 Cr. : 2 Lec : 1 Tut)

This course provides students with the details of main contents of Lebanese tax system, income tax, value added tax, customs duty, wealth tax, and the student is then subjected to compare Lebanese tax system with other tax systems like American and Egyptian tax system.

FSCS 401 - Economic Feasibility Studies I (3 Cr. : 3 Lec : 1 Tut)

This course provides students with definition of economic feasibility study, the relation between economic feasibility study and economic development, the steps to do pre - feasibility study, the detailed feasibility study (marketing, technical and engineering, financing, financial), the different methods to evaluate the proposed projects and to choose among them especially under risk and uncertainty (NPV, IRR, BCR, decisions tree, etc...) with some case study by using computer programs.

FSCS 402 - Fiscal Policies (3 Cr. : 3 Lec : 1 Tut)

This course provides students the concept of fiscal policy, the main difference between fiscal policy and other economic policies such as monetary policy and pricing policy, the main steps to design fiscal policy, the rule of fiscal

policy in achieving society goals especially how we can use fiscal policy to achieve economic development, economic stabilization and income distribution. Prereq.: FSCS 202.

FSCS 403 - International Finance (3 Cr. : 3 Lec : 0 Tut)

This course deals with the financial problems of developing countries; it discusses the importance of choosing the proper international financial policies, the economics of foreign aids and international foreign debts, efforts of the international institution to solve the international problems such as double taxation.

FSCS 404 - Economic Feasibility Studies II (2 Cr. : 2 Lec : 1 Tut)

This course provides students with the main differences between national (social) and private feasibility study, it introduces the concepts of shadow prices and social interest rate, the student is then subjected to project criteria from national (social) point of view especially SCBA (social cost benefit analysis) and value added criteria. Prereq.: FSCS 401.

FSCS 405 - Economics of Public Services (3 Cr. : 3 Lec : 1 Tut)

The course provides students with the concepts and the main characteristics of public services and public enterprises, resource allocation between public and private sector, public expenditure productivity of public services especially education and health, the pricing policy in public services, also deals with privatization of public services and its effects on the efficiency and capital market. In addition, this course includes mini applications related to mini subject of this course.

FSCS 407 - Exports, Imports & Transit Systems (2 Cr. : 2 Lec : 1 Tut)

This course provides students with many subjects, which related to the treatment of imported goods according to special tax systems such as free zones, tax - rebate, and temporary allowance. The concept of international cooperation shapes such as preferential trading systems, customs union, and economic integration.

FSCS 411 - Ports & Customs Management (2 Cr. : 2 Lec : 0 Tut)

This course deals with studying the general characteristics of customs system, the steps, documents and different procedures to complete the jobs of the customs system specially in Lebanon, the problems of the customs systems in Lebanon and suggesting the solution to solve these problems, introducing some recommendations to improve the performance of the customs system particularly in Lebanon, studying and explaining the different jobs of public institution which is responsible about managing and organizing the ports of Lebanon, explaining the different procedures and different documents which are necessary to complete landing, storage and delivery the goods of destination part.

FSCS 412 - Cargo & International Transportation (2 Cr. : 2 Lec : 0 Tut)

This course provides an overview of transportation modes (sea, road & air), intermediate transportation agencies (including small transport and transportation brokering), domestic and international inter - modal movements, warehousing, and materials handling. Introduces students to the fundamentals of international freight forwarding. Topics include understanding exporting and importing, transport geography, terms of trade, land transportation, airfreight and ocean freight. Covers the topics; commercial documentation, international payments, export packaging

and warehousing, land transportation - trans-border issues, costing and quoting, alternative methods, transportation law and legal liability.

FSCS 413 - Accounting for Custom Duties (2 Cr. : 2 Lec : 1 Tut)

The objective of this study is to train students on how to set international goods prices in order to calculate tariffs using Lebanon customs' law. The main contents are international trade taxes (imports and exports), the evolution of value of goods for customs' purposes, case studies and problems.

