

# Curriculum

## Bachelor in Business

General Requirements (12 credits)		Cr.
AAR 235	Art History in Lebanon	3
AAR 240	Archæological Sites	3
HIS 215	Former Lebanon	3
HIS 220	Medieval Lebanon	3
HIS 225	Modern Lebanon	3
HIS 230	Contemporary Lebanon	3
EDU 201	History of Education	3
HUM 335	Current Affairs	3
PHI 201	Introduction to Philosophy	3
PHI 210	Greek Philosophy	3
SOC 201	Introduction to Sociology	3
MTR 211	Techniques and Information Ressources (Fr)	2
MTR 213	Techniques and Information Ressources (Eng)	2
THE 211	Introduction to the Bible	3
THE 213	Religious Pluralism and Dialogue	3
THE 214	Christian Presence in the Middle East	3
THE 215	Church Social Teaching	3
THE 216	Religion and Politics	3
THE 217	Bioethics	3
SPT 201	Basketball	1
SPT 202	Football	1
SPT 203	Volleyball	1
SPT 204	Tennis	1

SPT 205	Table Tennis	1
SPT 206	Folk Dance	1
SPT 207	Chess	1
SPT 209	Swimming	1

<b>Bachelor in Business – Audit</b>		
<b>General Requirements (12 credits)</b>		
<b>Common Core (54 credits)</b>		<b>Cr.</b>
ACT 210	Financial Accounting I	3
ACT 220	Financial Accounting II	3
BUS 211	Financial Mathematics	3
BUS 223	Business Law in Lebanon	3
BUS 303	Methodology of Business Plan	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3
ENG 240	English Skills 1	3
ENG 290	Business Professional	3
FIN 310	Financial Management	3
FIN 315	Financial Analysis	3
CSC 204	Information Technology and Networking	3
MAT 206	Applied Business mathematics	3
MGT 220	Principles of Management	3
MGT 330	Human Resources Management	3
MIS 320	Quantitative Techniques applied to Business	3
MKT 220	Principles of Marketing	3
STA 205	Statistics and General Probabilities	3

<b>Courses of Specialization (24 credits)</b>		<b>Cr.</b>
ACT 225	Internal Audit	3
ACT 312	Advanced Accounting	3
ACT 320	Business Accounting	3
ACT 330	External Audit	3
ACT 410	Groups Accounting	3
ACT 425	Management Control	3
ACT 450	Enterprise Simulation - Audit	3
BUS 320	Taxation	3
<b>Faculty Electives (9 credits - optional)</b>		<b>Cr.</b>
BUS 390	Verbal and Non-Verbal Communication for Business (Obligatory)	3
FIN 420	International Finance	3
FIN 421	Financial Markets	3
ITB 321	Database	3
ITB 350	E-business	3
MGT 320	Organizational Behavior	3
MGT 415	Small Business Management	3
MKT 315	Advertising	3
MKT 430	Pricing Strategies	3
TRA 310	Transportation and Logistics	3
TRA 320	Transportation Law	3

<b>Bachelor in Business – Finance and Banking</b>		
<b>General Requirements (12 credits)</b>		
<b>Common Core (54 credits)</b>		<b>Cr.</b>
ACT 210	Financial Accounting I	3

ACT 220	Financial Accounting II	3
BUS 211	Financial Mathematics	3
BUS 223	Business Law in Lebanon	3
BUS 303	Methodology of Business Plan	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3
ENG 240	English Skills 1	3
ENG 290	Business Professional	3
FIN 310	Financial Management	3
FIN 315	Financial Analysis	3
CSC 204	Information Technology and Networking	3
MAT 206	Applied Business Mathematics	3
MGT 220	Principles of Management	3
MGT 330	Human Resources Management	3
MIS 320	Quantitative Techniques applied to Business	3
MKT 220	Principles of Marketing	3
STA 205	Statistics and General Probabilities	3
<b>Courses of Specialization (24 credits)</b>		<b>Cr.</b>
ECO 410	Banking and Finance	3
BUS 320	Taxation	3
FIN 412	Corporate Finance	3
FIN 420	International Finance	3
FIN 421	Financial Markets	3
FIN 425	Company Valuation	3
FIN 430	Financial Engineering	3
FIN 450	Enterprise Simulation - Finance	3

<b>Faculty Electives (9 credits – optional)</b>		<b>Cr.</b>
BUS 390	Verbal and Non-Verbal Communication for Business (Obligatory)	3
BAN 310	The Lebanese Banking Sector	3
BUS 475	Import-Export Financing	3
ACT 225	Internal Audit	3
ACT 320	Managerial Accounting	3
ITB 321	Database	3
ITB 350	E-business	3
MGT 320	Organizational Behavior	3
MGT 415	Small Business Management	3
MKT 315	Advertising	3
MKT 430	Pricing Strategies	3
TRA 310	Transportation and Logistics	3
TRA 320	Transportation Law	3

