

UNIVERSITY OF SCIENCES & ARTS IN LEBANON

Management, Finance and Economics Undergraduate Programs

Management, Finance and Economics Faculty



USAL

جامعة العلوم والآداب اللبنانية
UNIVERSITY OF SCIENCES & ARTS IN LEBANON

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Vision

To be a leading provider of business education, empowering students to become innovative, ethical, and adaptable business leaders who drive sustainable growth in a dynamic global environment.

Mission

The Faculty of Business Management is committed to delivering an exceptional educational experience that equips students with the knowledge, skills, and mindset to excel in their chosen fields. Through a blend of rigorous academic programs, practical industry exposure, and a nurturing learning environment, we aim to develop well-rounded professionals who can navigate the complexities of the modern business landscape and positively impact their communities.

Goals

- Industry-Aligned Curriculum:
 1. Design undergraduate programs in Digital Marketing, Accounting and Finance, Management, Hospitality Management, and Management Information Systems that are responsive to the evolving needs of the business landscape.
 2. Integrate experiential learning elements, such as internships, case studies, and collaborative projects, to bridge the gap between theory and practice and equip students with the necessary practical skills.
 3. Establish strong industry partnerships to ensure the curriculum remains relevant and provides students with valuable networking opportunities and real-world exposure.
- Student Development:
 1. Foster the development of well-rounded business professionals by cultivating not only technical expertise but also strong interpersonal skills, such as effective communication, teamwork, and ethical decision-making.
 2. Provide opportunities for students to engage in extracurricular activities, leadership roles, and community service to enhance their personal growth and social responsibility.
 3. Implement mentorship programs and career counseling services to support students in achieving their professional aspirations and successfully transitioning into the workforce.

- Faculty Excellence and Research:
 1. Attract and retain a diverse, highly qualified faculty committed to delivering innovative teaching methods and fostering a stimulating learning environment.
 2. Encourage faculty engagement in research, scholarly activities, and professional development to enhance the academic reputation of the faculty and contribute to the advancement of knowledge in the field of business.
 3. Promote interdisciplinary collaboration and the integration of emerging technologies to enhance the quality and relevance of the faculty's educational offerings.

Overview

The faculty of Management, Finance and Economics (FMFE) at USAL was established in 2013. It started its operations in the same year. The first promotion graduates in summer 2016.

FMFE aims to be a leader in the management field in Lebanon. Its target is to fill the gap between academia and the labor market. It focuses on preparing a labor force with solid scientific background with practical skills.

You are invited to visit our premises on the old airport road. You can see and touch our friendly environment. You can also visit the FMFE to enquire about the business concentrations, or any further enquiry.

Academic Degrees

The Faculty of MFE offers a Bachelor Degree in Business Administration (BBA). It offers six concentrations as follows:

1. Accounting and Finance (104 credits)
2. Human Resources Management (98 credits)
3. Management (98 credits)
4. Management Information Systems (99 credits)
5. Digital Marketing (98 credits)
6. Hospitality Management (98 credits)

Double concentration

The students can obtain a double concentration by earning 15 credits - from a second concentration - approved by the department, on top of the core and the first concentration courses.

Note: The FMFE may change the content, prerequisite, or any other course details without any notice.

Registration Requirements

- The Lebanese Baccalaureate certificate or its equivalent.
- Pass the placement tests in the following subjects:
 1. Informatics
 2. Arabic Language
 3. English Language
 4. Math
- Pass the placement test in subjects determined by the faculty according to the specializations.
- Register in remedial courses if they do not pass the placement tests.

Graduation Requirements

To graduate, students must meet the following criteria:

- Obtain a minimum cumulative GPA of 2.0.
- Achieve a total of 98 credits depending on the enrolled program, distributed as follows:

University Requirement	10 credits
College Requirement (Core)	48 credits
Concentration Requirements	28-34 credits
Elective Requirements	
College Elective	6 credits
Free Elective	6 credits
Total credits	98-104 credits

Program Duration

- 3 years for non-transfer students, with an official Lebanese BACC II degree, who successfully pass their placement tests (English, Arabic, Math, and IT).
- 3 -3.5 years for non-transfer students, with an official Lebanese BACC II degree, who need some remedial courses (English, Arabic, Math, and IT).
- Transfer students' study duration depends on the amount of transferred credits.