FSCS 499 - Research Project (2 Cr. : 2 Lec : 0 Tut)

This course enables the students to perform an independent research project and to operate in a (interdisciplinary) team. The student also has the ability to report and present research findings to the Cognitive Science community. The student can develop a research proposal and respond adequately to critical evaluation. The student is also capable to interact with researchers adopting a different perspective than one's own in a cognitive science context.

University Requirement Elective Course

FSCS 001 - Introduction to Feasibility Study (2 Cr. : 2 Lec : 0 Tut)

This course provides students with definition of economic feasibility study, the relation between economic feasibility study and economic development, the steps to do pre - feasibility study, the detailed feasibility study (marketing, technical and engineering, financing, financial), also this course helps the student to apply feasibility study on small projects.

Bachelor Degree in Business Administration

- Banking & Finance Major - (120 Cr. Hr.)

Curricula

First Semester Cr.

ACCT	101	Principles of Accounting I	3
ECON	101	Micro Economics	3
BUSS	101	Business English	3
BUSS	103	Introduction to Business	2
		Elective (General) ¹	2
		Elective ²	2
			15

Second Semester Cr.

ACCT	102	Principles of Accounting II	3
ECON	102	Macro Economics	3
MGMT	102	Principles of Management	3
INSS	102	Financial Math	2
		Elective (General) ¹	2
		Elective ²	2
			15

Third Semester**Cr.**

ACCT	201	Intermediate Accounting I	3
MGMT	201	Management Information Systems	3
FSCS	201	Public Finance	3
ECON	201	Economic Analysis	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fourth Semester**Cr.**

ACCT	202	Intermediate Accounting II	3
MRKT	202	Principles of Marketing	3
ECON	202	Money & Banking	3
FSCS	202	Intermediate Public Finance	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fifth Semester Cr.

FINB	301	Financial Management	3
ACCT	301	Corporation & Partnership Accounting	3
FSCS	301	Taxation Systems	3
INSS	301	Statistical Inference for Business	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Sixth Semester Cr.

MGMT	302	Human Resources Management	3
ACCT	302	Cost Accounting	3
ECON	302	International Trade	3
FINB	302	Investments	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Seventh Semester Cr.

FSCS	401	Economic Feasibility Studies I	3
ACCT	403	Accounting for Commercial Banks	3
FINB	401	Security Analysis & Portfolio Management	3
FINB	403	Commercial Bank Management	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

Eighth Semester Cr.

ECON	408	Financial Econometrics	3
FINB	402	Financial Markets & Institutions	3
FINB	404	Risk Management in Financial Institutions	3
FINB	406	Islamic Banking	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

¹ A total of 16 credits is required as General University Requirements; 7 credits are selected from the University Mandatory courses list including ARAB 001 (2 Cr.), ENGL 001 (2 Cr.), CMPG 001 (2 Cr.), BLAW 001 (1 Cr.) and another 9 credits are selected from the University Elective courses list.

² Selected from BUSS 111, BUSS 112, INSS 111, ECON 111.

³ Selected from BUSS 211, FSCS 211, INSS 211, ECON 212, ECON 213.

⁴ Selected from ACCT 314, ACCT 313, BUSS 311, BUSS 312, ECON 312, ECON 313, ECON 315, FSCS 311.

⁵ Selected from FINB 412, FINB 413, FINB 499, INSS 411, ECON 413, MGMT 413, MGMT 416, ACCT 407.

Course Descriptions

FINB 301 - Financial Management (3 Cr. : 3 Lec : 1 Tut)

This course is designed to survey the field of finance and provide the foundation for more advanced finance coursework. Topics include sources of business and financial information, financial statement, analysis, risk and return, asset valuation, capital budgeting, capital structure, business financial planning and working capital management.

