International Degrees

Student Exchange Programs

Scholarships from European Universities

Transportation (Damour & Aley)

Dorms (Damour Campus)

Innovative Environment

Quality Education

Undergraduate, and Graduate Programs

International Degrees

Damour Hamra Aley Baakline
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The University’s evolution and continuous development are solid proof that our conviction in the freedom of speech, freedom of thought, and freedom of education is the right approach to building an innovative educational system and healthier environment.
Toward greater innovation, social responsibility and effective leadership

In the occasion of publishing the 2013-2014 catalogue, I would like to share with you our objectives for the immediate future and some of the progress and accomplishment that M.U.B.S has achieved throughout years of hard work, dedication and commitment to quality education and healthier environment.

During 2012-2013, M.U.B.S has been a force within the Higher Education field in Lebanon. The student body has exceeded 1700 with a past history of 2500 graduates. Its fields of study have been expanded with the official authorization received from the Ministry of Higher Education to establish the Faculty of Health & Sciences.

M.U.B.S perspectives for the coming years are based on the same clear vision that has guided our work since Day One. They are sustained by records of past achievements and an agile strategy that responds to the needs and requirements of our environment.

The vision, mission, and objectives of the university along with its outstanding programs and projects supported by an exceptional and diversified faculty, staff, and student body are the engine driving the growth toward reaching our ultimate goal of becoming one of the Leading educational institutions in Lebanon.

The University’s evolution and continuous development are solid proof that our conviction of freedom of speech, freedom of thought, and freedom of education is the right approach to building an innovative educational system and healthier environment.

Under this conviction, M.U.B.S goals and plans will be reflected in new programs that focus on graduating leaders in different fields of study who will be able to contribute to change, instill innovation and improve their environment; attributes that M.U.B.S is determined to maintain in its strategic initiatives and cooperation at the local, regional and international levels. These are to be the columns of the solid foundation of a modern university that works on continuous improvement and modernization parallel to the aspirations of its guardians, faculty, students, alumni, friends, and affiliates.

Dr. Hatem Alameh
Chairman of The Board of Trustees
DR. HATEM ALAMY
Chairman, M.U.B.S

DR. BASSEM KAISSI
Vice Chairman, M.U.B.S

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Secretary General of the Association of Arab Universities

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General Manager, Al Iktissad Wal Aamal Holding

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President, Al Sahel Group

DR. NAEL ALAMY
Researcher - Saint Jude Children’s Research Hospital, Memphis

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Founder and President of the Beirut Marathon Association

MR. FARID GEBRAN
Former Head of the Accountants Syndicate

MR. MOUNIR HAMZEH
Consultant to the World Bank

DR. ISSAM JAWHARY
Director, Faculty of Education - Lebanese University (1994-2000)

MR. TALLAT LAHHAM
Chief Executive Officer at Ciment de Sibline

DR. MOHAMAD LOUTFI
Dean of International Development at Cardiff Metropolitan University (UWIC)

DR. KAMEL MOHANNA
Founder of Amel Association

LAWYER KAMAL AHMADIEH
Board Secretary
MECAT is the Founding Institution of the Business & Sciences University College (Decree 3585/2000) In October 2007, the academic status changed from a university college to a university (M.U.B.S).
Holders of the following degrees are eligible for admission to the undergraduate programs:

- Holders of the Lebanese Secondary Certificate (LCS) or the Technical Baccalaureate.
- Holder of a Secondary School Official Certificate equivalent to the LSC.
- High School Students who completed 12 years of schooling (Freshman Program)

Requirements of Admission:

**English Entrance Examination**
All new students are required to sit for English Placement Test. The test will classify students on the basis of their results. Students may submit their TOEFL scores if taken (iBT score of 65 or more is required).

**Math Placement Test**
Students applying to the Faculty of Business Administration and to the Computer Science major will have to sit for a Math Placement Test. Students failing the test are required to take a remedial course: MTH101 Basic Math.

**Arabic Entrance Examination**
Students wishing to join the Faculty of Education & Social Work (Arabic Section) are required to sit for an Arabic Placement Test.

**Sciences Entrance Exam**
Applicants to the Faculty of Health & Science should pass the M.U.B.S Sciences Entrance exam.

The exam is divided into four parts covering Biology, Chemistry, Mathematics and Physics.

**Transfer Students**
Transfer applicants must submit a certified grade transcript issued by the university of origin and enclose the prospectus or course contents of the program they were engaged in.

**Required documents**

- Application form
- 3 recent passport-size color photographs certified by the mayor
- 1 certified copy of the personal civil status record
- 1 certified copy of the family civil status record and certificate from the National Social Security office if applicable
- 1 certified copy of the Bacc II degree or equivalent
- 1 certified copy of the official transcripts of the last three years of study (Tenth, Eleventh and Twelfth grades)
- A non-refundable application fee of $120
- A non-refundable placement test fee
GRADUATE

Admission to the Graduate programs at M.U.B.S is based on evidence that the applicant has already attained a certain minimal academic proficiency and has demonstrated the capability to successfully pursue a Master’s degree.

For applicants to qualify for admission to the Masters program they must hold a Bachelor’s degree from a fully accredited institution of higher education and have a minimum overall undergraduate grade point average of 2.75.

FRESHMAN

Required documents

• Application form.

• Three recent passport-size color photographs certified by the town/city mayor.

• One certified copy of the personal civil status record.

• One certified copy of the family civil status record and certificate from the National Social Security office if applicable.

• One certified copy of the official transcripts of the last two years of study.

• SAT I & SAT II scores.

• A non-refundable application fee of $120.

• A non-refundable placement test fee.

Minimum requirements: Secondary Level Education: some participants may have the opportunity to enroll in individual courses without applying for the certificate.
### GRADING SYSTEM

At the end of each semester, a single, final grade is recorded for each scheduled course. Academic Standing at M.U.B.S is based upon the grading system shown below.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
<th>Q-Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 – 100</td>
<td>A+</td>
<td>4.0</td>
</tr>
<tr>
<td>93 – 96</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>90 – 92</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>87 – 89</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>83 – 86</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>80 – 82</td>
<td>B-</td>
<td>2.7</td>
</tr>
</tbody>
</table>

- F- Failing
- W- Withdrawal
- I- Incomplete

### UNDERGRADUATE TUITION FEES

#### Tuition

Outstanding students and students with special needs may apply for scholarships or grants.

- **Tuition/Credit**
  - Computer, Graphic Design & Business..........................$170
  - Education & Social Work........................................$150
  - Health Sciences (FHS)..........................................$180

- **Freshman Program**.............................................$ 2500 per semester

#### Fees

- Admission Application.........................................$120
- Entrance Examination...........................................$40 per exam
- Registration Fee.................................................$80 per semester
- Academic Fees + Insurance...................................$150
- NSSF Fees (when applicable).................................$135
- Library and Laboratory deposit fee (FHS)...............$125

Student registration, graduation or requests for transcripts are subject to the payment of all due fees.

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GRADUATE TUITION FEES

**Tuition**

Tuition per Credit Hour (M.B.A.)............................ $225  
Tuition per Credit Hour (Teaching Diploma)......$180

**Fees**

Admission Application............................................ $200  
Entrance Examination.......................................... $100 per exam  
Registration Fee..................................................... $120 per semester  
Academic Fees + Insurance................................. $150  
NSSF Fees (when applicable)......................... $135

Student registration, graduation or requests for transcripts are subject to the payment of all due fees.
BEIRUT
HAMRA CAMPUS

ALEY
ALEY CAMPUS

BAAKLINE
BAAKLINE CENTER
Today’s complex business world requires knowledgeable and versatile individuals. The modern businessman must have an understanding and appreciation of the various areas of business and the socio-economic environment in which business is conducted. The initial semesters provide a core curriculum for all business students. In the later semesters, when students have the knowledge to evaluate their business interests, students specialize in specific functional areas while still developing their overall business knowledge and transferable skills. The available concentrations are: Accounting, Banking & Finance, Business Administration, Business Information Systems, Human Resource Management, Management, Marketing, Tourism, Hospitality, International Business, Entrepreneurship, Economics and Social Media Marketing.

Graduates of the business program are prepared for a wide variety of management-oriented positions.

Graduates may find employment in general management, accounting, finance, production and inventory control, retail and industrial sales and distribution, human resources, advertising, marketing, and tourism and hospitality management. By applying what they have learned, graduates have excellent opportunities for advancement.
**Program Structure**

All the courses are 3 credits courses except for the Internship (1 cr)

**General Education Requirements (21 credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 201</td>
<td>Language and Composition</td>
</tr>
<tr>
<td>ENG 202</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>ARB 201</td>
<td>Appreciation of Arabic Language &amp; Literature</td>
</tr>
<tr>
<td>CSC 201</td>
<td>Fundamentals of Computer Systems &amp; Applications</td>
</tr>
</tbody>
</table>

**Elective Courses (9 credits) choose from**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHL 201</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>PSY 201</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOC 201</td>
<td>Introduction to Sociology</td>
</tr>
<tr>
<td>ANT 201</td>
<td>Introduction to Anthropology</td>
</tr>
<tr>
<td>ENV 201</td>
<td>Environment &amp; Archaeology</td>
</tr>
<tr>
<td>HUM 201</td>
<td>Human Rights</td>
</tr>
<tr>
<td>SSW 211</td>
<td>Community Engagement &amp; Volunteerism</td>
</tr>
<tr>
<td>GLU 201</td>
<td>Global Understanding</td>
</tr>
<tr>
<td>POL 201</td>
<td>Introduction to Political Science</td>
</tr>
<tr>
<td>CST 201</td>
<td>Cultural Studies I</td>
</tr>
<tr>
<td>CST 202</td>
<td>Cultural Studies II</td>
</tr>
<tr>
<td>TEF 200</td>
<td>English Grammar</td>
</tr>
<tr>
<td>BUS 200</td>
<td>Introduction to Business</td>
</tr>
<tr>
<td>ARB 203</td>
<td>Business Arabic</td>
</tr>
<tr>
<td>LAN 201</td>
<td>Language course (French, Spanish, German, Italian, Chinese, Russian)</td>
</tr>
</tbody>
</table>

**Core Courses (36 credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 203</td>
<td>Business Communication</td>
</tr>
<tr>
<td>ENG 204</td>
<td>Critical Thinking and Writing</td>
</tr>
<tr>
<td>ECO 201</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>ECO 202</td>
<td>Macroeconomics</td>
</tr>
<tr>
<td>ACC 201</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Principles of Accounting II</td>
</tr>
<tr>
<td>MGT 201</td>
<td>Introduction to Management</td>
</tr>
<tr>
<td>MKT 201</td>
<td>Introduction to Marketing</td>
</tr>
<tr>
<td>BUS 201</td>
<td>Business Math</td>
</tr>
<tr>
<td>BUS 203</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td>BUS 204</td>
<td>Business Statistics with Computer Applications I</td>
</tr>
<tr>
<td>BUS 205</td>
<td>Business Statistics with Computer Applications II</td>
</tr>
<tr>
<td>BUS 206</td>
<td>Business Law</td>
</tr>
<tr>
<td>BUS 207</td>
<td>E – Business</td>
</tr>
<tr>
<td>BUS 210</td>
<td>Business Ethics &amp; Corporate Social Responsibility</td>
</tr>
<tr>
<td>FIN 201</td>
<td>Financial Management</td>
</tr>
</tbody>
</table>

Concentration Courses (25 credits) from the chosen concentration including the Internship.
Accountants provide the information necessary to determine and evaluate the long term and short term financial stability of companies, organizations or individuals. Accountants track expenses, provide detailed insight about the expenses and future paths, as well as prepare, analyze and verify financial documents.

**The accounting graduate has a wide range of opportunities within the job market including being an Accountant, Accounting Manager, Accounting Supervisor, Actuary, Auditor Certified Public Accountant (CPA), Certified Internal Auditor (CIA), Consultant, Public Accountant (PA) and Tax Specialist.**

**BS in Accounting**

**Emphasis Courses (25 credits) choose from**

- ACC301 Management Accounting
- ACC302 Intermediate Accounting
- ACC303 Cost Accounting
- ACC304 Advanced Accounting
- ACC305 Auditing
- ACC306 Accounting Information Systems
- ACC307 Taxation
- ACC308 Government and Non-profit Accounting
- ACC309 International Accounting Standards
- ACC310 Corporate Governance & Accounting Ethics
- BUS 298 Sustainable Employability Skills for Business
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

Because of the expanding variety of financial services available today, individuals working in finance require an understanding of allied industries such as insurance, real estate and securities. Students majoring in banking and finance should become critical thinkers, research oriented, possess strong mathematical and computational abilities and have the ability to work independently and in teams.

Banking and finance graduates may find employment as a: Bank Officer, Budget Analyst, Budget Manager, Controller, Credit Analyst, Credit Manager, Insurance Agent, Investment Analyst and Real Estate Agent.

**BS in Banking and Finance**

**Emphasis Courses (25 credits) choose from**

- FIN301 Financial Markets & Institutions
- FIN302 Commercial Bank Management
- FIN303 Investment Management
- FIN304 Insurance
- FIN305 International Financial Management
- FIN306 Real Estate Management
- FIN307 Personal Financial Planning
- FIN308 Islamic Banking
- FIN309 Futures, Options and Other Derivatives
- BUS 298 Sustainable Employability Skills for Business
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

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Individuals majoring in Business Information Systems develop a combination of business and technical knowledge. This major provides knowledge and skills in problem solving, business writing, management, and business organization. Graduates need technical knowledge, practical skills and the ability to function in local, national and global business environments.