Curricula Common Courses

➤ University Requirements (10 Credits)

Code	Course Name	Prerequisite/ Corequisite	credits
ENGL201	English Communication Skills I	Test	3 credits
ENGL202	English Communication Skills II	ENGL201	3 credits
ARAB201	Arabic Communication Skills	Test	3 credits
GENR201	Religion and Public Life		1 credit

➤ Core Courses (45 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
ACCT210	Accounting I	Co. ENGL030	3 credits
BUSS210	Business Communication I	Co. ENGL201	3 credits
BUSS310	Business Communication II	BUSS210	3 credits
BUSS321	Business Law and Ethics	MGNT210	3 credits
BUSS400	Business Analytics	MATH205	3 credits
MIST215	Microsoft Office Applications	CSCI010	3 credits

Choose one of the followings:

ECON210	Principles of Microeconomics	Co. (ENGL201+CSCI010)	3 credits
ECON211	Principles of Microeconomics	Co. (ARAB201+CSCI010)	3 credits

Choose one of the followings:

ECON220	Principles of Macroeconomics	Co. (ENGL201+CSCI010)	3 credits
ECON221	Principles of Macroeconomics	Co. (ARAB201+CSCI010)	3 credits
FINC210	Business Finance	ACCT210	3 credits
HRMN210	Intro to Human Resources Management	Co. ENGL201	3 credits
MATH205	Math for Business	ENGL010+Test	3 credits
MATH206	Statistics I	ENGL020+Test	3 credits
MGNT210	Principles of Management	Co. ENGL201	3 credits
MGNT480	Entrepreneurship	Senior standing	3 credits
MIST210	Management Information Systems	CSCI010, Co. ENGL201	3 credits
MKTG210	Introduction to Marketing	Co. ENGL201	3 credits

Concentrations

I. Management Concentration

Overview

This program prepares the student for entry-level positions in operations management or personnel administration; for the broader managerial responsibilities that usually come with promotion and continue to expand throughout one's career; or to start and manage entrepreneurial ventures. Students are equipped with the tools necessary to join industrial, commercial and banking institutions, as well as public institutions, tourism and insurance companies.

Courses are designed to develop the necessary skills, insight, and knowledge for dealing with the human and organizational aspects of management and also to develop the analytical and creative skills required for allocating and utilizing resources and for making managerial decisions.

Major/Concentration Requirements (28 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
ACCT220	Managerial Accounting	ACCT215	3 credits
MGNT310	Total Quality Management	MGNT210	3 credits
MGNT320	Leadership	MGNT210	3 credits
HRMN440	Negotiations and Conflict Resolution	HRMN350	3 credits
MGNT330	Organizational Behavior	MGNT210	3 credits
MGNT340	Business Policies and Processes	MGNT210	3 credits
MGNT410	Operations Management	MATH205, MATH206	3 credits
MGNT450	Strategic Management	Senior Standing	3 credits

MGNT490	Special topics in Management (new course)		3 credits
BUSS490	Internship (1 cr)	60 credits	1 credit
Department Electives for Management (6 credits):			
ACCT215	Accounting II	ACCT210	3 credits

II. Accounting and Finance Concentration

Overview

The BBA in Accounting and Finance at USAL is a dynamic dual-concentration program designed to equip students with a solid foundation in both accounting principles and financial practices. The program emphasizes both theoretical knowledge and practical skills, preparing graduates for a wide range of career opportunities in investment banking, financial advisory, corporate finance, and accounting. With a curriculum that merges academic concepts with real-world applications, students develop critical thinking, financial analysis, and problem-solving skills that make them industry-ready. This degree opens doors to careers locally and internationally, whether in large corporations, start-ups, government agencies, or non-profit organizations. The integration of accounting and finance within one program provides graduates with a competitive advantage, as these two fields are complementary and essential for navigating today's dynamic financial landscape.

Major/Concentration Requirements (34 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
ACCT215	Accounting II	ACCT210	3 credits
ACCT220	Managerial accounting	ACCT215	3 credits
ACCT310	Intermediate Accounting	ACCT215	3 credits
ACCT340	Tax Accounting	ACCT215	3 credits
ACCT410	Advanced Accounting	ACCT310	3 credits
ACCT450	Auditing	ACCT310	3 credits

FINC215	Financial Management	FINC210	3 credits
FINC310	International Finance	FINC210	3 credits
FINC 315	Money and Banking	FINC210, ECON220	3 credits
FINC420	Investments	FINC215	3 credits
ECON450	Introduction to Econometrics	MATH206, ECON210, ECON220	3 credits
BUSS490	Internship	60 credits	1 credit

III. Digital Marketing Concentration

Overview

Nowadays, businesses are increasingly becoming technology-driven. They actively integrate technology to keep up with the latest trends in society that reflect people's evolving lifestyles. Digital marketing has become one of the most in-demand fields worldwide, incorporating modern technologies to facilitate business operations through online platforms such as social media, websites, and mobile applications.

Students enrolled in this program will gain expertise in technology-driven business marketing, learning the latest strategies, tactics, and best practices to understand and address customer needs, wants, and demands in the digital world. The curriculum includes cutting-edge courses in business analytics, search engine optimization (SEO), dashboard analytics, and other key digital fields. These courses equip graduates with the essential skills and knowledge required by the job market, enabling them to stay competitive and secure digital job opportunities more quickly than others.