FINB 302 - Investments (2 Cr. : 2 Lec : 1 Tut)

An examination of investment markets, transactions, planning and information. Topics includes investment risk and return measures, debt and equity instruments, evaluation techniques, hybrid and derivative securities, mutual funds, real estate investments, tax planning and the investment process, and portfolio management. Prereq.: FINB 301.

FINB 401 - Security Analysis & Portfolio Management (3 Cr. : 3 Lec : 1 Tut)

This course focuses on common stock, the stock market, stock options, and approaches to investing in the stock market and building stock portfolios. Particular emphasis is given to three competing approaches to stock investment: Fundamental analysis, technical analysis and efficient market analysis. Students are introduced to portfolio theory and study various methods of modeling the risk associated with stock investment such as the capital asset pricing model and arbitrage pricing theory. Also discussed are the distribution of stock to the public, the broker - client relationship, different types of orders investors can place with their broker, short sales of stock, investment companies, margin accounts, speculation, and hedging. Stock and option valuation models will be discussed as well as the use of stock options in portfolio insurance strategies.

FINB 402 - Financial Markets & Institutions (3 Cr. : 3 Lec : 1 Tut)

This course provides students with an overview of the basic contributions in the modern theory of corporate finance and financial institutions. The course is methodology oriented in that students are required to master necessary technical tools for each topic. The topics covered may include capital structure, distribution policy, financial intermediation, incomplete financial contracting, initial and seasoned public offerings, market for corporate control, product market corporate finance interactions, corporate reorganization and bankruptcy, financing in imperfect markets, security design under adverse selection and moral hazard, and some selected topics. Prereq.: FINB 302.

FINB 403 - Commercial Bank Management (2 Cr. : 2 Lec : 1 Tut)

This course studies the management of financial institutions including commercial banks, thrift institutions, insurance companies, pension funds, and others. Topics include the impact of public policies and regulations, profitability, liquidity management, investment and loan management, asset / liability management, industry and market structure, holding companies, and mergers. A bank simulation game is used to help students see the "big picture" of managing a financial institution.

FINB 404 - Risk Management in Financial Institutions (3 Cr. : 3 Lec : 1 Tut)

This course expands students understanding of risk and presents practical methods for dealing with risk. Topics covered include identification of risks, evaluating extent of potential loss, and selecting a method for handling risk

exposure. Methods such as risk retention and hedging will be discussed, although much of the class will be devoted to the use of commercial insurance to cover risk exposures. Prereq.: FINB 302.

FINB 406 - Islamic Banking (2 Cr. : 2 Lec : 1 Tut)

This course aims at enabling the candidate to deeply understand the Islamic Banking operating system and the concepts of Islamic Finance through participation in class discussions and activities. The course includes Islamic Finance and its innovative products. An introductory background on the related Islamic concepts is offered linking them to the emerging banking and financial issues.

FINB 412 - Investment Banking (2 Cr. : 2 Lec : 0 Tut)

This course examines the role of financial institutions and economic activities. In depth, evaluation analysis recognizing the value of assets may depend on who controls them.

FINB 413 - Financial Derivatives (2 Cr. : 2 Lec : 1 Tut)

This course examines in depth the characteristics of derivative securities such as futures and options contracts, repurchase agreements, and interest rate swaps. The course examines the markets for derivatives securities including the financial needs that motivate financial engineering, the creation of derivative securities. Particular attention will be paid to speculative and hedging strategies that employ derivatives, to financial futures and to the pricing of various derivative securities. Software proficiency in spreadsheet is required.

FINB 499 - Research Project (2 Cr. : 2 Lec : 0 Tut)

Advanced Study Projects are specialized seminars that require individual or group projects. It usually requires a considerable amount of writing. the seminar will be rigorous, meeting each week on a regular basis and including lectures, projects, and class discussion. Every semester a list of seminars offered will be published.

Bachelor Degree in Business Administration

- Marketing Major - (120 Cr. Hr.)

Curricula

First Semester Cr.