BIS graduates can work as Information Managers, Information Supervisors, Network managers, Electronic Commerce Workers, Systems Analysts, Application Programmers and Office Systems Managers.

The BS in Human Resource Management is a coherent, holistic and robust program of study that will equip students with the cognitive, critical and intellectual skills and competencies required of today’s managers in the professional practice of human resource management. Successful graduates can make a significant contribution to their organizations through the immediate application of relevant theories and frameworks to HR practice.

Graduates can work as Personnel Officers, Human Resource Generalist, Training Specialist, Job Analysts and Compensation & Benefits Specialists.

BS in Business Information Systems

Emphasis Courses (25 credits) choose from

- CSC202 Programming I
- CSC203 Programming II
- CSC205 System Analysis & Design
- CSC206 Software Engineering
- CSC209 Object-Oriented Programming
- CSC302 Computer Applications for Business
- CSC303 Operating Systems
- CSC304 Database Systems
- CSC305 Data Communication & Computer Networks
- CSC306 Web Programming
- BUS 298 Sustainable Employability Skills for Business
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

BS in Human Resource Management

Emphasis Courses (25 credits) choose from

- HRM301 Human Resources Management
- HRM302 Labor Law & General Employment Practices
- HRM303 Staffing
- HRM304 Training & Development
- HRM305 Compensation & Benefits Management
- HRM306 International Human Resources Management
- HRM307 Health, Safety & Security
- HRM308 Human Resources Information Systems
- MGT306 Leadership & Team Building
- BUS 298 Sustainable Employability Skills for Business
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations
**BS in Management**

Individuals working in the field of Management must feel comfortable organizing, planning and directing the activities of others. Managers are employed in virtually every type of industrial plant, commercial enterprises, social services, non profit and government agencies. A manager should possess good analytical, communication and leadership skills.

The Management major enables graduates to access positions such as Administrative Assistants, Bank Branch Managers, Importers – Exporters, Manufacturing Representatives, Office Managers, Production Coordinators, Production Planners, Real Estate Agents and Restaurant Managers.

**BS in Marketing**

Marketing is a broad, dynamic field for marketers, with many outstanding opportunities within all types of organizations. The Marketing Major is designed to provide students with a focused knowledge of marketing and its role in society, and the ability to engage in sophisticated marketing practice. Marketing personnel are concerned with the design, promotion, price and distribution of the product or service. They identify and define marketing promotions that will generate, refine, and create marketing opportunities.

The marketing major enables graduates to access positions such as Sales Managers, Retail Store Managers, Market Research Analysts and Advertising Account Executives.

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### Emphasis Courses (25 credits) choose from

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ENT301</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>MGT303</td>
<td>International Management</td>
</tr>
<tr>
<td>MGT304</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>MGT305</td>
<td>Project Management</td>
</tr>
<tr>
<td>MGT306</td>
<td>Leadership and Team Building</td>
</tr>
<tr>
<td>MGT308</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGT307</td>
<td>Introduction to Production &amp; Operations Management</td>
</tr>
<tr>
<td>MGT 311</td>
<td>Quality Management</td>
</tr>
<tr>
<td>MGT 312</td>
<td>Managing Sustainability</td>
</tr>
<tr>
<td>ACC301</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>ECO307</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>HRM301</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>BUS 298</td>
<td>Sustainable Employability Skills for Business</td>
</tr>
<tr>
<td>BUS399</td>
<td>Senior Project (Mandatory)</td>
</tr>
<tr>
<td>BUS400</td>
<td>Internship (Mandatory)</td>
</tr>
</tbody>
</table>

Special topics or emphasis courses from other concentrations

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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT301</td>
<td>Professional Selling &amp; Sales Management</td>
</tr>
<tr>
<td>MKT302</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>MKT303</td>
<td>International Marketing</td>
</tr>
<tr>
<td>MKT304</td>
<td>Electronic Marketing</td>
</tr>
<tr>
<td>MKT305</td>
<td>Advertising Strategies</td>
</tr>
<tr>
<td>MKT306</td>
<td>Customer Service and Customer Relationship Management</td>
</tr>
<tr>
<td>MKT307</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MKT308</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>MKT309</td>
<td>Strategic Marketing</td>
</tr>
<tr>
<td>MKT310</td>
<td>Public Relations</td>
</tr>
<tr>
<td>MKT311</td>
<td>Logistics &amp; Supply Chain Management</td>
</tr>
<tr>
<td>BUS 298</td>
<td>Sustainable Employability Skills for Business</td>
</tr>
<tr>
<td>BUS399</td>
<td>Senior Project (Mandatory)</td>
</tr>
<tr>
<td>BUS400</td>
<td>Internship (Mandatory)</td>
</tr>
</tbody>
</table>

Special topics or emphasis courses from other concentrations
### BS in Social Media Marketing

Social Media is growing rapidly attracting millions of users every year and becoming an integral part of their daily lives (Facebook: 1.1 billion users, Twitter: 500 Million users). Social Media continue to evolve and offer consumers around the world new and momentous ways to engage with the people, events and brands that matter to them. Marketers cannot ignore these numbers and can no longer disregard the importance and value of social media. Get on-board and be one of the first marketers in Lebanon and the Middle East to learn about this unstoppable global unstopped phenomenon, and how to use it to build your successful marketing career.

**Emphasis Courses (25 credits) choose from**

- MKT 305 Advertising Strategies
- MKT 307 Consumer Behaviour & Research
- MKT 309 Strategic Global Marketing
- SMM 301 Principles of Social Media Marketing
- SMM 302 Social Media Marketing Strategy
- SMM 303 Social Media Marketing Campaigns
- SMM 304 Social Media Marketing Analytics & Measurement
- BUS 298 Sustainable Employability Skills for Business
- BUS 399 Senior Project (Mandatory)
- BUS 400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

**Graduates of this major will have wide opportunities in marketing, content development, and CRM industries.**

### BS in Tourism

Tourism is expected to be the largest industry in the 21st century. Human resource development must respond to the growing needs of this sector. Our program is designed to educate and train students for managerial positions in the Tourism and Hospitality Industry. Graduates will be able to select from a wide range of career paths.

**Emphasis Courses (25 credits) choose from**

- TOU301 Introduction to Tourism
- THM301 Tourism & Hospitality Marketing
- TOU303 Tourism Information Systems
- TOU304 Tourism Policy & Planning
- TOU305 Ticketing & Reservations
- TOU306 Tour Operating & Consolidators
- TOU307 Wholesale Travel Industry & Airlines
- THM302 Special Events Management
- THM303 Practicum
- BUS 298 Sustainable Employability Skills for Business
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

**Graduates can work as Travel Agents or Travel Consultants or in Hotels and Resorts.**
As the global economy continues to expand, the demand for international business education is higher than ever and expected to increase. As a specialist who understands the diversity of international business—and is armed with a strong business school background—you can be a valuable participant in global business ventures. Cultural differences make international business more challenging, but with the globalization of the world markets, it is well worth the time and effort to learn multi-cultural business etiquette.

In today's global business market, a student with an International Business degree can pursue a career as an International Sales Representative, Global Distribution Manager, International Trade Manager, International Marketing Manager, or General Business Manager.

BS in Hospitality

The Hospitality Management major is designed to develop hospitality management leaders through sound theoretical coursework, innovative learning activities, mentoring opportunities, exposure to premier hospitality organizations and interactions with dynamic industry professionals. Hospitality Management provides quality-learning experiences to enhance initial employment opportunities and to improve technical and supervisory skills for career advancement in food services, lodging and tourism. It prepares students for a wide variety of positions in one of the largest and rapidly growing industries in the world.

Positions in this segment of the hospitality/tourism industry vary in hotels, resorts, travel agencies, cruise lines, convention and visitor’s bureaus, airlines, tour operations, attractions and entertainment.

BS in International Business

Emphasis Courses (25 credits) choose from

IBU301 International Business
IBU302 Managing the Multinational Corporation
FIN305 International Financial Management
ECO305 International Economics
MKT303 International Marketing
ACC309 International Accounting Standards
HRM306 International Human Resources Management
BUS 298 Sustainable Employability Skills for Business
BUS399 Senior Project (Mandatory)
BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

Emphasis Courses (25 credits) choose from

HOS301 Introduction to Hospitality
HOS302 Hospitality Information Systems
HOS303 Hospitality Operations
HOS304 Lodging Management
HOS305 Cost Control and Analysis
HOS306 Food & Beverage Service & Management
THM301 Tourism & Hospitality Marketing
THM302 Special Events Management
THM303 Practicum
BUS 298 Sustainable Employability Skills for Business
BUS399 Senior Project (Mandatory)
BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

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BS in Economics

Majoring in Economics enables the student to understand issues related to the national economy. Major economic indicators are explained such as the Gross Domestic Product and key policies are discussed such as the fiscal and monetary policies. Issues like unemployment, inflation, debt, deficit, development, and growth are presented and analyzed as well. Furthermore, an economics graduate is equipped with the knowledge necessary to understand the cost structure of a firm as well as the market structure it operates in i.e. monopoly, oligopoly, or competition. An economic student learns how to optimize prices, minimize costs, and maximize profits. Students are also exposed to the international trade theories and labor theories.

Emphasis Courses (25 credits) choose from

- ECO301 Intermediate Microeconomics
- ECO302 Intermediate Macroeconomics
- ECO303 Public Finance
- ECO304 Monetary Economics
- ECO305 International Economics
- ECO306 Economics of Growth and Development
- ECO307 Managerial Economics
- ECO308 History of Economic Doctrines
- ECO309 Labor Economics
- ECO310 Economics of Planning
- ECO397 Special Topics in Economics
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

A holder of a bachelor degree in Economics is qualified to work in a firm and conduct micro operations or specialize in macroeconomic analysis.

BS in Entrepreneurship

The Entrepreneurship track prepares students with the skills necessary to meet today’s business demands and those of the future. This track provides students with a solid business core that includes an extensive background in the functional areas of marketing, finance, accounting, and management; as well as an understanding of the business environment to include the legal, economic, behavioral, human resource, ethical, and international aspects; technical skills in information systems and quantitative analysis; and the ability to communicate.

Emphasis Courses (25 credits) choose from

- ENT301 Entrepreneurship
- ENT302 Entrepreneurial Ventures
- ENT303 Entrepreneurial Marketing
- ENT304 Venture Growth Strategies for Entrepreneur
- ENT305 Entrepreneurial Finance
- ENT306 Entrepreneurial Business Strategies
- ENT307 Creating a Business Plan
- ENT308 Global Entrepreneurship
- ENT309 Social Entrepreneurship
- BUS 298 Sustainable Employability Skills for Business
- BUS399 Senior Project (Mandatory)
- BUS400 Internship (Mandatory)

Special topics or emphasis courses from other concentrations

After specializing in this major, students will be able to build on personal as well as external resources with a view to successfully launching and subsequently managing their enterprises. They will attain the know-how and ability in operations, finance, marketing and human resources management.
Individuals who work towards a degree in BBA learn to achieve the objectives of an organization by planning and directing the activities of others, which leads to administering businesses. Large corporations and even government agencies are in need of such individuals. A BBA student should have leadership, organizational and communication skills.

BBA graduates have a broad range of job openings including Account Executives, Bank Officers, Department Store Managers, Facilities Managers, Manager of Administrative Services, Office Managers, Plant Managers and Retail Managers.

BS in Business Administration

Students pursuing a BBA Degree can choose their major courses from all Business concentrations.
It is designed to provide opportunities for developing skills in scientific analysis and in an ability to integrate concepts and research findings of business and the social sciences. Students are prepared to draw logically sound conclusions, to think creatively, to communicate effectively, and to appreciate the role and responsibilities of business enterprises in our broad social framework.

In addition to developing a strong analytical foundation for making important and varied business decisions, M.U.B.S students also gain a deeper understanding of one special area by selecting from one of the six MBA concentrations (Accounting, Finance, Management, Marketing, Hospital Administration and Educational Management). The program is also open for people with undergraduate degrees other than business (Law, Engineering, Life sciences, Liberal Arts …) and the curriculum is flexible to meet their needs. Students are required to complete a minimum total of 39 credits (21 credits for the core and 18 for the concentration and research requirements).

