

FACULTY OF BUSINESS ADMINISTRATION AND ECONOMICS

Dean: Fadi Asrawi, Ph.D.

The Faculty of Business Administration and Economics at Haigazian University offers degree programs leading to a B.A, B.B.A. or MBA.

The purpose of the Faculty of Business Administration and Economics is to provide students with an education that exposes them to a body of theory, research, and applications, which will develop in them conceptual and analytical abilities. These abilities will enable them to participate and work viably in current and future business environments.

In support of this purpose, the Faculty of Business Administration and Economics is committed to providing a curriculum to students that:



- Is relevant to today's global and multi-cultural business environment.
- Focuses on the development of ethics and values that enrich the human condition and provide students with a well-rounded education in the social and cultural fields.
- Integrates information technology as a tool for decision making in modern organizations and enhances the student's capability to succeed in a changing business environment through lifelong learning.

Business students are advised to participate in leadership groups and co-curricular activities related to the field of business. Business students will augment on-campus education through job experience in the Business Internship program.

Business Administration

Students intending to major in Business Administration must first secure the approval of the Faculty and complete at least 63 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 94 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 124 credits, of which 94 credits must be in 200-level courses. Students not majoring in Business Administration may not register in business courses numbered 213 or above, except after completing the prerequisites of these courses and after securing the approval of the Dean of the Faculty of Business Administration and Economics.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Business Requirements (36 cr.)

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295 Senior Seminar	3 cr.
BAD 299 Business Internship	1 cr.
FIN 221 Financial Markets and Institutions	3 cr.
FIN 226 Financial Management	3 cr.
LST 261 Business Law	3 cr.

Electives (3 cr.)

Any elective in the Faculty of Business Administration & Economics 3 cr.

Economics Requirements (15 cr.)

ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

ECO 216 Intermediate Macroeconomics	3 cr.
ECO 231 Economic Statistics I	3 cr.
ECO 232 Economic Statistics II	3 cr.
MIS / Math Requirements	(6 cr.)
MIS 272 Management Information Systems	3 cr.
MAT 204 Math for Business and Economics	3 cr.

Business Communication Requirement	(3 cr.)
ENG 248 Business English	3 cr.

University Free Elective	(1 cr.)
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Business Internship Program

Haigazian University offers junior and senior students the opportunity to enhance and complement classroom learning and develop professional competence through work experience placements, called internship, in companies and organizations.

Internship is open to juniors and seniors in the Faculty of Business Administration and Economics. It is available across the career spectrum including:

- Advertising, sales promotion, marketing
- Media and performing arts
- Finance and accounting
- Hospitality, tourism, and recreational services
- Computer services and applications
- Education
- Investment, insurance, and banking
- Market research and public relations
- International agencies and charities
- Publishing and design

Internship provides a student with insight into a career field, practical experience, contacts in a job area, and opportunity for increased understanding of Lebanese and foreign issues in the work place. Students develop personal and professional skills and gain valuable experience relevant to a chosen major or career plan.

Accounting : An Emphasis in the Faculty of Business Administration and Economics .

Coordinator: Vera Karageuzian - Haddad, M.B.A.

The accounting emphasis at Haigazian University is intended to equip students with two abilities: (1) the competence to become an outstanding accountant or auditor, which will open up opportunities for the student to be a professional person in accounting and eventually to attain senior positions in business and non-business firms, or to join the major auditing firms, and (2) the chance to get accreditation from the US by sitting for the CPA exam of the state of Delaware and be permitted to work anywhere in the US or other places in the world. This accreditation will certainly open major employment based on professional enhancement and expertise in the accounting field. It should be noted, however, that the program makes the student eligible to sit for the CPA exam, but does not ensure success in it. Additional courses, additional work experience, and additional references might be necessary, especially since the exam will cover the latest accounting and tax issues and pronouncements.

Students intending to major in Business Administration with an emphasis in Accounting must first secure the approval of the Faculty and complete at least 75 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 105 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 135 credits, of which 105 credits must be in 200-level courses,

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (36 cr.)

ADC 241 Marketing Management	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295 Senior Seminar	3 cr.

ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 216 Intermediate Macroeconomics	3 cr.
ECO 231 Economic Statistics I	3 cr.
FIN 221 Financial Markets and Institutions	3 cr.
FIN 226 Financial Management	3 cr.
LST 261 Business Law	3 cr.

Electives (3 cr.)
Any elective in the Faculty of Business Administration & Economics 3 cr.

Accounting Requirements	(27 cr.)
ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ACC 215 Auditing	3 cr.
ACC 216 Intermediate Accounting	3 cr.
ACC 217 Advanced Accounting	3 cr.
ACC 222 Business Taxation	3 cr.
ACC 224 Information Technology in Accounting	3 cr.
ACC 299 Internship	1 cr.