<b>Bachelor in Business – Business Computing</b>		
<b>General Requirements (12 credits)</b>		
<b>Common Core (54 credits)</b>		<b>Cr.</b>
ACT 210	Financial Accounting I	3
ACT 220	Financial Accounting II	3
BUS 211	Financial Mathematics	3
BUS 223	Business Law in Lebanon	3
BUS 303	Methodology of Business Plan	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3

ENG 240	English Skills 1	3
ENG 290	Business Professional	3
FIN 310	Financial Management	3
FIN 315	Financial Analysis	3
CSC 204	Information Technology and Networking	3
MAT 206	Applied Business Mathematics	3
MGT 220	Principles of Management	3
MGT 330	Human Resources Management	3
MIS 320	Quantitative Techniques applied to Business	3
MKT 220	Principles of Marketing	3
STA 205	Statistics and General Probabilities	3
<b>Courses of Specialization (24 credits)</b>		<b>Cr.</b>
CSC 225	Business Programming I	3
CSC 319	Technology and Network Infrastructure	3
CSC 325	Business Programming II	3
CSC 359	Internet Development Technologies	3
CSC 407	System Analysis and Process Design	3
CSC 450	Advanced Analysis & Conception of Database	3
ITB 321	Database	3
ITB 450	Enterprise Simulation - ITB	3
<b>Faculty Electives (9 credits - optional)</b>		<b>Cr.</b>
BUS 390	Verbal and Non-Verbal Communication for Business (Obligatory)	3
ACT 225	Internal Audit	3
ACT 320	Managerial Accounting	3
FIN 420	International Finance	3
FIN 421	Financial Markets	3

MGT 320	Organizational Behavior	3
MGT 415	Small Business Management	3
MKT 315	Advertising	3
MKT 430	Pricing Strategies	3
TRA 310	Transportation and Logistics	3
TRA 320	Transportation Law	3

<b>Bachelor in Business – Management</b>		
<b>General Requirements (12 credits)</b>		
<b>Common Core (54 credits)</b>		<b>Cr.</b>
ACT 210	Financial Accounting I	3
ACT 220	Financial Accounting II	3
BUS 211	Financial Mathematics	3
BUS 223	Business Law in Lebanon	3
BUS 303	Methodology of Business Plan	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3
ENG 240	English Skills 1	3
ENG 290	Business Professional	3
FIN 310	Financial Management	3
FIN 315	Financial Analysis	3
CSC 204	Information Technology and Networking	3
MAT 206	Applied Business Mathematics	3
MGT 220	Principles of Management	3
MGT 330	Human Resources Management	3
MIS 320	Quantitative Techniques applied to Business	3

MKT 220	Principles of Marketing	3
STA 205	Statistics and General Probabilities	3
<b>Courses of Specialization (24 credits)</b>		<b>Cr.</b>
BUS 410	Operational Research	3
ECO 315	Managerial Economics	3
FIN 425	Company Valuation	3
MGT 320	Organizational Behavior	3
MGT 405	Project Management	3
MGT 415	Small Business Management	3
MGT 420	Strategic Planning	3
MGT 450	Enterprise Simulation - Management	3
<b>Faculty Electives (9 credits - optional)</b>		<b>Cr.</b>
BUS 390	Verbal and Non-Verbal Communication for Business (Obligatory)	3
ACT 225	Internal Audit	3
ACT 320	Managerial Accounting	3
FIN 420	International Finance	3
FIN 421	Financial Markets	3
ITB 321	Database	3
ITB 350	E-business	3
MKT 315	Advertising	3
MKT 430	Pricing Strategies	3
TRA 310	Transportation and Logistics	3
TRA 320	Transportation Law	3

**Bachelor in Business – Marketing**

**General Requirements (12 credits)**



<b>Common Core (54 credits)</b>		<b>Cr.</b>
ACT 210	Financial Accounting I	3
ACT 220	Financial Accounting II	3
BUS 211	Financial Mathematics	3
BUS 223	Business Law in Lebanon	3
BUS 303	Methodology of Business Plan	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3
ENG 240	English Skills 1	3
ENG 290	Business Professional	3
FIN 310	Financial Management	3
FIN 315	Financial Analysis	3
CSC 204	Information Technology and Networking	3
MAT 206	Applied Business Mathematics	3
MGT 220	Principles of Management	3
MGT 330	Human Resources Management	3
MIS 320	Quantitative Techniques applied to Business	3
MKT 220	Principles of Marketing	3
STA 205	Statistics and General Probabilities	3
<b>Courses of Specialization (30 credits)</b>		<b>Cr.</b>
MKT 310	Consumer Behavior	3
MKT 320	Marketing Research	3
MKT 325	Distribution and Sale Strategy	3
MKT 410	Communication and Promotion Strategy	3
MKT 415	Brand and Product Management	3
MKT 422	Service Marketing	3