### The MBA program has three parts:

#### 1. Prerequisite courses:

Prerequisite courses (Between 4 and 7 courses) are designed for those who have no previous business course work and need a background before beginning the advanced courses:

- Accounting I
- Accounting II
- Financial Management
- Microeconomics
- Macroeconomics
- Introduction to Management
- Introduction to Marketing

#### 2. Core courses (21 credits)

- ACC501 Financial Reporting and Control
- MGT501 Managing Individuals and Organizations
- ECOS501 Business Economics Analysis & Forecasting
- ITC501 IT Strategies for a Networked Economy
- HRM501 Human Resource Management
- MKT501 Marketing Management
- STA501 Graduate Research Methods

#### 3. Concentration courses (18 credits) choose from:

- Management
- Marketing
- Finance
- Accounting
- Hospital Administration
- Educational Management

- Take 18 credits from the concentration courses
- or
- Take 15 credits from the concentration courses and MBA 698 (3cr. Project)
### Management

- **MGT601** Strategic Management
- **MGT602** Organizational Behavior and Group Dynamics
- **MGT603** Managing Change
- **MGT604** Managing Quality
- **MGT605** Managing Innovation and Creativity
- **MGT606** Legal and Ethical Issues in Management
- **MGT607** Production and Operations Management
- **MGT608** Managing Projects
- **MGT609** Advanced Topics in International Business
- **MGT610** Leadership & Sustainable Development
- **MBA697** Seminar / Management
- **MBA698** Project (Management)

### Elective course from other concentrations

### Marketing

- **MKT601** Direct Marketing
- **MKT602** Marketing Research
- **MKT603** Global Strategic Marketing
- **MKT604** Product and Brand Management
- **MKT605** Industrial and Government Marketing
- **MKT606** Consumer Behavior
- **MKT607** Supply Chain Management
- **MKT608** Entrepreneurial Marketing
- **EBU602** E-Business Marketing
- **MBA697** Seminar (Marketing)
- **MBA698** Project (Marketing)

### Elective course from other concentrations

### Accounting

- **ACC601** Introduction to Financial Statement Analysis
- **ACC602** Tax Accounting and Planning
- **ACC603** Managerial Cost Accounting
- **ACC604** Intermediate Accounting I
- **ACC605** Intermediate Accounting II
- **ACC606** Auditing Issues and Problems
- **ACC607** Accounting Theory
- **ACC608** Advanced Topics in Accounting I
- **ACC609** Advanced Topics in Accounting II
- **MBA697** Seminar (Accounting)
- **MBA698** Project (Accounting)

### Elective course from other concentrations

### Hospital Administration

- **HSA601** Fundamentals of Hospital Administration
- **HSA602** Current Issues in Hospital Administration
- **HSA603** Advanced Topics in Insurance
- **HSA604** Managing Change in Hospitals
- **HSA605** Health Planning and Project Management
- **HSA605** Health Planning and Project Management
- **HSA606** Lebanese Healthcare System
- **HSA607** Ethics and Health Law
- **HSA608** Hospital Quality Management
- **MKT605** Services Marketing
- **MBA697** Seminar (Hospital Administration)
- **MBA698** Project (Hospital Administration)

### Elective course from other concentrations

### Finance

- **FIN601** Corporate Financial Management
- **FIN602** Advanced Corporate Finance
- **FIN603** Money and Capital Markets
- **FIN604** Investments
- **FIN605** Portfolio Management
- **FIN606** Futures, Options and Financial Risk Management
- **FIN607** Mergers and Acquisitions
- **FIN608** Multinational Financial Management
- **FIN609** Financial Modeling
- **MBA697** Seminar (Finance)
- **MBA698** Project (Finance)

### Elective course from other concentrations

### Educational Management

- **EDM601** Managing Educational Institutions
- **EDM602** Leadership and Team Building
- **EDM603** Managing Quality in Education
- **EDM604** Educational Laws and Policies
- **EDM605** Health, Safety, and Security in Educational Institutions
- **EDM606** Current Issues in Educational Management
- **EDM607** Supervision and Evaluation of Educational Programs, Personnel, Facilities and Support Services
- **EDM608** Educational Management Practicum
- **EDM698** Project (Educational Management)

### Elective course from other concentrations

www.mubs.edu.lb
M.U.B.S offers students the opportunity to obtain a Master Degree in Administration and Management in Social Work to students with proper personal qualifications and strong academic records.

The program has been designed in line with modern curricula. Holders of Bachelor Degree in Social Work, Medical Social Work and other fields can apply to the Master Degree in Administration and Management in Social Work.

**Admission Requirements**

- Bachelor degree from a Higher Education Institution.
- Proof of English proficiency.
- Two letters of recommendation.

**Degree Requirements (39 credits)**

**Core Courses (21 credits)**

- MGT501 Managing Individuals and Organizations
- ITC501 IT Strategies for a Networked Economy
- HRM501 Human Resource Management
- ACC501 Financial Reporting and Control
- ECO501 Business Economics Analysis and Forecasting
- MKT501 Marketing Management
- STA501 Graduate Research Methods

Choose 6 courses from the following Social Work Administration & Management Concentration (18 credits):

- SW5010 Organizational Theories of Service Agencies
- SW5032 Macro Social Work Practice: Strategic Planning
- SW500 Program Evaluation
- SW6001 Political Processes in Policy Formulation and Implementation
- SW6032 Project
- SW5013 Mental Health
- SW506 Family and Child Welfare
Starting Fall semester 2011-2012, the Faculty of Business Administration offers a new concentration in its MBA program in “Marketing and Entrepreneurship”. The program structure was developed with the assistance of Staffordshire University in the UK within the framework of the Tempus project ASPIRE (Achieving Sustainable Programmes in Regeneration and Entrepreneurship - 511070-TEMPUS-1-2010-1-UK-TEMPUS-JPCR).

Curriculum

Core courses (21 credits)

- Managing People and Teams 3cr
- The Economies of the Middle East 3cr
- Entrepreneurship 3cr
- Entrepreneurial Marketing 3cr
- Graduate Research Methods 3cr
- Entrepreneurial Finance 3cr
- Legal Environment of Business 3cr

18 credits choose from

Concentration courses

- Marketing Research 3cr
- International Entrepreneurship 3cr
- Consumer Behavior 3cr
- Supply Chain Management 3cr
- Project Management 3cr
- E-Business Marketing: Strategy and Entrepreneurship 3cr
- Financial Reporting and Control 3cr
- Managing Innovation 3cr
- Corporate Governance, Ethics, and Corporate Social Responsibility 3cr
- MBA Project 3cr

Apply now and benefit from

- World-class business education in Marketing and Entrepreneurship.
- Evening schedule to meet the needs of working professionals.
- Certificate of Quality Assurance from Staffordshire University (UK).
- Highly Qualified European Professors.
- Affordable tuition fees & financial aid.
- MBA Degree equivalency from the Lebanese Ministry of Education & Higher Education MBA program quality assured by the EU Tempus project ASPIRE.

www.mubs.edu.lb
Grâce à ses programmes, les étudiants ont la possibilité de s’inscrire parallèlement au Liban et en France, puis de continuer leurs études respectivement dans l’un des deux pays ou dans l’un des 14 pays dans lesquels le diplôme est certifié. En outre, l’étudiant aura à la fin de ses études deux diplômes: un français de l’Université de Picardie Jules Verne (UPJV) et un autre libanais de M.U.B.S.

Enfin, un groupe de professeurs intervenant dans plusieurs pays comme la France, le Canada collaboreront avec M.U.B.S pour assurer un standard académique de haut niveau. Le programme de Gestion des Entreprises est formé de 94 crédits. La durée des études à plein temps est de trois ans à raison de 30 crédits par an (15 crédits par semestre). Dans le cas des études à temps partiel, la durée sera prolongée jusqu’à cinq ans (à raison de 9 crédits par semestre), ce qui fait une durée moyenne de quatre ans (à raison de 12 crédits par semestre).

A moins d’indication contraire, tous les cours sont de trois crédits. En règle générale, un crédit de formation correspond à environ 15 heures de cours et à 30 heures de travail personnel. Avant de s’inscrire à un cours, l’étudiant doit s’assurer de respecter les exigences des cours pré-requis spécifiées selon le code. De plus, le cheminement dans le programme impose certains de ces pré-requis. A noter que les mêmes cours sont disponibles en français et en anglais.
Critères d'admission:

Titulaires du Baccalauréat Libanais ou du Baccalauréat Technique (ou tout autre diplôme équivalent).

- Formulaire de demande d’admission.
- 3 photos d’identité couleur récentes certifiées par le maire.
- 1 copie certifiée conforme de l’extrait d’état civil individuel.
- 1 copie certifiée conforme de l’extrait d’état civil familial et une attestation de la CNSS si le candidat en bénéficie.
- 1 copie certifiée conforme des relevés de notes des trois dernières années d’études (Seconde, Bac I, Terminale).
- 1 copie certifiée conforme du Baccalauréat Libanais 2ème partie ou équivalent.
- Frais de dossier non remboursables $120.
- Frais d’examen d’entrée non remboursables $40.

Les candidats en provenance d’autres universités doivent présenter leur fiche de notes certifiée par l’université d’origine accompagnée du prospectus du programme suivi.

Régime des études

Le régime des études adopté à M.U.B.S se fonde sur le système modulaire d’unités capitalisables semestriellement ou « crédits ». Un crédit est l’unité de volume horaire semestriel dans chaque faculté/majeure.

Crédit Heure (Ch.):

Un crédit représente 1 heure d’enseignement par semaine durant un semestre de 15 semaines.

Les cours sont représentés sous forme de cours magistraux, de travaux dirigés, de travaux pratiques ou de travaux personnels (projets, mémoires, stages, etc…). Chaque cours se voit attribué un titre, un certain code et est liée à d’autres cours dans une faculté/département.

Curriculum:

C’est une description complète des cours dans une faculté/département. Il se compose de trois parties :

- un programme de cours,
- un stage de formation pratique,
- un de projet de recherche principal qui permet aux étudiants de chercher, de trouver et d’appliquer une théorie, puis de présenter cette recherche sous forme d’une communication écrite et orale.
Objectifs
Permettre aux étudiants d’acquérir des compétences solides en Economie et en Gestion et de leur faciliter l’orientation vers les matières dans lesquelles ils souhaitent approfondir leurs connaissances.

Débouchés
Les fonctions visées sont celles qui font appel aux sciences économiques et humaines et/ou à la gestion. Elles peuvent comporter une composante d’encadrement du personnel, elles peuvent aussi ne présenter qu’un caractère de haute technicité, soit en matière administrative générale, (domaine comptable, financière...,), soit dans quelques domaines spécifiques retenus dans la catégorie (banque, assurance). Ces fonctions peuvent être administratives et ne sont donc pas exclusivement techniques.

Durée : 6 semestres - 180 crédits européens (ECTS)
Temps plein - Tronc commun en 1ère et 2ème année.

FRAIS DE SCOLARITÉ

Frais Fréquente:

Registration pour le semestre $120/Par Semestre
Frais Annuelle $150 /Par An
CNSS $135/Par An

FACULTÉS
Gestion des Entreprises PRIX DU CRÉDIT $170

Les Frais pour l’année 2013 - 2014 sont:

Dossier D’inscription $120
Test D’aptitude $80 ($40 / par Examen)

UNIVERSITÉ DE PICARDIE JULES VERNES

Licence en Sciences de Gestion
Domaine Droit, Économie, Gestion
Mention Economie, Gestion
Parcours: Stratégie des Entreprises
L'objectif
Ce master sert à donner à de futurs managers appelés à travailler sur les marchés à l'international, une formation polyvalente de haut niveau en gestion et administration d’entreprises.

LE DIPLÔME
Le Master en Management des Organisations est un diplôme organisé en quatre semestres (deux ans M1 et M2 de deux semestres).

Règlement du Diplôme
Durée d’étude:
M1: 1 an (Octobre jusqu’à fin juillet).
M2: 1 an (Octobre jusqu’à fin juillet) en France, au Canada, au Liban ou dans l’un des pays où le programme est disponible.

A la fin des études, l’étudiant aura un Master en management des organisations (Un Bac+5). Les étudiants ayant obtenu avec une excellente appréciation leur Master, pourront intégrer la préparation d’une thèse de doctorat (en cotutelle entre le Liban et UPJV - France). Langue d'enseignement L’enseignement se fera en français. La maîtrise de cette langue est donc nécessaire.département. Il se compose de trois parties :
• un programme de cours,
• un stage de formation pratique,
• un de projet de recherche principal qui permet aux étudiants de chercher, de trouver et d’appliquer une théorie, puis de présenter cette recherche sous forme d’une communication écrite et orale.
**M1 Master 1ère année Management International**

**Objectifs**
- Donner à de futurs managers appelés à travailler sur les marchés à l’international, une formation polyvalente de haut niveau en gestion et administration d’entreprises.
- Le M1 est composé de 2 semestres, soit 11 modules pour un total de 60 ECTS.

**ECTS : European Credit Transfer System (Normes communes aux universités européennes).**

**M2 Master 2ème année Management des Organisations de la Net-Economie (MONE)**

**Objectifs**
- Donner à de futurs managers appelés à travailler dans de cadre d’activités électroniques, une formation polyvalente de haut niveau dans les domaines du e-management et du e-business.
- Ce master II est la suite du master I (Management International)
- Le M2 est composé de 2 semestres soit 60 ECTS.