MIS / Math Requirements	(6 cr.)
MIS 272 Management Information Systems	3 cr.
MAT 204 Math for Business and Economics	3 cr.

Business Communication Requirement	(3 cr.)
ENG 248 Business English	3 cr.

Advertising and Communication : An Emphasis in the Faculty of Business Administration and Economics.

Coordinator: Najoie Nasr, M.B.A.

Increasing global competition, emergence of new markets and rapid technological advances make today's marketplace a highly dynamic and challenging environment for companies. Effective advertising and communication are therefore crucial for organizations to survive and prosper in such an environment. Developing and communicating the proper messages and information are crucial to the profitable operations and growth of modern day

organizations. Organizations need to develop and advertise the proper products and services that satisfy the needs of consumers. The emphasis in Advertising and Communication provides students with an understanding of the basic concepts of advertising, marketing and communication. This emphasis prepares students to practice advertising and communication in a changing competitive environment. It includes courses in the media, management and research areas, and ensures the richest possible background for the advertising graduate.

Students intending to major in Business Administration with an emphasis in Advertising and Communication must first secure the approval of the Faculty and complete at least 74 credit hours in faculty requirements. Students entering as sophomores must complete a minimum of 104 credits of 200-level courses. Students entering as freshmen must complete a minimum of 134 credits, of which 104 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (37 cr.)

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295 Senior Seminar	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 231 Economic Statistics I	3 cr.
ECO 232 Economic Statistics II	3 cr.
FIN 226 Financial Management	3 cr.
LST 261 Business Law	3 cr.

Electives (3 cr.)

Any elective in the Faculty of Business Administration & Economics 3 cr.

Advertising and Communication Requirements (25 cr.)

ADC 240 Introduction to Advertising	3 cr.
ADC 241 Marketing Management	3 cr.
ADC 242 Consumer Behavior	3 cr.
ADC 243 Consumer Communications and the Public	3 cr.
ADC 244 Marketing E-Commerce	3 cr.
ADC 246 Marketing Research	3 cr.
ADC 247 Integrated Marketing Communication	3 cr.
ADC 249 Entrepreneurial Marketing	3 cr.
ADC 299 Internship	1 cr.

MIS / Math Requirements (6 cr.)

MIS 272 Management Information Systems	3 cr.
MAT 204 Math for Business and Economics	3 cr.

Business Communication Requirement (3 cr.)

ENG 248 Business English	3 cr.
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Finance : An Emphasis in the Faculty of Business Administration and Economics.***Coordinator: Samih Azar, Ph.D.***

The program in finance is designed to provide the student with a broad knowledge in finance, investments, risk management, and derivatives. The program will enable the student to learn the theoretical background and analytical tools required for making effective financial decisions. The study of finance prepares the student for careers in financial management in both financial and non-financial firms.

Students intending to major in Business Administration with an emphasis in Finance must first secure the approval of the Faculty and complete at least 78 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 108 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 138 credits, of which 108 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
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ACC 212 Fundamentals of Accounting II	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
Core Requirements	(38 cr.)
ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 231 Business Management	3 cr.
BAD 271 Managerial Economics	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 216 Intermediate Macroeconomics	3 cr.
ECO 231 Economic Statistics I	3 cr.
ECO 232 Economic Statistics II	3 cr.
LST 261 Business Law	3 cr.
Electives	(3 cr.)
Any elective in the Faculty of Business Administration & Economics	3 cr.
Finance Requirements	(28 cr.)
BAD 295 Money and Banking	3 cr.
FIN 221 Financial Markets & Institutions	3 cr.
FIN 225 Intermediate Finance	3 cr.
FIN 226 Financial Management	3 cr.
FIN 227 Futures, Options and other Derivatives	3 cr.
FIN 228 Fixed Income Securities	3 cr.
FIN 229 Investment	3 cr.
FIN 230 Portfolio Analysis	3 cr.
FIN 233 Commercial Banking	3 cr.
FIN 299 Internship	1 cr.
MIS / Math Requirements	(6 cr.)
MIS 272 Management Information Systems	3 cr.
MAT 204 Math for Business and Economics	3 cr.
Business Communication Requirement	(3 cr.)
ENG 248 Business English	3 cr.

Hospitality Management: An Emphasis in the Faculty of Business Administration and Economics (in partnership with the American Hotel & Lodging Association).

The hospitality industry is comprised of the many business organizations that

provide services to individuals when away from home. The hospitality industry, one of the top employers in Lebanon and the rest of the world, requires high technical and managerial competence for managing the numerous services provided by the varied organizations in the field.

