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EARN a Dual Lebanese & British Degree

Masters in Events Management
Masters in Hospitality Management
MBA in Project Management

Get the opportunity to attend one semester or more at CARDIFF MET UNIVERSITY, UK

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MASTERS IN EVENTS MANAGEMENT:

Events Management is a growing field and a much sought degree in the 21st century. This field includes the management of meetings, events, and trade shows for organizations and exposes students to the meticulous effort that goes into managing mega events through hands-on involvement. The programme stimulates critical thinking and the use of multidisciplinary perspectives to transform management problems into opportunities by the provision of industry-relevant, research-led and practical training.

**Programme Structure**

- **Term 1:** Strategic Concepts in Events (10 credits), Developing Strategic Resources (10 credits), Contextualising the Events Industry (50 credits), The Field Study OR Professional Development (10 credits), Crisis and Risk Management (10 credits).
- **Term 2:** Strategic Marketing & Communications (10 credits), Methods of Enquiry (10 credits), Business Stewardship in Events (20 credits), Business Stewardship in Hospitality (20 credits), Integrated Project (10 credits).
- **Term 3:** Conceptualising the Events & Hospitality Industry (60 credits), Managing Strategic & Leadership OR Professional Development (20 credits), Crisis and Risk Management (10 credits), The Field Study OR Professional Development (10 credits), Crisis and Risk Management (10 credits).

**Career potential:**

Managers 19.2%
Marketing, PR & Sales 27%
Retail, catering and hotels 19%
Other 21%
Administration 13.8%

**337 MILLION JOBS WORLDWIDE ARE EXPECTED BY 2025**

**8.7% OF WORLDWIDE EMPLOYMENT IS IN EVENTS & HOSPITALITY**

**… OR 1 EVERY 10 JOBS ON THE PLANET**

**265M**

**72M**

**MASTER OF SCIENCE IN EVENTS MANAGEMENT (180 credits)**

- **Term 1:** Strategic Concepts in Events (10 credits), Developing Strategic Resources (10 credits), Contextualising the Events Industry (50 credits), The Field Study OR Professional Development (10 credits), Crisis and Risk Management (10 credits).
- **Term 2:** Strategic Marketing & Communications (10 credits), Methods of Enquiry (10 credits), Business Stewardship in Events (20 credits), Business Stewardship in Hospitality (20 credits), Integrated Project (10 credits).
- **Term 3:** Conceptualising the Events & Hospitality Industry (60 credits), Managing Strategic & Leadership OR Professional Development (20 credits), Crisis and Risk Management (10 credits), The Field Study OR Professional Development (10 credits), Crisis and Risk Management (10 credits).

**MASTERS IN HOSPITALITY MANAGEMENT:**

Hospitality Management is one of the fastest growing sectors in the service and business fields. Our degree is focused on people, place, experience and satisfaction. This degree highlights effective experiences in Hospitality Management and theoretical knowledge of efficient management of the hospitality operations. The renowned degree provides you with the opportunity to gain hands-on training that emphasizes practical and experiential knowledge. With a Masters in Hospitality Management, you are bound to get extra attention and credibility in your professional career.

**Programme Structure**

- **Term 1:** Strategic Concept in Hospitality (10 credits), Managing Strategic Resources (10 credits), Business Stewardship in Hospitality (50 credits), Contextualising the Hospitality Industry (50 credits), Integrated Project (10 credits).
- **Term 2:** Strategic Marketing & Communications (10 credits), Methods of Enquiry (10 credits), Business Stewardship in Hospitality (20 credits), Business Stewardship in Hospitality (20 credits), Integrated Project (10 credits).
- **Term 3:** Conceptualising the Hospitality Industry (60 credits), Managing Strategic & Leadership OR Professional Development (20 credits), Crisis and Risk Management (10 credits), The Field Study OR Professional Development (10 credits), Crisis and Risk Management (10 credits).

**Career potential:**

Industry, Trade & Transport 23% Information & communication 7%
Financial Services 26% Organization & personal 8%
Public 10% Business Services 26%

**Masters of Business Administration Plateform Management (180 credits)**

- **Term 1:** Strategic Management (20 credits), Managing Strategic & Leadership OR Professional Development (20 credits), Crisis and Risk Management (10 credits).
- **Term 2:** Developing Decision Making (20 credits), Project Management Theory & Practice (20 credits), Delivering Successful Projects (20 credits).
- **Term 3:** Accounting for Decision Making (20 credits), Accounting for Decision Making (20 credits), Delivering Successful Projects (20 credits).

**MBA IN PROJECT MANAGEMENT:**

An MBA broadens managing your perspective significantly by introducing your concept. MBA in project management covers the entire project management process from inception and feasibility, procurement and implementation, through to commissioning and operation. Particular emphasis is placed on financial, planning and management aspects of the product life cycle. This programme has been developed to comply with international standards and PMI Body of Knowledge.

**Career potential:**

Industry, Trade & Transport 23% Information & communication 7%
Financial Services 26% Organization & personal 8%
Public 10% Business Services 26%