Major/Concentration Requirements (28 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
MKTG215	Social Media for Business	MKTG210	3 credits
MKTG230	Introduction to Public Relations	Co ENGL201	3 credits
MKTG310	Integrated Marketing Communications	MKTG210	3 credits

MKTG320	Digital Marketing	MKTG210	3 credits
MKTG330	Sales and online sales Management	MKTG210	3 credits
MKTG340	Consumer Behavior	MKTG210	3 credits
MKTG350	Advertising and Digital Media	MKTG210	3 credits
MKTG400	Digital Analytics	MKTG215+MKTG320	
CODM412	Web Design		3 credits
BUSS490	Internship	60 credits	1 credit

IV. Management Information Systems

Overview

This program provides a strong foundation and knowledge to apply information technologies to empower organizations. It is perfect for students who can work with information technology and interact with people to deliver successful outcomes in an organization. The program helps students understand the fundamentals of information technology, learn to apply it to solve business problems, and make use of data and information to help business grow.

Students develop skills in programming, database design and use, systems analysis and design, spreadsheet modeling and analysis, enterprise systems, project management, and security. Course work includes hands-on experiences in working with technology. Students also gain a good understanding of management principles and learn to work in a project team, understand business objectives, decide and develop technology solutions. At the culmination of the program, students acquire a good foundation and working knowledge of technologies, along with the ability to apply these skills to add value to organizations.

Major/Concentration Requirements (29 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
CSCI230	Programming for MIS		4 credits
CSCI232	Database & Software Engineering	CSCI230	3 credits

CSCI330	Systems & Network Admin	CSDE201	3 credits
MIST420	Business Intelligence	CSCI232	3 credits
MIST430	Knowledge Management	CSCI230	3 credits
MIST470	Adv. System Analysis and Design	CSCI232	3 credits
SECU426	Information Security	CSCI232	3 credits
MGNT340	Business Policies and Processes	ACCT215, MGNT210, HRMN210	3 credits
CODM412	Web Design		3 credits
BUSS490	Internship	60 credits	1 credit
Department Electives for MIS (6 credits):			
CSDE201	IT Essentials		3 credits

V. Human Resources

Overview

This program helps students acquire the knowledge and skills needed to pursue effective careers in the human resources field. Students gain an understanding of a broad range of topics such as the recruitment process, performance evaluations, training and development within an institution, compliance with labor laws as well as employee compensation and benefit rights. Furthermore, students develop the communication, leadership and conflict management tools necessary to be successful within their field.

The program prepares individuals to assume specialist, generalist and managerial positions in HR departments in the private, public and nonprofit sectors. After gaining a fundamental grounding in business education through the BBA core, students acquire a practical, functional HR education that allows them to compete in the HR job market.

Major/Concentration Requirements (28 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
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HRMN330	Recruitment and Staffing	HRMN210	3 credits
HRMN340	Negotiations and Conflict Resolution	HRMN350	3 credits
HRMN350	Labor Law and Social Security	HRMN210	3 credits
HRMN410	Compensation and Reward System	HRMN210	3 credits
HRMN420	International Human Resources Management	HRMN210	3 credits
HRMN430	HR Training and Development	HRMN210	3 credits
HRMN490	Special Topics in Human Resources	HRMN210	3 credits
MGNT320	Leadership	MGNT210	3 credits
MGNT330	Organizational Behavior	MGNT210	3 credits
BUSS490	Internship	60 credits	1 credit

VI. Hospitality Management

Overview

The Hospitality Management program provides students with the professional and practical skills necessary to start a successful career within the hospitality industry. Students develop their knowledge of the hospitality industry through hands-on lessons and acquire a variety of skills necessary to succeed in the modern industry, including hospitality accounting, development and marketing, food and beverage production, food processing for events while also building strong soft skills such as flexibility, problem solving and communication.

Students gain valuable real-world experience through vocational training, which is an essential part of the specialization, and helps the student qualify to occupy many administrative functions in various industries related to the field of hospitality such as hotels, restaurants and tourist resorts as well as event management companies.

Major/Concentration Requirements (28 credits)

Code	Course Name	Prerequisite/ Corequisite	credits
HOMN210	Introduction to Hospitality and Tourism	Co. ENGL201	3 credits
HOMN230	Food Knowledge	Co. ENGL201	3 credits
HOMN250	Food Service Operations	Co. ENGL201	3 credits
HOMN310	F & B Cost Control	ACCT210	3 credits
HOMN315	Housekeeping	HOMN210	3 credits
HOMN320	Front Office Operations	HOMN315	3 credits
HOMN390	Internship 1	HOMN410+HOMN250 Senior standing	4 credits
HOMN410	Kitchen Operations	HOMN230	3 credits
HOMN490	Internship 2	HOMN320 Senior standing	3 credits
Department Electives for Hospitality Management (6 credits):			
HOMN430	Advanced Hospitality Management	HOMN410	3 credits