The study of hospitality management prepares students for a broad range of managerial positions in hotels, motels, restaurants, catering services, resorts, country clubs, airlines, travel agencies, local convention and visitors' bureaus, institutional public accountancy organizations, computer firms, or sales and marketing organizations. The program provides students opportunities to complete studies in all hospitality management areas. In addition, "real world" experience is provided through a requirement involving hours of employment in the hospitality field during each student's course of study.

Interested students can also receive a Hospitality Management Diploma from the educational institute of the American Hotel & Lodging Association.

Students intending to major in Business Administration with an emphasis in Hospitality Management must first secure the approval of the Faculty and complete at least 75 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 105 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 135 credits, of which 105 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (44 cr.)

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 281 Quantitative Methods	3 cr.
BAD 295 Senior Seminar	3 cr.

ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
FIN 221 Financial Markets and Institutions	3 cr.
FIN 226 Financial Management	3 cr.
LST 261 Business Law	3 cr.
Electives	(3 cr.)
Any elective in the Faculty of Business Administration & Economics	3 cr.
Business Communication Requirement	(3 cr.)
ENG 248 Business English	3 cr.

Hospitality Management Emphasis

Choose between two programs: Hospitality Operations Certificate or Hospitality Management Diploma (A framed certificate from the Educational Institute of the American Hotel & Lodging Association is awarded upon completion of the program.)

Hospitality Operations Certificate (9 courses)	(25 cr.)
HOM 200 The Lodging and Food Service Industry	3 cr.
HOM 241 Food & Beverage Management	3 cr.
HOM 250 Supervision in the Hospitality Industry	3 cr.
HOM 299 Internship	1 cr.
HOM 333 Managing Front Office Operations	3 cr.
HOM 462 Hospitality Industry Managerial Accounting	3 cr.
HOM 464 Planning and Control for Food and Beverage Operations	3 cr.
HOM 468 Hospitality Industry Computer Systems	3 cr.
HOM 472 Hospitality Sales & Marketing	3 cr.

Hospitality Management Diploma (13 Courses)	(37 cr.)
HOM 200 The Lodging and Food Service Industry	3 cr.
HOM 241 Food & Beverage Management	3 cr.
HOM 250 Supervision in the Hospitality Industry	3 cr.
HOM 281 Hospitality Facilities Management and Design	3 cr.
HOM 298 Elective	3 cr.
HOM 299 Internship	1 cr.
HOM 304 Leadership and Management in the Hospitality Industry	3 cr.
HOM 333 Managing Front Office Operations	3 cr.
HOM 338 Housekeeping Management	3 cr.
HOM 357 Managing Hospitality Human Resources	3 cr.
HOM 462 Hospitality Industry Managerial Accounting	3 cr.
HOM 464 Planning and Control for Food and Beverage Operations	3 cr.

HOM 472 Hospitality Sales & Marketing

3 cr.

Hospitality Management Training Internship Program

This program blends theory with practice by combining classroom education with work experience relating to studies. All students majoring in hospitality management must complete a minimum of one summer's full time working experience in a hospitality and tourism enterprise. Students at HU have done their internships at Phoenicia Intercontinental, Vendome Intercontinental, Marriott Hotel, Century Park Hotel, Holiday Inn, and other venues.

Human Resources Management (HRM): An Emphasis in the Faculty of Business Administration and Economics.

For companies competing on a national, regional or international level, the development of programs to recruit, forecast human resource needs, reduce employee turnover, train and create coherent career tracks has become critical for success. The Human Resources Management emphasis at HU gives students the opportunity to learn the functions and various aspects of personnel management. This emphasis prepares students to practice human resource management in a changing competitive environment and prepares them to continue their graduate studies in this field.

Students intending to major in Business Administration with an emphasis in Human Resources Management must first secure the approval of the Faculty and complete at least 74 credits hours in faculty requirements. Students entering as sophomores must complete a minimum of 104 credits of 200-level courses. Students entering as freshmen must complete a minimum of 134 credits, of which 104 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (37 cr.)

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.

BAD 231 Business Management	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295 Senior Seminar	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 231 Economic Statistics I	3 cr.
ECO 232 Economic Statistics II	3 cr.
FIN 226 Financial Management	3 cr.
LST 261 Business Law	3 cr.

Electives (3 cr.)
Any elective in the Faculty of Business Administration & Economics 3 cr.

Human Resources Management Requirements (25 cr.)

HRM 200 Human Resources Management	3cr.
HRM 209 Group Dynamics	3cr.
HRM 219 Interpersonal Communication in Organizations	3cr.
HRM 223 Negotiation	3cr.
HRM 235 Career and Human Resources Planning	3cr.
HRM 237 Ethical leadership and Change Methods	3cr.
HRM 238 Organizational Behavior	3cr.
HRM 275 Leadership and Total Quality Management	3cr.
HRM 299 Internship	1cr.