ACCT	101	Principles of Accounting I	3
ECON	101	Micro Economics	3
BUSS	101	Business English	3
BUSS	103	Introduction to Business	2
		Elective (General) ¹	2
		Elective ²	2
			15

Second Semester Cr.

ACCT	102	Principles of Accounting II	3
ECON	102	Macro Economics	3
MGMT	102	Principles of Management	3
INSS	102	Financial Math	2
		Elective (General) ¹	2
		Elective ²	2
			15

Third Semester			Cr.
ACCT	201	Intermediate Accounting I	3
MGMT	201	Management Information Systems	3
FSCS	201	Public Finance	3
ECON	201	Economic Analysis	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fourth Semester			Cr.
ACCT	202	Intermediate Accounting II	3
MRKT	202	Principles of Marketing	3
ECON	202	Money & Banking	3
FSCS	202	Intermediate Public Finance	2
		Elective (General) ¹	2
		Elective ³	2
			15

Fifth Semester Cr.

FINB	301	Financial Management	3
ACCT	301	Corporation & Partnership Accounting	3
FSCS	301	Taxation Systems	3
INSS	301	Statistical Inference for Business	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Sixth Semester Cr.

MGMT	302	Human Resources Management	3
ACCT	302	Cost Accounting	3
ECON	302	International Trade	3
FINB	302	Investments	2
		Elective (General) ¹	2
		Elective ⁴	2
			15

Seventh Semester			Cr.
MRKT	401	Marketing Management	3
MRKT	403	Marketing Research	3
ACCT	405	Managerial Accounting	3
MRKT	405	Marketing Communications	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

Eighth Semester			Cr.
MRKT	402	International Marketing	3
MRKT	404	Consumer Behavior	3
MGMT	404	Strategic Management	3
MRKT	406	Brand Management	2
		Elective (General) ¹	2
		Elective ⁵	2
			15

¹ A total of 16 credits is required as General University Requirements; 7 credits are selected from the University Mandatory courses list including ARAB 001 (2 Cr.), ENGL 001 (2 Cr.), CMPG 001 (2 Cr.), BLAW 001 (1 Cr.) and another 9 credits are selected from the University Elective courses list.

² Selected from BUSS 111, BUSS 112, INSS 111, ECON 111.

³ Selected from BUSS 211, FSCS 211, INSS 211, ECON 212, ECON 213.

⁴ Selected from ACCT 314, ACCT 313, BUSS 311, BUSS 312, ECON 312, ECON 313, ECON 315, FSCS 311.

⁵ Selected from MRKT 411, MRKT 499, MGMT 411, MGMT 413, MGMT 414, MGMT 415, INSS 412.

Course Descriptions

MRKT 202 - Principles of Marketing (3 Cr. : 3 Lec : 0 Tut)

A general course in marketing theory and methods. Among topics discussed are the importance of marketing, the interrelationship of the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, and distribution. Prereq.: MGMT 102.

MRKT 401 - Marketing Management (3 Cr. : 3 Lec : 0 Tut)

This course teaches the concepts of marketing management through a series of readings and cases that profile the decision - making problems marketing managers face. The course discusses marketing in terms of the organization's total operation, with the emphasis on consumer satisfaction. The course emphasizes the interrelationships of marketing concepts, decision - making, strategy, planning, and systems of control. Topics will include buyer behavior, product policy, pricing strategy, promotion, competitive strategy, and brand management. Prereq.: MRKT 202.

MRKT 402 - International Marketing (3 Cr. : 3 Lec : 0 Tut)

A course in marketing theory and methods as they apply to the world markets. Among the topics discussed there are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political, and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments. Prereq.: MRKT 202.

MRKT 403 - Marketing Research (3 Cr. : 3 Lec : 1 Tut)

Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies. Student will study different methodologies with emphasis on primary research including questionnaire design. Prereq.: MRKT 202.