MKT430	Pricing strategies	3
MKT 450	Enterprise Simulation - Marketing	3
<b>Faculty Electives (3 credits - optional)</b>		<b>Cr.</b>
BUS 390	Verbal and Non-Verbal Communication for Business (Obligatory)	3
MKT 405	Media Planning (Obligatory)	3
MKT 315	Advertising	3
ACT 225	Internal Audit	3
ACT 320	Managerial Accounting	3
FIN 420	International Finance	3
FIN 421	Financial Markets	3
ITB 321	Database	3
ITB 350	E-business	3
MGT 320	Organizational Behavior	3
MGT 415	Small Business Management	3
TRA 310	Transportation and Logistics	3
TRA 320	Transportation Law	3

<b>Bachelor in Business – Hotel Management</b>		
<b>General Requirements (9 credits)</b>		<b>Cr.</b>
ENG 240	English Skills 1	3
LCB 213	Business English for Hospitality	3
MTR 213	Information Techniques and Resources	2
SPT	Physical Education	1
<b>Common Core (63 credits)</b>		<b>Cr.</b>
ACT 230	Hospitality Accounting	3

CSC 204	Information Technology and Networks	3
ECO 221	Microeconomics	3
MAT 206	Applied Business Mathematics	3
MGT 220	Principles of Management	3
MGT 330	Human Resources Management	3
MKT 310	Consumer Behavior	3
STA 205	General Statistics and Probabilities	3
LCB 200	Introduction to Hospitality Management	3
LCB 205	Hospitality Business Law	3
LCB 210	Management Information System (Opera)	3
LCB 220	Food and Beverage Service Operations	3
LCB 221	Hospitality and Tourism Marketing	3
LCB 226	Enology	3
LCB 230	Le Cordon Bleu Kitchen-A	3
LCB 235	Le Cordon Bleu Kitchen-B	3
LCB 240	Bar and Beverage Service Operations	3
LCB 246	Hospitality Purchasing Management = LCB 245	3
LCB 255	Hygiene and Security	3
LCB 260 A	Internship I: Food and Beverage	3
LCB 260 B	Internship II: Rooms Division	3
<b>Courses of Specialization (24 credits)</b>		<b>Cr.</b>
LCB 250	Food and Beverage Cost Control	3
LCB 305	Food and Beverage Management	3
LCB 310	Catering and Events Management	3
LCB 325	Strategic Management for the Hospitality Industry	3
LCB 400	Facilities and Property Development Management	3

LCB 435	Sales and Marketing Management in Hospitality	3
LCB 440	Rooms Division Management	3
LCB 450	Business Simulation in Hospitality	3
<b>Faculty Electives (3 credits - optional)</b>		<b>Cr.</b>
ITB 350	E-business	3
LCB 410	Quality Management in Hospitality	3
LCB 415	Hospitality Protocol and Etiquette	3
MGT 415	Small Business Management	3

<b>Bachelor in Business – Transport and Logistics</b>		
<b>General Requirements (12 credits)</b>		
<b>Common Core (54 credits)</b>		<b>Cr.</b>
ACT 210	Financial Accounting I	3
ACT 220	Financial Accounting II	3
BUS 211	Financial Mathematics	3
BUS 223	Business Law in Lebanon	3
BUS 303	Methodology of Business Plan	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3
ENG 240	English Skills 1	3
ENG 290	Business Professional	3
FIN 310	Financial Management	3
FIN 315	Financial Analysis	3
CSC 204	Information Technology and Networking	3
MAT 206	Applied Business Mathematics	3
MGT 220	Principles of Management	3

MGT 330	Human Resources Management	3
MIS 320	Quantitative Techniques applied to Business	3
MKT 220	Principles of Marketing	3
STA 205	Statistics and General Probabilities	3
<b>Courses of Specialization (24 credits)</b>		<b>Cr.</b>
BUS 475	Import and Export Financing	3
MGT 400	Supply Chain Management	3
MKT 325	Distribution and Sale Strategy	3
TRA 310	Transportation and Logistics	3
TRA 320	Transportation Law	3
TRA 325	Commercial Contracts and Transport Insurance	3
TRA 440	Transport Accounting and Tax	3
TRA 450	Enterprise Simulation - Transport	3
<b>Faculty Electives (9 credits - optional)</b>		<b>Cr.</b>
BUS 390	Verbal and Non-Verbal Communication for Business (Obligatory)	3
ACT 225	Internal Audit	3
ACT 320	Managerial Accounting	3
FIN 420	International Finance	3
FIN 421	Financial Markets	3
ITB 321	Database	3
ITB 350	E-business	3
MGT 320	Organizational Behavior	3
MGT 415	Small Business Management	3
MKT 315	Advertising	3
MKT 430	Pricing Strategies	3