**Semestre1 ECTS**

<table>
<thead>
<tr>
<th>Module</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Analyse des systèmes économiques et changements institutionnels</td>
<td>4</td>
</tr>
<tr>
<td>Analyse de la firme</td>
<td>4</td>
</tr>
<tr>
<td>Institutions monétaires et finances internationales</td>
<td>4</td>
</tr>
<tr>
<td>Politique générale de l’entreprise</td>
<td>4</td>
</tr>
<tr>
<td>UE2-UE Fondamentaux généraux</td>
<td>14</td>
</tr>
<tr>
<td>Stratégies et Marketing à l’international</td>
<td>4</td>
</tr>
<tr>
<td>Contrôle de direction et management interculturel</td>
<td>4</td>
</tr>
<tr>
<td>Période de formation professionnelle en entreprise en alternance sanctionnée par un projet professionnel</td>
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</table>

**Total Semestre 1** 30 ECTS

**Semestre 2 ECTS**

<table>
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<tr>
<th>Module</th>
<th>ECTS</th>
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<tr>
<td>UE3-UE communs de mention</td>
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<tr>
<td>Langues étrangères appliquées</td>
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<tr>
<td>Informatique de gestion</td>
<td>4</td>
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<tr>
<td>UE4-UE de préparation à la spécialité</td>
<td>12</td>
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<tr>
<td>Management de projet en contexte international</td>
<td>4</td>
</tr>
<tr>
<td>Techniques quantitatives appliquées à la gestion</td>
<td>4</td>
</tr>
<tr>
<td>Economie européenne</td>
<td>4</td>
</tr>
<tr>
<td>UE5-UE Opérationnels de spécialité</td>
<td>12</td>
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<tr>
<td>Période de formation professionnelle en entreprise</td>
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**Total Semestre 2** 30 ECTS

**Semestre 3**

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<th>Module</th>
<th>ECTS</th>
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<tr>
<td>UE1-UE Fondamentaux de mention</td>
<td>4</td>
</tr>
<tr>
<td>Management de l’information et compétitivité des organisations</td>
<td>4</td>
</tr>
<tr>
<td>UE2-UE Fondamentaux de spécialité</td>
<td>12</td>
</tr>
<tr>
<td>Concepts et modèles de l’e-business</td>
<td>4</td>
</tr>
<tr>
<td>Net-économie et développement durable</td>
<td>4</td>
</tr>
<tr>
<td>Management et productivité des TIC</td>
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<tr>
<td>UE3-UE Opérationnels généraux</td>
<td>6</td>
</tr>
<tr>
<td>(6 ECTS à choisir dans une des 2 voies)</td>
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</tr>
<tr>
<td>Voie professionnelle (A choisir 2 parmi 6)</td>
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<tr>
<td>Economie de l’innovation</td>
<td>3</td>
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<tr>
<td>Analyse et conception des SIO</td>
<td>3</td>
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<tr>
<td>Data mining</td>
<td>3</td>
</tr>
<tr>
<td>Financement de l’entreprise</td>
<td>3</td>
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<tr>
<td>Informatique et NTIC</td>
<td>3</td>
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<tr>
<td>Microfinances</td>
<td>3</td>
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<tr>
<td>Voie recherche (A choisir 3 parmi 4)</td>
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<tr>
<td>Economie des institutions</td>
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<td>Théorie monétaire approfondée</td>
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<tr>
<td>Macroéconomie mondiale</td>
<td>2</td>
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<tr>
<td>Sciences sociales et institutions économiques</td>
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</tr>
<tr>
<td>UE4-UE Opérationnels de spécialité</td>
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<tr>
<td>2 matières au choix</td>
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<tr>
<td>E-Trading</td>
<td>4</td>
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<tr>
<td>E-Supply Chain Management</td>
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<tr>
<td>E-Marketing</td>
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**Total Semestre 3** 30 ECTS

**Semestre 4**

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<th>Module</th>
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<td>UE1-UE de spécialisation</td>
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<tr>
<td>2 matières au choix</td>
<td></td>
</tr>
<tr>
<td>Aspects juridiques des activités e-business</td>
<td>4</td>
</tr>
<tr>
<td>Conception et pilotage des projets e-business</td>
<td>4</td>
</tr>
<tr>
<td>Conception/animation de sites web dynamiques en contexte e-business</td>
<td>4</td>
</tr>
<tr>
<td>UE2-UE Opérationnels de spécialité</td>
<td>6</td>
</tr>
<tr>
<td>Management de projet de création d’organisations</td>
<td>6</td>
</tr>
<tr>
<td>UE3-UE de professionnalisation</td>
<td>16</td>
</tr>
<tr>
<td>Voie professionnelle</td>
<td></td>
</tr>
<tr>
<td>Stage et formation professionnelle en entreprise</td>
<td>6</td>
</tr>
<tr>
<td>Rédaction et soutenance d’un projet professionnel de création d’entreprise</td>
<td>10</td>
</tr>
<tr>
<td>Voie recherche</td>
<td></td>
</tr>
<tr>
<td>Epistémologie</td>
<td>3</td>
</tr>
<tr>
<td>Méthodologie de la recherche</td>
<td>3</td>
</tr>
<tr>
<td>Rédaction et soutenance d’un mémoire de recherche</td>
<td>10</td>
</tr>
</tbody>
</table>

**Total Semestre 4** 30 ECTS
Health is influenced by many factors in our society and is underpinned by knowledge that ranges from the cultural to the molecular, so our degrees reflect the fact that health care goes beyond the work done by doctors, nurses, psychologists, dentists and other health practitioners.

The mission of the Faculty of Health Sciences is to improve the health and care of individuals and communities in our country, our region and globally through research, learning and practice. The Faculty of Health Sciences offers a wide range of important programs in health care and wellness providing students with innovative, academic and career oriented experiences and opportunities for learning. Programming extends across Public Health, Nutrition and Optometry & Vision Science. Training for these majors is offered with practical experience in some of the major hospitals in Lebanon as well as various private clinics and health care centers.

Graduates of the Faculty of Health Sciences can be recruited as Nutritionists, Public Health Specialists or Optometrists to work in various private and public organizations. These include ministries of health departments, health agencies, human service agencies, hospitals, rehabilitation centers, insurance companies, wellness centers, community health organizations, and managed care facilities etc.
The Bachelor of Science (B.S.) in Public Health is designed to promote an understanding of health and disease based on public health principles. The degree plans to explore both quantitative and qualitative aspects of public health at all levels of analysis. Students of public health study the ways in which biological, social, psychological, environmental and policy factors interact to influence human health. Through extensive classroom and hands-on experience, students acquire the health care planning and information handling skills needed for a diverse and constantly changing field.

There is a plethora of opportunities in private and public organizations for entry-level personnel in public health. These include ministries of health departments, voluntary health agencies, human services agencies, hospitals, rehabilitation centers, insurance companies, corporate worksites, wellness centers, community health organizations, family planning clinics and managed care facilities.

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**Elective Courses** (9 credits) choose from
- PHL 201 Introduction to Philosophy
- PSY 201 Introduction to Psychology
- SOC 201 Introduction to Sociology
- ANT 201 Introduction to Anthropology
- ENV 201 Environment & Archaeology
- HUM 201 Human Rights
- SSW 211 Community Engagement & Volunteerism
- GLU 201 Global Understanding
- POL 201 Introduction to Political Science
- CST 201 Cultural Studies I
- CST 202 Cultural Studies II
- TEF 200 English Grammar
- BUS 200 Introduction to Business
- ARB 203 Business Arabic
- LAN 201 Language course (French, Spanish, German, Italian, Chinese, Russian)

**Faculty requirements**
- BIO 203 Biostatistics

**Major requirements**
- PCH 201 Introduction to public health
- PCH 202 Occupational Safety and Health
- PCH 203 Stress management and Health promotion
- PCH 204 Introduction to epidemiology
- PCH 205 Public health Education
- PCH 206 human sexuality
- PCH 207 Bio-ethics of the life sciences
- PCH 208 Health information systems
- PCH 301 Public health research
- PCH 302 Health promotion interventions I
- PCH 303 Health promotion interventions II
- PCH 304 Women’s Health consciousness
- PCH 305 Health in society
- PCH 306 Health, disease and culture
- PCH 307 Community Mental Health
- PCH 308 Global health
- PCH 309 Maternal and Child Health Services
- PCH 401 Health policy
- PCH 402 Environmental health
- PCH 403 Effective communication skills for health
- PCH 404 Public health management
- PCH 405 Program planning
- PCH 406 Illness and disease
- PCH 407 Food Hygiene
- PCH 408 Water Supply and waste water treatment
- PCH 409 Environmental hazards
- PCH 410 Legal issues for health professionals
- PCH 496 Special Topics in Public health
- PCH 497 Public Internship I (6cr)
- PCH 498 Public Internship II (6cr)
- PCH 499 Senior Project

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The BS in Public Health program consists of 123 credits divided into 21 general university requirements (Mandatory and Elective) and 102 mandatory faculty courses.

**General Education Requirements** (21 credits)
- ENG 201 Language and Composition
- ENG 202 Public Speaking
- ARB 201 Appreciation of Arabic Language & Literature
- CSC 201 Fundamentals of Computer Systems & Applications
The BS in Nutrition and Dietetics program focuses on intensive study in biological and physical sciences as a basis for understanding the science of nutrition and the relationships between nutrients and human health. The program also prepares students to apply their knowledge of nutrition to promote healthy eating and lifestyle choices among individuals and groups as well as those with special nutritional needs. Graduates wishing to qualify as licensed dieticians should complete an Internship for a minimum of 6 months in a recognized medical setting.

The BS in Nutrition prepares graduates for rewarding careers as Nutritionists, Wellness Experts, Food Service Managers, Dietitians and Community Counselors.

97 credits should be completed, plus 6 to 9 cumulative months of training in a hospital linked to the University, along with a written report and thesis defense in front of a Jury (7 credits in addition to the 97 credits)
The BS in Optometry and Vision Science program will prepare you to meet the challenges of expanding primary eye care as the practice of optometry evolves over the coming decades. The BS in Optometry and Vision Science program targets the academically outstanding student with a strong, realistic motivation toward the optometric profession. The objective of the program is to provide undergraduate university education in optometry and vision science in order to prepare students for careers in vision care. The program equips students to be professional vision scientists by enhancing their knowledge and skills in designing, performing, and evaluating vision research and analyzing research data.

Graduates will find themselves well-prepared to take on career paths such as: their own optometry business; working in industry to develop or evaluate new products, clinic correction, development of measuring tools and ergonomic devices, working in government sectors, particularly in development of public health and occupational policies or regulations regarding vision in the workplace and quality of life.

The BS in Optometry and Vision Science program consists of 114 credits divided into 21 general university requirements (Mandatory and Elective) and 93 mandatory faculty courses.

**General Education Requirements** (21 credits)
- ENG 201 Language and Composition
- ENG 202 Public Speaking
- ARB 201 Appreciation of Arabic Language & Literature
- CSC 201 Fundamentals of Computer Systems & Applications

**Elective Courses** (9 credits) choose from:
- PHL 201 Introduction to Philosophy
- PSY 201 Introduction to Psychology
- SOC 201 Introduction to Sociology
- ANT 201 Introduction to Anthropology
- ENV 201 Environment & Archaeology
- HUM 201 Human Rights
- SSW 211 Community Engagement & Volunteerism
- GLU 201 Global Understanding
- POL 201 Introduction to Political Science
- CST 201 Cultural Studies I
- CST 202 Cultural Studies II
- TEF 200 English Grammar
- BUS 200 Introduction to Business
- ARB 203 Business Arabic
- LAN 201 Language course (French, Spanish, German, Italian, Chinese, Russian)

**Faculty Requirements** (18 Credits)
- PHY 201 Physics + Lab 4
- CHM 201 Chemical Principles + Lab 4
- BIO 202 Biology + Lab 4
- BIO 203 Biostatistics 3
- BIO 206 Biochemistry 3

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Major Requirements (75 Credits)
VIS 200  Math for opticians  3
VIS 201  Int. to Medical Terminology  3
VIS 202  Anatomy and physiology of the eye  3
VIS 203  Pathology  3
VIS 204  Ophthalmic Lab concepts  4
VIS 205  Ophthalmic Lab I  4
VIS 206  Ophthalmic Lab II  4
VIS 207  Optical Dispensing I + Lab  4
VIS 208  Optical Dispensing II + Lab  4
VIS 209  Optical theory I  3
VIS 210  Optical theory II  3
VIS 211  Managing Optics Business  3
VIS 212  Optical procedures + Lab  4
VIS 213  Optical Practicum I  3
VIS 214  Basic Contact Lenses Concepts + Lab  4
VIS 215  Contact Lenses I + Lab  4
VIS 216  Contact Lenses II+ Lab  4
VIS 217  Optical Practicum II  3
VIS 218  Pediatric Optometry  3
VIS 219  Ocular diseases  3
VIS 220  Low Vision Rehabilitation  3
VIS 221  Senior project  3
M.U.B.S is a university recognized for developing and delivering programs that are relevant to the computer industry’s constantly evolving requirements.

Graduates of the faculty, majoring in computer science or communication systems, will be well equipped with strong understanding of programming, networking, electronics and computer hardware.

Graphic Design graduates will have a knowledge in web design, multimedia and advertising art direction.
Information Technology (IT) is a major pillar in the foundation of all organizations in today’s highly competitive environments. It is providing the competitive advantages that enable public and private organizations to reach their goals and achieve their objectives. Studying computer science or any of the majors supporting this field will guarantee you a place in the fast growing job market for engineers and professional.

You can choose to become an Application Programmer, Computer System Analyst, Database Administrator, Computer Engineer, Network and Communication Engineer, Software Engineer, IT Security Engineer, Web Application Developer, Mobile Application Developer, or Data Communication Engineer.