MIS / Math Requirements (6 cr.)

MIS 272 Management Information Systems	3 cr.
MAT 204 Math for Business and Economics	3 cr.

Business Communication Requirement (3 cr.)
ENG 248 Business English 3 cr.

Legal Studies: An Emphasis in the Faculty of Business Administration and Economics.

The manager of any corporate unit is faced with different legal issues these days and will have to liaise with a legal counsel at a certain point in time. Therefore a successful manager needs to have a solid legal background to be able to understand the legal counsel's advice or recommendation and makes sure it is in accordance with the business direction or needs.

Students intending to major in Business Administration with an emphasis in Legal Studies must first secure the approval of the Faculty and complete at least 81 credit hours in faculty requirements. Students entering as Sophomores must

complete a minimum of 111 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 141 credits, of which 111 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (47 cr.)

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 281 Quantitative Methods	3 cr.
BAD 295 Senior Seminar	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 216 Intermediate Macroeconomics	3 cr.
ECO 232 Economic Statistics II	3 cr.
FIN 221 Financial Markets & Institutions	3 cr.
FIN 226 Financial Management	3 cr.

Electives (3 cr.)

Any elective in the Faculty of Business Administration & Economics 3 cr.

Legal Studies Requirement (25 cr.)

LST 261 Introduction to Business Law	3 cr.
LST 262 Corporate and Business Vehicles	3 cr.
LST 263 Commercial Papers and Banking Operations	3 cr.
LST 264 Real Estate Law	3 cr.

LST 265 International Business Law	3 cr.
LST 266 Taxation Law	3 cr.
LST 267 Labor Contract and Social Security	3 cr.
LST 268 Holding and Off-Shore Companies	3 cr.
LST 299 Internship	1 cr.

MIS Requirement (3 cr.)
MIS 272 Management Information Systems 3 cr.

Business Communication Requirement (3 cr.)
ENG 248 Business English 3 cr.

Management Information Systems: An Emphasis in the Faculty of Business Administration and Economics.

Coordinator: Lena Karageuzian - Urneshlian, Diplom Informatiker

The administration and management of today's private and public organizations rely heavily upon information technology for efficient achievement of their goals. As the dependence of management on information technology grows, so does the needs for information technology specialists. The emphasis in Management Information Systems is designed to provide the business student with key information technology skills needed in today's business environment, in addition to a firm base in the major business areas in which these skills will be applied. Graduates of this emphasis may qualify for entry-level positions as business programmers, system analysts, and consultants, user support analysts or other information technology positions.

Students intending to major in Business Administration with an emphasis in Management Information Systems must first secure the approval of the Faculty and complete at least 75 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 105 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 135 credits, of which 105 credits must be in 200-level courses.

General Education (30 cr.)
Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (41 cr.)

ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295E Senior Seminar in Project Management	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 231 Economic Statistics I	3 cr.
FIN 226 Financial Management	3 cr.
LST 261 Business Law	3 cr.

Management Information Systems (28 cr.)

CSC 202 Programming I	3 cr.
CSC 204 Programming II	3 cr.
MIS 272 Management Information Systems	3 cr.
MIS 274 Relational Database Management	3 cr.
MIS 276 E-commerce	3 cr.
MIS 278 Web Application Development	3 cr.
MIS 280 System Analysis and Design of Information Systems	3 cr.
MIS 284 Networking Essentials	2 cr.
MIS 284L Networking Essentials -Lab	1 cr.
MIS 295 Special Topics in MIS	3 cr.
MIS 299 Internship	1 cr.

Mathematics Requirement (3 cr.)

MAT 204 Mathematics for Business and Economic Analysis	3 cr.
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Business Communication Requirement (3 cr.)

ENG 248 Business English	3 cr.
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Economics

Coordinator: Ani Tortian, Ph.D.

The Faculty of Business Administration and Economics at Haigazian University offers a degree program leading to a B.A. in Economics. Its objective is to prepare students for career opportunities in business and commerce, banking and finance, and government service. It provides a solid foundation for more specialized graduate work in specific areas of economics and finance or more general graduate studies in management. Above all, it creates in students an awareness of economic issues of national and international importance in an interdependent world.

Students desiring to major in Economics must first secure the approval of the Faculty, then complete 63 credit hours offered by the Department of Economics. Students entering as Sophomores must complete a minimum of 94 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 124 credits, of which 94 credits must be in 200-level courses.

General Education

(30 cr.)

Core requirements for all HU students are listed on page 62.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.

Economics Requirements

(37 cr.)

ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 216 Intermediate Macroeconomics	3 cr.
ECO 217 Intermediate Microeconomics	3 cr.
ECO 220 Monetary Economics	3 cr.
ECO 226 Public Finance	3 cr.
ECO 231 Economic Statistics I	3 cr.
ECO 232 Economic Statistics II	3 cr.
ECO 241 Economic Development	3 cr.
ECO 251 History of Economic Thought	3 cr.
ECO 259 Introduction to Econometrics	3 cr.

ECO 281 International Economics	3 cr.
ECO 299 Business Internship	1 cr.
Electives	(3 cr.)
Any elective in the Faculty of Business Administration & Economics	3 cr.
Business Requirements	(14 cr.)
ACC 211 Fundamentals of Accounting I	4 cr.
ACC 212 Fundamentals of Accounting II	4 cr.
FIN 226 Financial Management	3 cr.
MIS 272 Management Information Systems	3 cr.
Math Requirements	(6 cr.)
MAT 201 Calculus and Analytic Geometry III	3 cr.
MAT 202 Differential Equations	3 cr.
Business Communication Requirement	(3 cr.)
ENG 248 Business English	3 cr.
University Free Elective	(1 cr.)

Hospitality Management

The Faculty of Business Administration and Economics at Haigazian University offers a degree program leading to a B.A. in Hospitality Management. This major prepares students for management positions in the hospitality industry, including hotels, restaurants, clubs, resorts, and other hospitality organizations. The program of Hospitality Management at Haigazian University is designed to give the student a broad liberal arts education and a strong management and problem-solving orientation which emphasizes the analytical, interpersonal and organizational skills balanced with the requisite technical skills that enable the student to reach upper management positions in the hospitality industry. The program also provides the necessary tools for students to continue their graduate studies.

Interested students can also receive a Hospitality Management Diploma from the Educational Institute of the American Hotel & Lodging Association.

Students intending to major in Hospitality Management must first secure the approval of the Faculty of Business Administration & Economics and complete at least 72 credit hours in faculty requirements. Students entering as Sophomores

must complete a minimum of 102 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 132 credits of which 102 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 62.

Required Courses (72 cr.)

Management Operation

HOM 200 The Lodging and Food Service Industry	3 cr.
HOM 304 Leadership and Management in the Hospitality Industry	3 cr.
HOM 250 Supervision in the Hospitality Industry	3 cr.
HOM 333 Managing Front Office Operations	3 cr.

Human Resources Management

HOM 357 Managing Hospitality Human Resources	3 cr.
HOM 338 Housekeeping Management	3 cr.

Financial Management

HOM 260 Hospitality Industry Financial Accounting	3 cr.
HOM 462 Hospitality Industry Managerial Accounting	3 cr.
FIN 226 Financial Management	3 cr.

Food & Beverage Management

HOM 241 Food & Beverage Management	3 cr.
HOM 464 Planning and Control for Food and Beverage Operations	3 cr.
HOM 469 Culinary Theory and Practice	3 cr.

Marketing and Tourism

HOM 472 Hospitality Sales & Marketing	3 cr.
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Property Asset Management

HOM 281 Hospitality Facilities Management and Design	3 cr.
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Operation Management & Information Technology

HOM 468 Hospitality Industry Computer Systems	3 cr.
BAD 281 Quantitative Methods	3 cr.
MIS 272 Management Information Systems	3 cr.

Law

HOM 390 Hospitality Law	3 cr.
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Economics

ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Communication

ENG 248 Business English	3 cr.
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Nutrition

BIO 235 Introduction to Nutrition	3 cr.
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Practical Training

HOM 498 Hospitality Internship I	3 cr.
HOM 499 Hospitality Internship II	3 cr.

The Business Administration minor at Haigazian University provides you an additional life-long learning experience - core studies in business and economics which offer you a clear and concise way of analyzing issues in economics and business. The minor in Business Administration complements the students' study of the liberal arts. Students will find it helpful in their search for employment upon graduation as well as preparing them to continue for an MBA degree in the future. This minor is usually very popular with students who major in English, Education, Psychology, Political Science, Biology, Medical Laboratory Sciences, Mathematics and Computer Science. Faculty of Business Administration and Economics students can not declare a minor in Business Administration. Students minoring in Business Administration should score a minimum grade of 70 in ACC 211. Within the Faculty of Business Administration and Economics, students can not declare a minor in Business Administration.

The minor in Business Administration consists of seven courses:

Core courses:

ACC 211: Fundamentals of Accounting I (passing grade is 70)

ECO 203: A survey of Economics theory

ECO 231: Statistics I

FIN 226: Financial Management

Two of the following courses:

ADC 232: Sales Management

ADC 241: Marketing Management

BAD 231: Business Management

ENG 248: Business English

LST 261: Business Law

MIS 272: Management Information Systems

One additional course in Accounting, Advertising and Communication, Finance or Management Information Systems.