MRKT 404 - Consumer Behavior (3 Cr. : 3 Lec : 1 Tut)

This course will explore the behavior (primarily decision - making) of consumers of services and products in both retail and commercial applications. The role of the consumer in product / service marketplace will be considered including the complex system of human needs, attitudes, motivation, decisions and behavior. Prereq.: BUSS 111.

MRKT 405 - Marketing Communications (2 Cr. : 2 Lec : 0 Tut)

Introduces key principles, strategies and tactics of Integrated Marketing Communications (IMC). An IMC management approach emphasizes an on - going, interactive, cross - functional process of brand communication planning, execution and evaluation. An IMC perspective recognizes that various methods of communications, including advertising, sales promotions, direct marketing, public relations, interactive and interpersonal contacts, are no longer isolated functions. IMC recognizes the synergistic effect across communication approaches and considers the perspectives of all relevant stakeholders in such a way that brand value is maximized. Prereq.: MRKT 202.

MRKT 406 - Brand Management (2 Cr. : 2 Lec : 0 Tut)

The course aims to develop the necessary knowledge and skills needed to prepare the managers to create an enduring advantage for their products in a competitive marketplace. It deals with important issues both at the individual product and the firm level and is designed both for those anticipating careers in brand and product management as well as for those with an interest in marketing, management or general management. Prereq.: MRKT 202.

MRKT 411 - Service Marketing (2 Cr. : 2 Lec : 0 Tut)

This course is designed to prepare the students for their future roles as service marketing managers. The normal Management functions of planning, organizing, decision making staffing, motivating, and budgeting are briefly defined, explained, and presented with detailed Examples drawn from the related service fields. The students will be exposed to learn the management concepts, techniques, models, and tools for managing service personnel and service constitutions; insights to complex managed care environment, and the methods to deliver the services at the highest quality of care with the minimum cost. Prereq.: MRKT 202.

MRKT 499 - Research Project (2 Cr. : 2 Lec : 0 Tut)

This course is designed to provide you with background and experience in business research. You will be required to undertake an independent research project culminating in a written report and an oral presentation.

University Requirement Elective Course***MRKT 001 - Introduction to Marketing (2 Cr. : 2 Lec : 0 Tut)***

A beginning course in marketing which stresses the marketing function's contribution to any organization. Topics include buyer behavior, products, and channels of distribution, promotion, and pricing and social issues in marketing. Standard business and non - traditional aspects of marketing are explored.

Course Description for Statistics, Mathematics & Insurance***INSS 102 - Financial Math (2 Cr. : 2 Lec : 1 Tut)***

This course is mainly designed for the students of commerce and business administration. It provides the student with effective methods of understanding and solving the financial problems in business areas. After the completion of this course, the student should be prepared to continue with more advanced work in subjects of accounting, investment studies, insurance, and financial management. In general, the first part of the course discusses the fundamental topics and methods concerned with the finite mathematics of short - term. These topics include simple interest, bank discount, and settlement of the debts. The second part introduces the basic topics of mathematics for business and finance of long - term investment. It contains compound interest and annuities.

INSS 301 - Statistical Inference for Business (2 Cr. : 2 Lec : 1 Tut)

This course is mainly proposed to the student majoring in management, economics, accounting, marketing, finance and the other fields of business administration, as well as those who work in scientific research fields. The course is designed to provide students with the principal concepts and fundamental methods of sampling, estimation, and hypotheses testing techniques. In addition, the course provides students with tools of regression and time series analysis.

INSS 111 - Business Math (2 Cr. : 2 Lec : 1 Tut)

This course, Mathematics for Business, is designed to provide the mathematical foundations for the students of business administration and economics fields. The topics of the course cover a wide variety of applications and many real - world situations, such that studying the notions of revenue, cost, profit, demand, supply, and equilibrium point. In addition, the students continually see how the mathematics they are learning can be used. The course begins with functions and graphs, linear programming, matrix algebra, differentiation, and integration.