The field of Computer Science is vast and continues to grow and expand. The only limitation is our imagination.
Courses (47 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCS 201</td>
<td>Introduction to Computer and Communication Systems</td>
</tr>
<tr>
<td>CCS 202</td>
<td>Electric Circuits</td>
</tr>
<tr>
<td>CCS 203</td>
<td>Electronic Devices + lab</td>
</tr>
<tr>
<td>CCS 204</td>
<td>Electronic Circuits + Lab</td>
</tr>
<tr>
<td>CCS 205</td>
<td>Logic Design</td>
</tr>
<tr>
<td>CCS 206</td>
<td>Microprocessor Based Systems + lab</td>
</tr>
<tr>
<td>CCS 207</td>
<td>Electrodynamics</td>
</tr>
<tr>
<td>CCS 208</td>
<td>Computer Programming + lab</td>
</tr>
<tr>
<td>CSC 207</td>
<td>Data structure and Algorithms</td>
</tr>
<tr>
<td>CSC 303</td>
<td>Operating systems</td>
</tr>
<tr>
<td>CSC 305</td>
<td>Data Communication &amp; Computer Networks</td>
</tr>
<tr>
<td>CCS 301</td>
<td>Signals and Systems</td>
</tr>
<tr>
<td>CCS 302</td>
<td>Communication Systems</td>
</tr>
<tr>
<td>CCS 206</td>
<td>Software Engineering</td>
</tr>
<tr>
<td>CCS400</td>
<td>Internship</td>
</tr>
</tbody>
</table>

General Education Requirements (21 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 201</td>
<td>Language and Composition</td>
</tr>
<tr>
<td>ENG 202</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>ARB 201</td>
<td>Appreciation of Arabic Language &amp; Literature</td>
</tr>
<tr>
<td>CSC 201</td>
<td>Fundamentals of Computer Systems &amp; Applications</td>
</tr>
</tbody>
</table>

Elective Courses (9 credits) choose from

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHL 201</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>PSY 201</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOC 201</td>
<td>Introduction to Sociology</td>
</tr>
<tr>
<td>ANT 201</td>
<td>Introduction to Anthropology</td>
</tr>
<tr>
<td>ENV 201</td>
<td>Environment &amp; Archaeology</td>
</tr>
<tr>
<td>ARB 202</td>
<td>Arabic Studies</td>
</tr>
<tr>
<td>HUM 201</td>
<td>Human Rights</td>
</tr>
<tr>
<td>SSW 211</td>
<td>Community Engagement &amp; Volunteerism</td>
</tr>
<tr>
<td>GLU 201</td>
<td>Global Understanding</td>
</tr>
<tr>
<td>POL 201</td>
<td>Introduction to Political Science</td>
</tr>
<tr>
<td>CST 201</td>
<td>Cultural Studies I</td>
</tr>
<tr>
<td>CST 202</td>
<td>Cultural Studies II</td>
</tr>
<tr>
<td>TEF 200</td>
<td>English Grammar</td>
</tr>
<tr>
<td>BUS 200</td>
<td>Introduction to Business</td>
</tr>
<tr>
<td>ARB 203</td>
<td>Business Arabic</td>
</tr>
<tr>
<td>LAN 201</td>
<td>Language course (French, Spanish, German, Italian, Chinese, Russian)</td>
</tr>
</tbody>
</table>

Mathematics (12 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MTH 213</td>
<td>Calculus and Analytic Geometry</td>
</tr>
<tr>
<td>MTH 216</td>
<td>Differential Equations and Linear Algebra</td>
</tr>
<tr>
<td>MTH 202</td>
<td>Discrete Mathematics</td>
</tr>
<tr>
<td>MTH 215</td>
<td>Introduction to Probability for Computer Scientists</td>
</tr>
</tbody>
</table>

Science (8 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHY 201</td>
<td>Physics: Electricity and Magnetism +</td>
</tr>
</tbody>
</table>

Choose 1 of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHM 201</td>
<td>Chemistry: Chemical Principles + Lab</td>
</tr>
<tr>
<td>BIO 201</td>
<td>Biology: Biology + Lab</td>
</tr>
</tbody>
</table>

English language:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG205</td>
<td>Technical Writing</td>
</tr>
</tbody>
</table>

Design Project:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCS 399</td>
<td>Project</td>
</tr>
</tbody>
</table>

With the increasing prevalence of computers and their usage in the world, came an increasing demand for professionals who can deal with computer software and hardware in all aspects. Students majoring in Computer and Communication Systems should have a strong foundation in Mathematics and in Physics. They should have the skills to explore and develop areas in computer design and application. Upon graduation, students will have gained a deep understanding of computer hardware and communication.

Graduates have a wide variety of career opportunities. They can work in industries where expertise in digital systems and computer hardware is needed. They can also work as security specialists, data communication specialists and network administration specialist.
The requirement for computer security knowledge increases as new techniques and technologies are developed. Threats to the strengths of the existing protections in systems and network perimeters must be constantly upgraded. This specialization enables students to examine realistic examples of the crucial links between security theory and the day-to-day security challenges to IT environment. The focus is to provide students with the ability to ascertain the essentials of security threats, information assurance and security management in corporation. This specialization also examines the field of cyber-forensics including the dangers of cyber terrorism.

At the end of the Computer and Information Security specialization, students will complete a final written research project, demonstrating the ability to conduct an investigation on a workplace problem, identify an area for intervention, critique, justify, and recommend plan of preventative action.

### Emphasis Courses (25 credits) choose from:

- **CSS301** Information Security - Mandatory
- **CSS302** Securing Platforms and Applications - Mandatory
- **CSS303** Information Security Perspective on Intranet, Internet, and E-commerce Infrastructure
- **CSS304** Hacker Techniques, Tools and Incident Handling
- **CSS305** Security policies and implementation issues
- **CSS306** User Authentication Systems and Role-based Security
- **CSS307** Network Security
- **CSS308** Cryptography
- **CSS298** Sustainable Employability Skills for Computer Science
- **CSS399** Senior Project - Mandatory
- **CSC400** Internship - Mandatory

All courses are 3 credit courses except for the Internship (1 credit)
The Bachelor of Science degree program in Graphic Design is designed to prepare students
to develop the necessary sensibilities for creative design through a series of required courses
and electives in the Visual Arts, including courses ranging from Drawing to Photography and
Bookmaking to Computer Graphics.

These skills prepare graduates to seek entry-level positions in production,
Creatives, or as Studio Managers.

**General Education Requirements (21 credits)**
- ENG201 Language and Composition
- ENG202 Public Speaking
- ARB201 Appreciation of Arabic Language & Literature
- CSC201 Fundamentals of Computer Systems & Applications

**Elective Courses (9 credits) choose from**
- PHL 201 Introduction to Philosophy
- PSY 201 Introduction to Psychology
- SOC201 Introduction to Sociology
- ANT201 Introduction to Anthropology
- ENV201 Environment & Archaeology
- ARB202 Arabic Studies
- HUM201 Human Rights
- SSW211 Community Engagement & Volunteerism
- GLU201 Global Understanding
- POL201 Introduction to Political Science
- CST201 Cultural Studies I
- CST202 Cultural Studies II
- TEF200 English Grammar
- BUS200 Introduction to Business
- ARB203 Business Arabic
- LAN201 Language course (French, Spanish, German, Italian, Chinese, Russian)

**Major Concentration Courses (73 credits)**
- DRA201 Drawing & Illustration
- ART203 Color Theories
- ART204 History of Art
- ART205 History of Design
- ART206 Photography I
- GRA301 Photography II
- GRA201 Fundamentals of Design I
- GRA202 Fundamentals of Design II
- GRA203 Introduction to Computer Graphics
- GRA204 Typography I
- GRA205 Typography II
- GRA206 Graphic Design I
- GRA207 Computer Software I for GD+ Lab
- GRA208 Graphic Design II
- GRA209 Printing Variables
- GRA210 Computer Software II for GD+ Lab
- GRA211 Art of Calligraphy
- GRA212 Story Board
- GRA213 Packaging
- GRA302 3D Animation
- GRA303 Computer Software III
- GRA304 Graphic Design Internship
- GRA399 Advanced Web Design
- GRA400 Senior Project
- GRA 214 Principles of Social Media Marketing

**General Requirements Courses (9 credits)**
- ART201 Fine Arts
- ART203 Art Direction
- ART207 Digital Portfolio
- DRA202 Animation 2D
The University’s Education Department is committed to advancing educational theory and professional practice. We seek to achieve this through creative teaching, applied research and professional service. We are committed to the initial and continuing development of innovative and ethical teachers, administrators, and researchers.

Our graduates have found rewarding career opportunities as early childhood educators, elementary teachers, infant / toddler care specialists, supervisors, administrators, resource teachers, and early interventionists.
**BA in Education**

This major prepares students to be future teachers in public and private schools. They learn how to prepare lesson plans, lectures, discussions, activities and evaluation programs. The program provides opportunities for students to develop their communication and leadership skills.

Upon graduation, students develop a deep professional understanding of children's learning abilities and needs. Graduates may work, besides teaching, as Academic Consultants, and Trainers.

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**General Education Requirements** (21 credits)
- ENG 201 Language and Composition
- ENG 202 Public Speaking
- ARB 201 Appreciation of Arabic Language & Literature
- CSC 201 Fundamentals of Computer Systems & Applications

**Elective Courses** (9 credits) choose from
- PHL 201 Introduction to Philosophy
- PSY 201 Introduction to Psychology
- SOC 201 Introduction to Sociology
- ANT 201 Introduction to Anthropology
- ENV 201 Environment & Archaeology
- ARB 202 Arabic Studies
- HUM 201 Human Rights
- SSW 211 Community Engagement & Volunteerism
- GLU 201 Global Understanding
- POL 201 Introduction to Political Science
- CST 201 Cultural Studies I
- CST 202 Cultural Studies II
- TEF 200 English Grammar
- BUS 200 Introduction to Business
- ARB 203 Business Arabic
- LAN 201 Language course (French, Spanish, German, Italian, Chinese, Russian)

**General Requirement Courses** (12 credits)
- NUT201 Nutrition
- HEA201 Health
- ART202 Music
- ART201 Fine Arts
- EDU213 Communication in Learning & Teaching
- EDU214 Education & Society

**Core Courses** (34 credits)
- EDU201 Fundamentals of Education
- PSY202 Educational Psychology
- EDU202 Environmental Education
- EDU203 Educational Measurement, Assessment, and Evaluation
- EDU204 Classroom Management
- EDU205 Technology in Education
- EDU207 Curriculum Planning & Design
- EDU208 Counseling & Guidance
- EDU209 Special Education
- EDU210 Field Experience – Observation & Analysis
- EDU211 Research Methods
- EDU299 Seminar (1 credit)

Concentration courses (25 credits) from the chosen concentration

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### Emphasis Courses

#### Math & Sciences (25 credits) choose from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDU 322</td>
<td>Math for Elementary Teachers I</td>
</tr>
<tr>
<td>EDU 323</td>
<td>Math for Elementary Teachers II</td>
</tr>
<tr>
<td>EDU 324</td>
<td>Science for Elementary Teachers I</td>
</tr>
<tr>
<td>EDU 325</td>
<td>Science for Elementary Teachers II</td>
</tr>
<tr>
<td>EDU 302</td>
<td>Teaching of Mathematics in Elementary School</td>
</tr>
<tr>
<td>EDU 304</td>
<td>Teaching of Science in Elementary School</td>
</tr>
<tr>
<td>EDU 298</td>
<td>Sustainable Employability Skills for Education</td>
</tr>
<tr>
<td>EDU398</td>
<td>Practicum in Elementary School</td>
</tr>
<tr>
<td>EDU399</td>
<td>Senior Project</td>
</tr>
</tbody>
</table>

### Emphasis Courses

#### Arabic & Social Studies (25 credits) choose from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDU301</td>
<td>Reading Instruction in Elementary School</td>
</tr>
<tr>
<td>EDU303</td>
<td>Teaching of Arabic in Elementary School</td>
</tr>
<tr>
<td>EDU305</td>
<td>Teaching Social Studies in Elementary School</td>
</tr>
<tr>
<td>EDU 312</td>
<td>Arabic Grammar for Elementary Teachers</td>
</tr>
<tr>
<td>EDU 313</td>
<td>Arabic Literature for Elementary Teachers</td>
</tr>
<tr>
<td>EDU 314</td>
<td>Social Studies for Elementary Teachers</td>
</tr>
<tr>
<td>EDU 298</td>
<td>Sustainable Employability Skills for Education</td>
</tr>
<tr>
<td>EDU398</td>
<td>Practicum in Elementary School</td>
</tr>
<tr>
<td>EDU399</td>
<td>Senior Project</td>
</tr>
</tbody>
</table>

### Emphasis Courses

#### Special Education (25 credits) choose from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPE 301</td>
<td>Learning &amp; Human Development</td>
</tr>
<tr>
<td>SPE 302</td>
<td>Testing &amp; Assessment in Special Education</td>
</tr>
<tr>
<td>SPE 303</td>
<td>Methods &amp; Materials for Children with Mild Learning Problems I</td>
</tr>
<tr>
<td>SPE 304</td>
<td>Methods &amp; Materials for Children with Mild Learning Problems II</td>
</tr>
<tr>
<td>SPE 305</td>
<td>Reading &amp; Writing Instructions for Students with Mild Learning Problems</td>
</tr>
<tr>
<td>SPE 306</td>
<td>Math &amp; Problem Solving Strategies for Students with Mild Learning Problems</td>
</tr>
<tr>
<td>EDU 298</td>
<td>Sustainable Employability Skills for Education</td>
</tr>
<tr>
<td>EDM398</td>
<td>Practicum in Educational Management</td>
</tr>
<tr>
<td>EDU399</td>
<td>Senior Project</td>
</tr>
</tbody>
</table>
**BA in Early Childhood Education**

In this major, students are prepared to be well-qualified teachers for children in day care centers, kindergartens and pre-school programs. If you enjoy being around children then this is definitely the major that suits you most.

Students learn about child’s development, nutrition and psychology. In order to succeed in this program, you should have good communication skills, patience and ease.

Upon graduation, not only students can work in traditional schools, but also in recreation centers hospitals, and in training centers.

**Emphasis Courses (27 credits) choose from:**

- ECE301  Introduction to Early Childhood Education
- ECE302 Play Activities, Arts Materials
- ECE303 Sociology of the Family & Children’s Rights
- ECE304 Practicing Communication Skills
- ECE305 Early Childhood Curriculum
- ECE306 Crisis Intervention with Families
- ECE310 Math for KGs
- ECE398 Practicum / Early Childhood Education
- EDU 298 Sustainable Employability Skills for Education
- ECE399 Senior Project / Early Childhood Education
- Emphasis course from other concentrations

**BA in Educational Management**

This major prepares students to be school administrators or supervisors.