Courses in Business Administration (BAD)

BAD 101 Introduction to Business (Freshman Level) (3 cr.)

The course provides general overview of the business world and its various fields. It covers topics related to management, organization, production, labor, accounting, data processing, marketing, and finance in brief.

BAD 200 Community Service (1 cr.)

The course is offered for all students at HU. Cross-cultural exchange is an integral part of the course. It allows students to go beyond the limitations and boundaries in which they live, by opening their heart and mind to people and cultures radically different from their own. Community service allows the volunteer to appreciate the joys and struggles facing the people of this world. Volunteering is an opportunity to advance in all areas of your life. The purpose is to connect with your community.

BAD 201 Introduction to Business (3 cr.)

A general course in Business Administration providing an overview of the business world and its various fields. Topics related to management, organization, production, labor, accounting, data processing, marketing, and finance are briefly covered. This course is offered only to non-business majors.

BAD 231 Business Management (3 cr.)

This course is a survey of the major functions performed by the manager of any type of enterprise, namely the planning, organizing, leading, and controlling functions. These functions are studied in a dynamic environment with emphasis on individual and group research.

BAD 233 Commercial Banking (3 cr.) (Equivalent to FIN 233)

This course presents a study of the local and international banking environment. It emphasizes and studies the functions of commercial banking, services, structure and management of balance sheet elements, and profitability. Prerequisite: ECO 202 and FIN 226.

BAD 238 Organizational Behavior (3 cr.) (Equivalent to HRM 238)

The course presents an analysis of the formal and informal relationships between

individuals and groups in the business environment. Emphasis is placed on the staffing function of a manager with all the related activities. Prerequisite: BAD 231 or consent of instructor.

BAD 242 Distribution Management and Retailing (3 cr.)

The course addresses the roles and processes of physical distribution, channel management, and retailing. Emphasis is placed on decision areas concerning transportation, inventory control, and customer service levels. The relationship between the manufacturer and end-user is analyzed from a control perspective, and the activities and functions of channel intermediaries are studied for their impact on market planning. Channel design and developments in contemporary retailing methods are covered with emphasis on retail store operations and the influence of technology on distribution. Prerequisite: ADC 241.

BAD 244 Real Estate Management (3 cr.)

The principles and practices of real estate management are examined in an international context. An investment perspective is complemented by an examination of accepted professional practices in the USA, Europe, and Lebanon for buying, selling, and holding property.

BAD 251 Insurance (3 cr.)

Theory and practice of risk management and personal lives are studied. The course includes a survey of the major patterns of life, property, and business insurance and the investment aspects of the insurance industry. It also examines social insurance. Prerequisite: Junior Standing.

BAD 255 Operations Research (Equivalent to CSC 288) (3 cr.)

A survey of management science and its quantitative tools. Coverage includes: general linear programming, transportation methods, deterministic and non-deterministic inventory methods, queuing theory, and simulation models. These quantitative tools are used for problem-solving and optimization purposes. Prerequisite: ECO 231, CSC 205, and Junior Standing.

BAD 271 Managerial Economics (Equivalent to ECO 217) (3 cr.)

The course emphasizes the application of economic tools of analysis to solve managerial problems. The following economic techniques and principles used in formulating business policies are considered: forecasting, estimation and analysis of demand functions, estimation of production and cost functions, forms of competition, pricing techniques, and profit and capital budgeting. Prerequisite: ECO 201 and ECO 231.

BAD 275 Leadership and Total Quality Management (3 cr.) (Equivalent to HRM 275)

The course focuses on the philosophy and guiding principles, approaches, methodologies and tools, and techniques of total Quality Management (TQM). The course aims at providing the future organizational manager as well as the non-managerial employee of an organization with the means to successfully carry out and improve personal work processes, peer group work processes, and participation in and/or management of the overall organizational processes. Major topics include : leadership, customer satisfaction, employee involvement, performance measures, and continuous improvement. Prerequisite: BAD 231 and ECO 231.

BAD 281 Quantitative Methods (3 cr.)

The course focuses on graphs, rational logarithmic and exponential functions, systems of equations, matrices and the use of statistical methods as scientific tools in the analysis of economic and business problems. BAD 281 is open for HOM & LST majors only. Students can not receive credit for both BAD 281 and MAT 204 or ECO 231.

BAD 295 Senior Seminar in Business (3 cr.)

A senior course in the field of business or economics, the topic of which changes each semester. A student may complete this course more than once. In such a case, one course will be considered as required and the second one as a major elective. Prerequisite: Senior Standing and courses that will be specified depending on the BAD 295 topic to be covered.