INSS 211 - Descriptive Statistics (2 Cr. : 2 Lec : 1 Tut)

This course is mainly proposed to the student majoring in management, economics, accounting, marketing, finance and the other fields of business administration, as well as those who work in scientific research fields. The course is generally designed for providing the principal concepts and fundamental methods of collecting, organizing, presenting, analyzing, and interpreting a set of mass data, to assist in decision - making.

INSS 411 - Insurance (2 Cr. : 2 Lec : 1 Tut)

This course introduces the student to the study of risk and the various types of insurance coverage that can be carried to protect the carrier against it. Life insurance is then introduced in detail as well as other types of commercial insurance. Also, the course provide the student with concepts and rules of calculating insurance premiums suitable for each type of insurance, such as net single premiums, and gross premiums.

INSS 412 - Advanced Statistical Methods (2 Cr. : 2 Lec : 1 Tut)

This course is normally offered to broaden the students' knowledge base with more advanced statistical techniques. This course contains advanced statistical methods selected from topics including statistical inference, multivariate analysis. On completion of this course, students should be able to: Identify the technique or techniques needed to deal with a statistical problem. Demonstrate the skills needed to address the statistical problem so as to provide an appropriate statistical analysis. Understand some of the advanced statistical methods. Read, understand and explain publications in statistics of a technical nature. Demonstrate, depending on options chosen, knowledge and understanding of multivariate analysis, parametric and non - parametric statistical inference. Prereq.: INSS 301.

General Business Courses***BUSS 101 - Business English (3 Cr. : 3 Lec : 0 Tut)***

The aim of this course is to improve the student's ability to understand and to communicate efficiently (orally and in writing) in Business English. Also to enhance the student's English grammar, the usage of business vocabularies, and to improve his skills in translation, writing business letters, reports, and curriculum Vitae "CV".

BUSS 103 - Introduction To Business (2 Cr. : 2 Lec : 0 Tut)

An introductory business course that helps students learn business terminology and provides preliminary study into the areas of economics, global business, ethics, business ownership, business management, human resource management, marketing, accounting and finance.

BUSS 111 - Organization Behavior (2 Cr. : 2 Lec : 1 Tut)

This course deals with motivation, individual and group decision making, conflict, power and politics, leadership, job design, performance maintenance, the organizational environment, organization structure and design, and emerging trends and challenges.

BUSS 112 - Negotiation & Communication Skills (2 Cr. : 2 Lec : 0 Tut)

This course focuses on building communication and interpersonal skills within a management context. This course involves students in analyzing communication plans within an organization. Various experiential activities, case studies and simulation are used throughout the course to give students practical experience in applying the concepts and theories studied.

BUSS 211 - Production & Operations Management (2 Cr. : 2 Lec : 1 Tut)

Management of the production function in business firms with special attention given to production, transportation, inventory, quality and cost control.

BUSS 311 - Logistics & Supply Chain Management (2 Cr. : 2 Lec : 0 Tut)

A system approach to managing activities associated with traffic, transportation, inventory management and control, warehousing, packaging, order processing, and materials handling, this in addition to the definition of the concept of the system approach the total cost concept as well as future challenge and areas for logistics performance improvement.

BUSS 312 - Quantitative Business Analysis (2 Cr. : 2 Lec : 1 Tut)

This course intends to make a wide range of applications understandable and to give the students the confidence to work with quantitative methods. So that this course includes a "Refresher in Basic Numeracy Skills" as well as methods that can be used to solve managerial problems or help in decision making like decision theory, game theory linear programming as well as Network Project Management.

BUSS 401 - Business Ethics (2 Cr. : 2 Lec : 0 Tut)

The role of decision - making in business is placed in the context of basic philosophical perspectives on ethical behavior. Decision - making tools that reveal both ethical and profitable options are demonstrated, along with skills for formulating an organization's code of ethics. Topics such as downsizing, environmental abuse, community / societal responsibilities, government business relations, gender equality, the use of power, ethics in strategic planning, and cultural diversity are analyzed and discussed from a managerial perspective.