This major focuses particularly on curriculum planning and organization, evaluation and studies of program effectiveness, staff development, leadership, decision-making and group behavior. Students should possess leadership traits, decision making abilities and interpersonal skills.

**Emphasis Courses (27 credits) choose from:**

- EDM301 Intro to Educational Management
- EDM302 Educational Laws and Policies
- EDM303 Leadership and Strategic Management
- EDM304 Management of Finance and External Relations
- HRM301 Human Resource Management
- EDM397 Special Topics in Educational Management
- EDU 298 Sustainable Employability Skills for Education
- EDM398 Practicum in Educational Management
- EDM399 Senior Project / Educational Management
- Emphasis course from other concentrations

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The program was established to meet the growing need for qualified English language teachers in Lebanon and the region. Students following the TEFL curriculum at M.U.B.S will find the major particularly apt at preparing them to teach English in middle school or high school in Lebanon or abroad in the 21st century.

**General Education Requirements (21 credits)**
- ENG 201 Language and Composition
- ENG 202 Public Speaking
- ARB 201 Appreciation of Arabic Language & Literature
- CSC 201 Fundamentals of Computer Systems & Applications

**Elective Courses (9 credits) choose from**
- PHL 201 Introduction to Philosophy
- PSY 201 Introduction to Psychology
- SOC 201 Introduction to Sociology
- ANT 201 Introduction to Anthropology
- ENV 201 Environment & Archaeology
- ARB 202 Arabic Studies
- HUM 201 Human Rights
- SSW 211 Community Engagement & Volunteerism
- GLU 201 Global Understanding
- POL 201 Introduction to Political Science
- CST 201 Cultural Studies I
- CST 202 Cultural Studies II
- TEF 200 English Grammar
- BUS 200 Introduction to Business
- ARB 203 Business Arabic
- LAN 201 Language course (French, Spanish, German, Italian, Chinese, Russian)

**General Requirement Courses (15 credits) choose from**
- TEF201 Introduction to Linguistics (mandatory for TEFL major)
- ENG204 Efficiency Writing (mandatory for TEFL major)
- TEF202 Advanced English Composition
- TEF203 Literature and Culture (mandatory for TEFL major)
- TEF204 English Language History (mandatory for TEFL major)

**Core Courses (34 credits)**
- EDU201 Fundamentals of Education
- PSY202 Educational Psychology
- EDU202 Environmental Education
- EDU203 Educational Measurement, Assessment, and Evaluation
- EDU204 Classroom Management
- EDU205 Technology in Education
- EDU207 Curriculum Planning & Design
- EDU208 Counseling & Guidance
- EDU209 Special Education
- EDU210 Field Experience – Observation & Analysis
- EDU211 Research Methods
- EDU299 Seminar (1 credit)

**Emphasis Courses (24 credits)**
- TEF301 Introduction to Shakespeare
- TEF302 History of Literary Criticism
- TEF303 Major works of British and US literature
- TEF304 Post-Colonial Writing in English
- TEF305 Second Language Teaching Theory and Method
- TEF306 Teaching Listening and Speaking
- TEF307 Teaching Reading and Writing
- TEF308 Second Language Assessment, Evaluation, and Placement
- TEF397 Special Topics in TEFL
- TEF398 Practicum (TEFL)
- TEF399 Senior Project (TEFL)
The Teaching Diploma program aims to equip students with the knowledge, skills and attitudes necessary to prepare them for successful entry to the teaching profession as secondary school teachers who can teach their specialist subject at an appropriate level.

The program emphasizes methods and practices of teaching and the theoretical aspects of the study of education. Students are given the opportunity to gain practical experience in Lebanese schools (through collaborative agreements with M.U.B.S). Practicum in schools is under the guidance of M.U.B.S faculty members and a school mentor.

### Core Courses (15 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDU401</td>
<td>Foundations in Education</td>
</tr>
<tr>
<td>EDU402</td>
<td>Educational Psychology</td>
</tr>
<tr>
<td>EDU403</td>
<td>Educational Technology</td>
</tr>
<tr>
<td>EDU404</td>
<td>Classroom Management</td>
</tr>
<tr>
<td>EDU405</td>
<td>Curriculum, Instruction, and Evaluation</td>
</tr>
</tbody>
</table>

### A. TD in Elementary Education

1. One course from the Practice Teaching – Elementary (3 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>EDU430</td>
<td>Practice Teaching, Elementary Education: Math &amp; Science</td>
</tr>
<tr>
<td>EDU431</td>
<td>Practice Teaching, Elementary Education: English</td>
</tr>
<tr>
<td>EDU432</td>
<td>Practice Teaching, Elementary Education: Arts &amp; Social Studies Elective</td>
</tr>
</tbody>
</table>

Course from other concentrations

2. Two method courses from the following as recommended by the student’s advisor (6 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>EDU406</td>
<td>The Teaching of Mathematics in Elementary School</td>
</tr>
<tr>
<td>EDU407</td>
<td>The Teaching of Science in Elementary School</td>
</tr>
<tr>
<td>EDU408</td>
<td>The Teaching of Social Studies in Elementary School</td>
</tr>
<tr>
<td>EDU409</td>
<td>The Teaching of Arts in Elementary School</td>
</tr>
<tr>
<td>EDU410</td>
<td>The Teaching of English as a Foreign Language in Elementary School I</td>
</tr>
<tr>
<td>EDU411</td>
<td>The Teaching of English as a Foreign Language in Elementary School II</td>
</tr>
</tbody>
</table>

Total number of credits required (TD Elementary Education): 24 credits

### B. TD in Secondary Education

3. One course from the Practice Teaching – Secondary (3 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDU433</td>
<td>Practice Teaching, Secondary Education: English</td>
</tr>
<tr>
<td>EDU434</td>
<td>Practice Teaching, Secondary Education: Math</td>
</tr>
<tr>
<td>EDU435</td>
<td>Practice Teaching, Secondary Education: Science</td>
</tr>
<tr>
<td>EDU436</td>
<td>Practice Teaching, Secondary Education: Informatics</td>
</tr>
<tr>
<td>EDU437</td>
<td>Practice Teaching, Secondary Education: Economics</td>
</tr>
</tbody>
</table>

4. Two method courses from the following as recommended by the student’s advisor (6 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDU412</td>
<td>The Teaching of English as a Foreign Language in Secondary School I</td>
</tr>
<tr>
<td>EDU413</td>
<td>The Teaching of English as a Foreign Language in Secondary School II</td>
</tr>
<tr>
<td>EDU414</td>
<td>The Teaching of Math in Secondary School I</td>
</tr>
<tr>
<td>EDU415</td>
<td>The Teaching of Math in Secondary School II</td>
</tr>
<tr>
<td>EDU416</td>
<td>The Teaching of Science in Secondary School I</td>
</tr>
<tr>
<td>EDU417</td>
<td>The Teaching of Science in Secondary School II</td>
</tr>
<tr>
<td>EDU418</td>
<td>The Teaching of Informatics in Secondary School I</td>
</tr>
<tr>
<td>EDU419</td>
<td>The Teaching of Informatics in Secondary School II</td>
</tr>
<tr>
<td>EDU420</td>
<td>The Teaching of Economics in Secondary School I</td>
</tr>
<tr>
<td>EDU421</td>
<td>The Teaching of Economics in Secondary School II</td>
</tr>
</tbody>
</table>

Total number of credits required (TD Secondary Education): 24 credits

www.mubs.edu.lb
The aim of the program of Social Service Work is to provide students with the necessary skills and knowledge needed in social work, focusing on the person’s psychosocial skills in both community and institutional settings.

### Emphasis Courses (21 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 201</td>
<td>Language and Composition</td>
</tr>
<tr>
<td>ENG 202</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>ARB 201</td>
<td>Appreciation of Arabic Language &amp; Literature</td>
</tr>
<tr>
<td>CSC 201</td>
<td>Fundamentals of Computer Systems &amp; Applications</td>
</tr>
</tbody>
</table>

### Elective Courses (9 credits) choose from

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHL 201</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>PSY 201</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOC 201</td>
<td>Introduction to Sociology</td>
</tr>
<tr>
<td>ANT 201</td>
<td>Introduction to Anthropology</td>
</tr>
<tr>
<td>ENV 201</td>
<td>Environment &amp; Archaeology</td>
</tr>
<tr>
<td>ARB 202</td>
<td>Arabic Studies</td>
</tr>
<tr>
<td>HUM 201</td>
<td>Human Rights</td>
</tr>
<tr>
<td>SSW 211</td>
<td>Community Engagement &amp; Volunteerism</td>
</tr>
<tr>
<td>GLU 201</td>
<td>Global Understanding</td>
</tr>
<tr>
<td>POL 201</td>
<td>Introduction to Political Science</td>
</tr>
<tr>
<td>CST 201</td>
<td>Cultural Studies I</td>
</tr>
<tr>
<td>CST 202</td>
<td>Cultural Studies II</td>
</tr>
<tr>
<td>TEF 200</td>
<td>English Grammar</td>
</tr>
<tr>
<td>BUS 200</td>
<td>Introduction to Business</td>
</tr>
<tr>
<td>ARB 203</td>
<td>Business Arabic</td>
</tr>
<tr>
<td>LAN 201</td>
<td>Language course <em>(French, Spanish, German, Italian, Chinese, Russian)</em></td>
</tr>
</tbody>
</table>

### Elective Courses from Humanities and Social Sciences

- Elective Courses *(6 credits choose from)*
  - SSW301 Exploring Values
  - NUT201 Nutrition
  - SSW302 Community Mental Health
  - SSW303 Crisis Intervention
  - SSW304 Techniques of Social Work with Groups
  - SSW305 Social Worker Community Practice
  - SSW306 Social Work Practicum

### Core Courses (67 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSY203</td>
<td>Human Interaction</td>
</tr>
<tr>
<td>PPO201</td>
<td>Introduction to Public Policy</td>
</tr>
<tr>
<td>BIO201</td>
<td>Human Anatomy &amp; Physiology</td>
</tr>
<tr>
<td>SSW201</td>
<td>Introduction to Social Work</td>
</tr>
<tr>
<td>SSW202</td>
<td>Introduction to Social Services</td>
</tr>
<tr>
<td>SSW203</td>
<td>Human Behavior in the Social Environment</td>
</tr>
<tr>
<td>SSW204</td>
<td>Family Dynamics</td>
</tr>
<tr>
<td>SSW205</td>
<td>Human Sexuality</td>
</tr>
<tr>
<td>SSW209</td>
<td>Gerontology</td>
</tr>
<tr>
<td>EDU308</td>
<td>Special Education</td>
</tr>
<tr>
<td>SSW206</td>
<td>Social Work Practice Methods I (Family &amp; Children)</td>
</tr>
<tr>
<td>SSW207</td>
<td>Law &amp; Social Work</td>
</tr>
<tr>
<td>SSW210</td>
<td>Field Practicum</td>
</tr>
<tr>
<td>SSW208</td>
<td>Field Seminar <em>(6 credits)</em></td>
</tr>
<tr>
<td>SSW301</td>
<td>Human Behavior in the MacroEnvironment</td>
</tr>
<tr>
<td>SSW302</td>
<td>Social Worker Practice Methods II</td>
</tr>
<tr>
<td>SSW303</td>
<td>Research Methods</td>
</tr>
<tr>
<td>SSW304</td>
<td>Social Worker Practice Methods III</td>
</tr>
<tr>
<td>SSW305</td>
<td>Seminar for Field Instruction</td>
</tr>
<tr>
<td>SSW306</td>
<td>Social Policy</td>
</tr>
<tr>
<td>SSW307</td>
<td>Field Concurrent Recent Issues</td>
</tr>
</tbody>
</table>
A freshman student at M.U.B.S is required to complete 30 credits in either the arts or science programs.

Freshman students admitted to the Bachelor of Arts programs are considered Freshman Arts students, while those admitted to the Bachelor of Science programs are considered freshman Science students.

Applicants should obtain a minimum combined score of SAT I and SAT II of 2750 for freshman Arts and 2850 for freshman science.