BAD 2951 Senior Seminar Money and Banking (3 cr.)

This course provides a framework for studying the nature and functions of money and the role of financial markets, institutions and central banks in affecting the supply of money. Topics include: The determination of interest rates, interactions between different financial institutions, the role of money and central banks in affecting the financial system, and the linkage between money and economic activity.

BAD 295D Senior Seminar: International Economics (3 cr.)

An introduction to the theory of international trade and finance with emphasis on the study of the gains from international specializations and exchange, mechanisms of inter-country economic relations, balance of payments, correction of imbalances in international trade flows, and effects and purposes of restrictions on trade. Attention is given to major contemporary international trade problems. Prerequisite: ECO 216 and BAD 271.

BAD 295E Senior Seminar: Project Management (3 cr.)

In order to introduce any significant change, be it the development of a new product, or the re-engineering of existing products or services, organizations must engage in Project Management. The use of disciplined, rigorous, and generally accepted project management techniques greatly increases the chance of successfully delivering business changes. This course examines the organization, planning, and controlling of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques, and resource allocation decisions. Concepts are applied through team projects and tutorials using project management software such as Microsoft Project. Prerequisite: Senior Standing.

BAD 299 Business Internship Program (1 cr.)

A one-credit course of one to two months of training in a business firm. Prerequisite: Completion of 54 Sophomore-level credits.

Courses in Accounting (ACC)**ACC 211 Fundamentals of Accounting I (4 cr.)**

An introductory course in financial accounting. The course covers the techniques of recording, classifying, and summarizing financial information; the completion of the accounting cycle; the preparation of the income statement, the balance sheet and the cash flow statement according to the requirements of Generally Accepted Accounting Principles; accounting for current assets such as cash, receivables and inventories, plant assets and depreciation, natural resources and depletion, intangible assets and amortization. Prerequisite: Sophomore Standing.

ACC 212 Fundamentals of Accounting II (4 cr.)

The second of two introductory courses in financial accounting. This course covers the accounting for partnerships and corporations according to the Generally Accepted Accounting Principles. Financial Management techniques such as working capital management, debt and equity financing and dividend policy are introduced. The preparation of the cash flow statement using both the direct and indirect methods is covered. Prerequisite: ACC 211.

ACC 213 Cost and Managerial Accounting (3 cr.)

The course presents a study of the concepts and principles underlying the development of cost information for decision-making and control. It covers process and job order systems using both traditional and activity-based costing (ABC) in the service, merchandising, and manufacturing sectors; break-even analysis; variance analysis; cost behavior and budgeting (standard and flexible);

pricing and optimization through cost control. Prerequisite: ACC 212, ACC 211 for ADC major, and Junior Standing.

ACC 215 Auditing (3 cr.)

Through this course the student is familiarized with the auditing practices pertaining to economic enterprises. The public responsibilities, ethical requirements, rules, regulations and conventions governing the profession are covered. Prerequisite: ACC 212.

ACC 216 Intermediate Accounting (3 cr.)

The course covers the principles and standards of financial accounting used for the preparation and presentation of financial statements. Accounts of the balance sheet and income statement are covered in more depth than in ACC 211 and ACC 212. The effects of changing prices on financial statements are also covered. Prerequisite: ACC 212.

ACC 217 Advanced Accounting (3 cr.)

An advanced course in financial accounting. The course covers some specialized topics not discussed in Intermediate Accounting, namely accounting for inter-
corporate investments requiring consolidated financial statements, accounting for partnerships, for fiduciary transactions, and for foreign exchange transactions. Prerequisite: ACC 212.

ACC 222 Business Taxation (3 cr.)

The course covers federal taxation in the US for individuals, corporations, partnerships, government, and not-for-profit organizations. It stresses the need to apply these taxation laws to public accounting engagements. The latest tax laws are studied in an effort to enable the student to understand and apply taxation to any business. Prerequisite: ACC 212.

ACC 224 Information Technology in Accounting (3 cr.)

This course includes the following information technology topics that CPAs need to understand to perform auditing and other attestation engagements in computerized environments: Role of Information Systems, Hardware, Software, Data Structure, Networks, Transaction Processing Modes, Electronic Commerce, Application Processing Phases, IT Control Objectives, Control Activities and Design, and Physical Access Controls and Security. Prerequisite: CSC 205 and Senior Standing.

ACC 299 Internship (1 cr.)

A one-credit course of one to two months of training in a business firm. Prerequisite: Completion of 54 Sophomore-level credits.

Courses in Advertising & Communication (ADC)

ADC 232 Sales Management (3 cr.)