Freshman Arts Requirements:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 101</td>
<td>English 101</td>
</tr>
<tr>
<td>ENG 102</td>
<td>English 102</td>
</tr>
<tr>
<td>ARB 201</td>
<td>Arabic Culture</td>
</tr>
<tr>
<td>ARB 202</td>
<td>Arabic Studies</td>
</tr>
<tr>
<td>PSY 20</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOC 201</td>
<td>Introduction to sociology</td>
</tr>
<tr>
<td>ART 201</td>
<td>Fine Arts</td>
</tr>
<tr>
<td>HEA 201</td>
<td>Health</td>
</tr>
<tr>
<td>NUT 201</td>
<td>Nutrition</td>
</tr>
</tbody>
</table>

Choose one course of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIO 101</td>
<td>Introduction to Biological Science</td>
</tr>
<tr>
<td>PHY 101</td>
<td>Introduction to Physical Science</td>
</tr>
<tr>
<td>CHM 101</td>
<td>General Chemistry</td>
</tr>
</tbody>
</table>

Freshman Science Requirements:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 101</td>
<td>English 101</td>
</tr>
<tr>
<td>ENG 102</td>
<td>English 201</td>
</tr>
<tr>
<td>ARB 201</td>
<td>Arabic Culture</td>
</tr>
<tr>
<td>MTH 101</td>
<td>Calculus I</td>
</tr>
<tr>
<td>MTH 102</td>
<td>Calculus II</td>
</tr>
<tr>
<td>BIO 101</td>
<td>Introduction to Biological Science</td>
</tr>
<tr>
<td>PHY 101</td>
<td>Introduction to Physical Science</td>
</tr>
<tr>
<td>CHM 101</td>
<td>General Chemistry</td>
</tr>
</tbody>
</table>

Choose 2 courses from the following

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 201</td>
<td>Fine Arts</td>
</tr>
<tr>
<td>NUT 201</td>
<td>Nutrition</td>
</tr>
<tr>
<td>HEA 201</td>
<td>Health</td>
</tr>
</tbody>
</table>

Non-Arabic speaking Students can substitute their Arabic Requirements by taking courses from the following selection:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 201</td>
<td>Advanced English</td>
</tr>
<tr>
<td>ENG 202</td>
<td>Applied Communication Skills</td>
</tr>
<tr>
<td>TEF 200</td>
<td>English Grammar</td>
</tr>
<tr>
<td>PHL 201</td>
<td>Introduction to Philosophy</td>
</tr>
</tbody>
</table>
In the 21st century, continuing education has become an essential element for human development in areas such as adult literacy, life skills education, work-skills and training which goes beyond academia.

M.U.B.S Training & Continuing Education Institute (TCEI) is a continuing education institution in Lebanon to meet the standards for licensed certificates from the Lebanese Ministry of Education and Higher Education.

M.U.B.S (TCEI) is one of three institutions in the Middle East which are members of the University Continuing Education Association (UCEA) based in Washington D.C.

The Official Certifications M.U.B.S’s CED offers are officially recognized certificates in the following majors:

- IT ACADEMY Microsoft® Certified
- Application Specialist (MCAS)
- Microsoft Office Specialist (MOS)
- Internet and Computing Core Certification IC³
- Adobe Certified Associate
- SAT Preparatory Course
- TOEFL Preparatory Course (Certified Center)
- Center of Excellence in the field of Information Security in collaboration with HISPI
International Profile

University Memberships

Global University Network for Innovation
www.guninetwork.org

Middle East and North Africa Association for Institutional Research MENA-AIR
www.mena-air.org

Academic Impact
www.academicimpact.org

GUIDE Association
www.guideassociation.org

Association of Arab Universities
www.aaru.edu.jo

Magna Charta Universitatum
www.magna-charta.org

ACBSP-Association of Collegiate Business Schools and Programs
www.acbsp.org

UCEA-University Continuing Education Association
www.ucea.edu

EPUF-Euromed Permanent University Forum
www.epuf.org

Euro-Mediterranean University
www.emuni.si

ARAB ACRAO
www.arab-acrao.org

International Association of Universities (IAU)
www.iau-aiu.net

International Programs

Université de Picardie Jules Verne
UPJV (France):

M.U.B.S signed a memorandum of cooperation with Université de Picardie Jules Verne in France to offer its Executive MBA in Lebanon. M.U.B.S undergraduate students in the French section will also benefit from the faculty and student exchange programs with the French partner university.

For more information go to page No. 27

Cardiff Metropolitan University
(United Kingdom):

M.U.B.S has an agreement with Cardiff Metropolitan University in the UK to offer its degrees in Lebanon as part of the British Academy in Lebanon (BAL) at M.U.B.S

The programs of study are:

• BA (Hons) Business and Management Studies
• BSc (Hons) Business Information Systems
• MBA Project Management

For more information go to page No. 61
www.britishacademylb.info

M.U.B.S signed a memorandum of understanding with the University of Barcelona. It declares the interest of both universities in establishing a Cooperation Agreement that allows the credits of joint programs in all areas of university activities.
Global Understanding Course with East Carolina University

In Spring 2012, M.U.B.S started offering the Global Understanding course in collaboration with East Carolina University in USA.

The Communication & Technology in Global Understanding course (otherwise known as the GU course) provides M.U.B.S students with a unique opportunity to understand, explore, and appreciate the nature of human diversity and globalization by providing a direct international experience in a virtual collaborative learning environment with students from other countries. M.U.B.S students experience and learn about other cultures in a web-streamed face-to-face environment without leaving the M.U.B.S campus. The GU course utilizes sophisticated interactive technologies to give M.U.B.S students the opportunity to communicate with students in a variety of countries in live time. In essence, these students are participating in an authentic cultural exchange. They learn about the various cultures of participating universities while simultaneously acting as representatives of the Lebanese culture to those partner students.

The cultural exchange is based on written and oral communications between students via ‘chatting’, social media, video conferencing, and other technologies both inside and outside the classroom. M.U.B.S students have connected with their partners in Peru, Mexico, Algeria, China, and the USA.

Université de Liège (Belgium):

On April 23rd 2008, M.U.B.S and the Université de Liège signed a memorandum of understanding to exchange students and faculty, exchange scientific information, offering joint degrees and the possibility of joint supervision of doctoral thesis. The memorandum is a first step towards more cooperation between the two institutions. For more details, visit the university’s website: www.ulg.ac.be

Western Michigan University:

Western Michigan University (Kalamazoo, Michigan, United States of America) and Modern University of Business & Science (Beirut, Lebanon) agreed to establish a relationship of general academic cooperation. The purpose of this relationship is to enhance the capacity of both institutions to fulfill their academic missions and objectives through international education and international engagement.

THE TRANS-EUROPEAN MOBILITY PROGRAM FOR UNIVERSITY STUDIES (TEMPUS)

TEMPUS is the European Union’s programme which supports the modernisation of higher education in the Partner Countries of Eastern Europe, Central Asia, the Western Balkans and the Mediterranean region, mainly through university cooperation projects. To promote the reform and modernisation of higher education in the Partner Countries and to enhance the quality and relevance of higher education to the world of work and society in the Partner Countries. Also to increase the capacity of higher education institutions in the Partner Countries and the EU by enhancing mutual understanding between peoples and cultures of the EU and the Partner Countries.

Tempus finances two types of actions:

1. Joint Projects are based on multilateral partnerships between higher education institutions in the EU and the partner countries. They can develop, modernize and disseminate new curricula, teaching methods or materials, boost a quality assurance culture, and modernize the management and governance of higher education institutions.

2. Structural Measures contribute to the development and reform of higher education institutions and systems in partner countries, to enhance their quality and relevance, and increase their convergence with EU developments. Partnerships are made up of consortia of organizations including higher education institutions, businesses, ministries, NGOs, and other organizations working in higher education; both from the EU and partner countries.
ASPIRE - Achieving Sustainable Programmes in Regeneration and Entrepreneurship: Jordan, Lebanon and Palestinian Occupied Territories.

Aim

The ASPIRE Project aims to enhance the capacity of the six consortium universities in Jordan, Lebanon and the Occupied Palestinian Territory by enabling them to develop sustainable programmes in entrepreneurship in their countries.

Specific Objectives

1. To develop and implement a 3-module Enterprise Pathway in each partner country university, using VLE delivery.
2. To develop and implement a Masters Programme in Entrepreneurship jointly taught by universities in each partner country.
3. To promote the adoption of the Bologna system (together with QA procedures, ECTS and Diploma Supplement).
4. To improve the human capacity of partner country universities by providing upgrading opportunities in the EU for young and aspiring academic members of staff.

It is envisaged that these four specific objectives will contribute to a sustainable outcome that will promote curriculum reform in enterprise education and leave a longer-term legacy for the partner country universities.

Outputs/Outcomes

The outputs/outcomes of the ASPIRE Project include:

1. Teaching material for 3 undergraduate modules on the Enterprise Pathway.
2. A new Masters Programme in Marketing & Entrepreneurship in each partner country (M.U.B.S started offering the program in Fall 2011 - 2012).
3. Start of the Enterprise Pathway and Masters in Entrepreneurship Programmes in the six partner universities.
4. Improved human capacity at partner universities.
5. Improved understanding of the Bologna system and process.
6. A quality control procedure for the Project.
7. Dissemination of Project results to other institutions and interested parties.

The direct target groups of this Project are the staff of the six partner country institutions, particularly the younger staff, and students on the two new Entrepreneurship Programmes. This regional Project also aims to enhance the cooperation between universities in the region and with EU partner institutions. The EU partners of this Project have a rich experience of entrepreneurship education and a successful track record of previous Tempus projects which will ensure that the consortium will be able to meet the Project objectives.
Due to the economic recession, many HEIs seek a balance between academic excellence and effective resource management, with a growing emphasis on Financial Management (FM). For complex institutions on minimal budgets, FM represents serious challenges as well as need for strategies of greater autonomy and transparency in the four target countries of the project, Jordan, Lebanon, the occupied Palestinian Territory and Syria.

Hence, the HEIs now strive for a balance of efficient and quality FM management.

**Overall objective:**

Lends specific support to institutional demands for increased efficiency, autonomy and transparency in FM in partnering Southern Neighbouring Area (SNA) HEIs, in line with national schemes & regional Tempus priorities. UNAM seeks support mechanisms to existing ideas in target HEIs with specific objectives:

1. To develop transparent financial culture promoting decentralisation & financial autonomy.

2. To create a platform for dialogue through a recognised regional network of HEI Managers to exchange good practice in FM.

3. To sustainably strengthen managerial, strategic, administrative & technical capacities in eight SNA HEIs through targeted trainings, development of strategies & technical support systems for effective FM by 2013.

For more information: www.unam-network.net

**Toward the Lebanese Quality Assurance Agency (TLQAA)**

Quality assurance (QA) is a major component in the Lebanese modernization agenda. With an important increase in volume and diversity, Lebanese higher education (HE) faces several challenges making a clear QA system necessary. In this context, numerous Lebanese higher education institutions (HEIs) have already gone through a complete QA process with foreign QA agencies. Lately, a draft law for the establishment of a Lebanese Agency for Quality Assurance in Higher Education has been drafted.

This agency would satisfy the expectations in terms of accountability and continuous improvement of the HE system. Against this backdrop, the project aims to experiment with tools that may be used by this agency. Based on an analysis of the Lebanese context done by the Lebanese partners a model for QA will be established with the support of the European partners. This model will be discussed with the Lebanese Higher Education (LHE) stakeholders at large.

Based on the established quality assurance model, a set of standards and procedures will be drafted for the evaluation of the institutions. In order to conduct those evaluations, experts from Lebanon and from abroad are needed. Criteria for the selection of the experts will be identified and appointed. Training materials provided by the European partners will be customized to the Lebanese context and will serve to train the selected experts. The experts will also go to Europe for tour studies. Finally, a pilot evaluation of few Lebanese institutions will be performed. By the end of the project, well accepted and tested standards and procedures will be available and could be directly used by the Lebanese agency. Expert selection criteria and training materials will also exist and some trained experts will be operational. Finally, the project, targeting and involving the whole LHE system, will strongly enhance the quality culture with a good understanding of accountability and continuous improvement concepts.

The TLQAA project is formed of the following workpackages:

- WP.1: Defining the Lebanese Quality Assurance Model
- WP.2: Standards and Procedures
- WP.3: Selecting and Training the Lebanese Experts
- WP.4: Pilot Evaluation
- WP.5: Dissemination and Exploitation of the Results in the Project
- WP.6: Project Management and Support

Website: www.tlqaa.org
**INTERNATIONAL PROFILE**

**ELEMENT: Erasmus Mundus Project**

M.U.B.S is a partner in an Erasmus Mundus Project entitled Egypt – Lebanon – EU Mobility Exchange Network (ELEMENT). The other Lebanese partners in the project are the American University of Beirut, Beirut Arab University, Lebanese University, and Universite Saint-Joseph. The project grantholder is Cardiff Metropolitan University in Cardiff (UK).

Four M.U.B.S students were selected in May 2012 for scholarships to pursue their graduate degrees in European universities.

**PEACE: Program for Excellence Academy Cooperation Exchange**

(EU/JORDAN, SYRIA, LEBANON AND PALESTINE)

Coordinator:
Universidad De Santiago De Compostela (Spain)

Reference: -372289EM-1-2012-1-ES-ERA Mundus- EMA21

**Partners:**

Erasmushogeschool Brussel, Belgium
Masaryk University, Czech Republic
University of Nantes, France
University of Perpignan, France
University of Humboldt, Germany
Politecnico Di Torino, Italy
Al Balqa applied University, Jordan
Al Hussein bin Talal University, Jordan
Princess Sumaya University for Technology, Jordan
Beirut Arab University, Lebanon
Modern University for Business and Science, Lebanon
An Najah National University, Palestine
Islamic University of Gaza, Palestine
University of Minho, Portugal
Uppsala University, Sweden

Arab International University, Syria
Tishreen University, Syria
Staffordshire University, UK

**EPIC: EU Partnerships and International Cooperation**

with Jordan, Lebanon, Syria, and Palestine

Coordinator: Cardiff Metropolitan University

Reference: -371953EM-1-2012-1-UK-ERA Mundus - EMA21

**Partners:**

Universite de Liege, Belgium
Fondation Nationale des Sciences Politiques, France
University of Lorraine, France
Technische Universitat Berlin, Germany
La Sapienza University of Rome, Italy
Politecnico Di Torino, Italy
German Jordanian University, Jordan
Princess Sumaya University for Technology, Jordan
University of Jordan, Jordan
Yarmouk University, Jordan
Modern University for Business and Science, Lebanon
Saint-Joseph University, Lebanon
Lebanese University, Lebanon
Vilnius University, Lithuania
An Najah National University, Palestine
Adam Mickiewicz University, Poland
Universidad De Salamanca, Spain
Arab International University, Syria
Damascus University, Syria

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Mission Statement

The British Academy in Lebanon (BAL) is dedicated to academic excellence, leadership, research and lifelong learning for individuals in the Middle East and beyond. The academy bases its educational philosophy and standards of education on the British model of higher education. BAL is passionately committed to creating equal opportunities for students, faculty and staff to be part of the education process. The academy responds to globalization by fostering the international dimension in higher education while emphasizing a respect for diversity and cultural exchange. Graduates of the British Academy are capable of being active contributors to a positive and sustainable change.

Why the British Educational System and why BAL?

Critical Thinking Employability Skills

BAL adopts teaching and assessment methods that will equip students with both critical thinking and employability skills ensuring readiness of its graduates to achieve their career goals.

Double Degree Programmes

Students receive a degree from Cardiff Metropolitan and MUBS.

Application of knowledge to real life situations

Students undergo a number of work placements which ensure their ability to apply their theoretical knowledge.

This is in addition to the tutorials and seminars that students are required to attend.

Research oriented Education

The 21st century is characterised by being an information age, students learn how to answer questions and provide solutions for problems by engaging in active research.

UK Standards of Education

In BAL, all courses are designed to meet the UK standards, requirements and guidelines.
UNDERGRADUATE PROGRAMMES:

The undergraduate programmes at BAL are offered as honours and below is a detailed description of the programmes:

I. Business Information Systems (BIS):

Course Overview

BIS is a three-year programme leading to a Bachelor of Science Degree (Honours).

It is Professionally accredited by the British Computer Society. This course is designed to develop your knowledge and expertise in the use of information systems and the importance of computing and information technology in modern business environments.

BIS offers a number of pathways from which students can choose; the course offers specialist pathways in:

• BSc (Hons) Business Information Systems
• BSc (Hons) Business Information Systems with Multimedia
• BSc (Hons) Business Information Systems with Networks
• BSc (Hons) Business Information Systems with Data Security

TUITION FEES

BA(Hons) & BSc(Hons)
120 credits/year

Annual Fees
$ 6200
[Possibility for a monthly deferred payment plan]

MBA -Project Management
180 credits

Fees for a full program
$ 11000

Career Potential and Prospects

Computing, information systems and information technology underpins most of our modern day businesses, from scientific research to produce development through social media interactions. Our programme caters to subject specialization; Multimedia, Web Development and networking. These pathways will equip you with the essential skills to contribute to this realm.

Work Placement

A work placement is an assessed part of your academic programme and is aimed to provide you with the opportunity to undertake placement as part of your second year studies.
The course structure develops from a compulsory first year, consisting of 10 compulsory modules, to only three compulsory modules in the final year of study. This will enable you to direct your interests into a specialised pathway or specific modules, whilst ensuring that you receive a sound understanding and appreciation of the central tenants required of all business information studies students.

Student can complete the programme requirements in a period of three academic years.

<table>
<thead>
<tr>
<th>Level 4 (Year 1)</th>
<th>Level 5 (Year 2)</th>
<th>Level 6 (Year 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems Analysis and Design Techniques (10 credits)</td>
<td>Systems development and design (20 credits)</td>
<td>Information Systems in Business (20 credits)</td>
</tr>
<tr>
<td>Introduction to databases (10 credits)</td>
<td>Legal regulation in information systems (10 credits)</td>
<td>Information systems project management (20 credits)</td>
</tr>
<tr>
<td>Introduction to information systems (10 credits)</td>
<td>Research skills (20 credits)</td>
<td>Professional and ethical issues in information systems (20 credits)</td>
</tr>
<tr>
<td>Business Applications (10 credits)</td>
<td>Developing a business (10 credits)</td>
<td>Software development project (20 credits)</td>
</tr>
<tr>
<td>Introduction to Multimedia and the internet (10 credits)</td>
<td>Business Intelligence (20 credits)</td>
<td>Network and internet security (20 credits)</td>
</tr>
<tr>
<td>Management theory and practice (20 credits)</td>
<td>E-business Management (20 credits)</td>
<td>Information System Project (40 credits)</td>
</tr>
<tr>
<td>Academic Skills for Business (10 credits)</td>
<td>Experience of Work (10 credits)</td>
<td>Enterprise Project (40 credits)</td>
</tr>
<tr>
<td>Fundamentals of Computer technology (10 credits)</td>
<td>Security &amp; Systems (20 credits)</td>
<td>Intelligent Systems (20 credits)</td>
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<tr>
<td>Programming fundamentals (10 credits)</td>
<td>Multimedia II (20 credits)</td>
<td>Data Security &amp; Forensics (20 credits)</td>
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<tr>
<td>Event driven Programming (10 credits)</td>
<td>Networking (20 credits)</td>
<td>Biometrics (20 credits)</td>
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</table>
II. Business and Management Studies

Course Overview

Business and Management Studies is a three year programme leading to a Bachelor of Arts (Honours) in Business and Management Studies. The programme gives you the opportunity to choose from a number of different pathways:

- Finance
- Human Resource
- Management
- Marketing
- International Business Management
- Strategy and Enterprise
- Social Media Marketing
- Sustainability

The course structure develops from a compulsory first year, consisting of six modules, to only two compulsory modules in the final year of study. This will enable you to direct your interests into a specialised pathway, whilst ensuring that you receive a sound understanding and appreciation of the central tenants required of all business and management students.

Students complete the course requirement in three academic years.

<table>
<thead>
<tr>
<th>Level 4 (Year 1)</th>
<th>Level 5 (Year 2)</th>
<th>Level 6 (Year 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Development Planning (10 credits)</td>
<td>Contemporary issues in International Political Economy (20 credits)</td>
<td>International HRM and ethical and Moral leadership (20 credits)</td>
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<tr>
<td>Management Theory and Practice (20 credits)</td>
<td>Research for Business (20 credits)</td>
<td>Contemporary Business communication in a globalised world (20 credits)</td>
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<td>Business in Global Context (20 credits)</td>
<td>Financial Planning for Business (20 credits)</td>
<td>Strategic Management (20 credits)</td>
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<td>Business Applications (10 credits)</td>
<td>Work Place learning (10 credits)</td>
<td>International and Global Marketing (20 credits)</td>
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<tr>
<td>Managing Markets (20 credits)</td>
<td>Buyer Behavior (20 credits)</td>
<td>Strategic Brand Management (20 credits)</td>
</tr>
<tr>
<td>Finance for Managers (20 credits)</td>
<td>Human Resource Management in context (20 credits)</td>
<td>Leadership &amp; Change Management (20 credits)</td>
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<tr>
<td>Introduction to Entrepreneurship (10 credits)</td>
<td>E-business Management (10 credits)</td>
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<tr>
<td>Legal Fundations of Business (10 credits)</td>
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Career Potential and Prospects

The course aims to develop graduates who have both the theoretical knowledge and practical skills to make a positive contribution to organizations and businesses. Our graduates will work in a wide range of organizations. Moreover, students may wish to continue their studies at the post graduate level such as the MBA (generic), MBA Project Management, or MSc in Hospitality Management.

Work Placement

A work placement is an assessed part of your academic programme and is aimed to provide you with the opportunity to undertake placement as part of your second year studies.
I. MBA Generic & MBA in Project Management

Masters in Business Administration is an internationally recognized and respected academic qualification. BAL is currently offering two MBA pathways: **Generic MBA** and **MBA in Project Management**.

The **Generic MBA** provides students with the opportunity to choose their elective modules. This MBA encourages independent and creative thinking by giving students a strong practical and professional orientation differentiating it from other masters programmes. In the **MBA in Project Management** students benefit from the provision of specialized modules in project management.

An MBA in project management equips students with the skills, knowledge and confidence to successfully manage projects of all sizes in changing business environments. Nowadays, project management is a necessary tool for success in all fields and domains; decision makers and individuals managing or contributing in projects will benefit from this qualification. Project Management is currently the newest trend in the management world and so far, it became the platform for every success, in all fields such as engineering, business, media and many others.

**Career Potential**

**MBA Generic & Project Management**

The teaching Programme is in at those who are looking to develop their careers and at ‘High Flyers’ that need an understanding of all the major functions of Business, providing general knowledge for prospective leaders.

This course is aimed at those who desire the undertake an executive role in an organization.
II. MSC in Tourism/Hospitality/Events Management

These cohesive programmes in Tourism Management, Hospitality Management and Events Management are designed to enable students to develop concepts and theories relating to tourism management, hospitality management or events management. Modules in these programmes stimulate critical thinking and use multidisciplinary perspectives to transform management problems into opportunities by the provision of an industry-relevant, research-led and student-driven programme designed to develop the next generation of self-reflective managers.

The core modules will provide you with strategic business skills and an essential knowledge of the tourism or hospitality or events sector, whilst optional modules and different types of independent research projects enable you to have more control and flexibility over your learning and allow you to tailor the MSc programme to your

Three pathways of study are offered:

- Tourism Management
- Hospitality Management
- Events Management

Below is a list of the offered modules at MSC in Tourism/Hospitality/Events Management:

- Managing strategic change
- Strategic marketing & communications
- Managing strategic resources
- Methods of Enquiry
- Contextualising the Tourism Industry or Contextualising the Hospitality Industry or Contextualising the Events Industry

Career Potential
MSC in Tourism/Hospitality/Events Management

Tourism, hospitality and events have assumed a critical role in the global economy accounting for about %10 of jobs worldwide. Our programmes have many distinct features that will directly benefit students and give a competitive edge. For example, our cutting-edge Business Stewardship modules promote business ethics, responsible management and the legacy of the tourism, hospitality and event industries. The programmes are designed to promote and encourage the development of advanced management knowledge and skills. Applicants include people progressing from undergraduate qualifications in the social sciences and humanities as well as from more applied and interdisciplinary undergraduate programmes such as tourism management, hospitality management or events management. The course is also designed to meet the career and personal development needs of professionals from the public, private or voluntary sectors.
Doctorate in Business Administration (DBA)

DBA is a professional doctorate degree designed to boost executive and professional practice.

It builds up both the capability to develop deep knowledge and theory, and also the application of it. DBA focuses on developing research and enquiry skills to the highest level and a focus on advanced critical thinking, reflection and self-assessment. DBA students will develop abilities in making judgments and exercising management initiatives in complex and unpredictable situations. This programme targets experienced managers to provide them with the opportunity to cognitively focus more deeply and critically with the work they do and to subsequently create change to their organizational environment.

The Programme Structure:

The DBA is a four-year part-time program organised with years ‘one and two’ covering taught and mediated modules, and with years ‘three and four’ mainly focusing on a participant’s individual ‘management research’ activities. The first two years are spent undertaking six modules in preparation for carrying out field research and producing an individual DBA thesis of approximately 50,000 words in length.

The first two year’s require attendance at two 6 - Day programme blocks for each of the two years (24 days in total). These will be tutor-directed seminars or workshop-based tuition sessions that will involve tutor and participant led discussion and activities (for example, guest speakers). In the research methods modules use will be made of appropriate software laboratories. Participants are expected to read and prepare materials in advance of all sessions. In addition independent learning time will be spent in wider reading, drafting assignments and revising assignments after formative feedback. Personal feedback is provided either orally (in a tutorial) or written (by email or annotations).

A series of early induction events and presentations are organised for assisting participants in maximising from the onset available University resources. From the beginning all participants are allocated a Mentor. In addition, tutors will be available at each stage to support you in your assignment-based studies. During years 3 and 4 attendance is mainly by face-to-face meetings with one’s thesis supervisors (usually two University appointed members).
### The Programme Structure:

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<tr>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
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<tr>
<td>Module 1</td>
<td>Module 3</td>
<td>Module 7</td>
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<td>(Over Years 2 &amp; 1)</td>
<td>(Over Years 2 &amp; 1)</td>
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### The Programme Purpose

The Purpose of this programme is to:

- Develop participants’ performance as a reflective practitioner and improve your professional skills.
- Build up a thorough understanding of the pertinent and theoretical concepts of the participant’s selected area of research in business and management.
- Achieve a comprehensive understanding of valid techniques for research methods in Business.
- Create and analyze knowledge through original primary research.
- Enhance personal, consultancy and research competencies to carry out a rigorous research at an advanced level that contributes to theory and practice in business and management.

### The Programme features

1. It is a natural choice for practicing managers and senior professional practitioners who wish to pursue their academic, personal and career development beyond Masters Level through a rigorous and challenging program of study and research.

2. It is a flexible part-time program, best for those who wish to merge their studies with a full-time profession.

3. It is aimed at those who want to make a difference to the way that professional practice in the fields of organization and management will be developed in the future.

4. The program is delivered by world-class British professors.

5. The program is delivered over a series of residential learning and teaching blocks.
1 - 6 Graduation Ceremony 2012 • 6 Social Work event • 7 - 9 European - Arab Cooperation in Higher Education Forum • 10 - 12 Launching of partnership with Cardiff Metropolitan University • 13 UNESCO Exhibition • 14 Towards the Social Work Parliament • 15 & 16 Blood Donation Campaign
Social Work Conference • 19 M.U.B.S Staff Soccer Game • 20, 23 Go Healthy event • 21 International Business Lecture • 22 Training • 24 Meeting in Aley Campus • 25 - 26 Young Entrepreneur Contest • 27 Social Work Workshop • 28, 29 Cardiff Metropolitan University presentation • 30 Media Conference • 31 Liban Pack presentation • 32 Workshop
Rally Paper
Sports &
FUN DAY