An overview of selling and sales management. Findings of social sciences, latest technology and quantitative tools are used to educate sales representatives on effective selling. Topics covered include setting sale objectives; recruiting, training, compensating and motivating the sales force; forecasting sales and budgeting sales functions; measuring the effectiveness of sales programs.

ADC 240 Introduction to Advertising (3 cr.)

Survey of the economics, psychology, and philosophy of advertising; creative and media strategies; and organizational structure. This course emphasizes the principles and practices of advertising in relation to economics, societies, and mass communication. Prerequisite: ADC 241.

ADC 241 Marketing Management (3 cr.)

The course presents a survey of the field of marketing through analyzing the planning, organizing, and controlling of the marketing function in an organization. The variables of the marketing mix (i.e., product planning, pricing, distributing, and promotion) in a continuously changing environment are discussed. Special emphasis is placed on individual and group research. Prerequisite: ECO 201.

ADC 242 Consumer Behavior (3 cr.)

The decision-making process of buyers is examined and evaluated with reference to sociopsychological and economic factors. Market segmentation and target market selection are focal topics. Prerequisite: ADC 241.

ADC 243 Consumer Communications and the Public (3 cr.)

Addresses the interface between marketing activity and various public institutions and actions: government agencies, consumer groups, boycotts, and litigation. Prerequisite: ADC 241.

ADC 244 Marketing E -Commerce (3 cr.)

Internet technology and its use in business and commerce; consumer choice, search, and implications for competition; pricing and bundling of information goods; intelligent markets; personalization and targeted communications; value chain handling; retailing and business-to-business applications; security, encryption, and payment systems; privacy and intellectual property. Prerequisite: ADC 241.

ADC 245 International Marketing (3 cr.)

The course covers the variables of the marketing mix (i.e., product planning, pricing, distributing, and promoting) of a company operating overseas. The laws related to international marketing as well as the selection of marketing policies and techniques and the financial features of foreign trade are also covered. Prerequisite: ADC 241.

ADC 246 Marketing Research (3 cr.)

The course explores, through the use of scientific tools, both internal and field research. Methods of sampling, data collection, and analysis are studied as means of reaching more effective marketing decisions. Prerequisite: ADC 241 and ECO 232.

ADC 247 Integrated Marketing Communication (3 cr.)

Focus is on the intersection between marketing communications and strategic marketing. Prepares students to plan and manage all the varied communication tasks as a system. Develops tools to design marketing communications, deploy them tactically to meet strategic goals, and to create learning systems to adjust them periodically. Lectures, guest speakers, case discussions, and projects. Prerequisite: ADC 240.

ADC 249 Entrepreneurial Marketing (3 cr.)

The primary objective is to teach students to do rigorous, explicit, customer-based marketing analysis, which is most appropriate for new ventures. Explicit analysis of customers and potential customers, using available data, together with explicit and sensible additional assumptions about customer needs and behavior. Additional course objectives are to teach students about: (a) ways to implement marketing strategies when resources are very limited, and (b) common deficiencies in marketing by entrepreneurial organizations. Prerequisite: ADC 241.

ADC 299 Internship (1 cr.)

A one-credit course of one to two months of training in a business firm. Prerequisite: Completion of 54 Sophomore-level credits.

Courses in Finance (FIN)**FIN 221 Financial Markets and Institutions (3 cr.)**

The course presents an overview of the structure, functions, instruments, and institutions of money and capital markets. Special reference is made to institutions and instruments of financial markets in Lebanon and the Middle East and their integration with international markets. Prerequisite: FIN 226.

FIN 225 Intermediate Finance (3 cr.)

This course is a continuation of FIN 226. It covers such diverse topics as: capital budgeting, short-run and long-run financing, cash and liquidity management, credit and inventory management, mergers and acquisitions, and capital budgeting for multinationals. Prerequisite: FIN 226.

FIN 226 Financial Management (3 cr.)

The course deals with the planning and control aspects of working capital management including cash and capital budgeting, ratio analysis, forecasting, project evaluation, criteria of investment decisions, the determinants of capital structure including financial leverage, risk, and the cost of capital. Prerequisite: ACC 211, ECO 202 and ECO 231.

FIN 227 Futures, Options and other Derivatives (3 cr.)

This course is intended to introduce the student to speculative markets. It will cover the following: options markets, options instruments, kinds of options, futures markets, kinds of futures, regulation of futures, currency futures, quotations of currency futures, forwards, interest rate futures and swap, real estate markets, options on futures, options on stock indexes. Prerequisite: FIN 221.

FIN 228 Fixed Income Securities (3 cr.)

This course dwells on fixed-income securities, like bonds. The analysis will involve the following: bonds with embedded options (like callable bonds), option pricing of such bonds, convertible debt, mortgage-backed securities, asset-backed securities, credit ranking of corporate bonds, interest rate options, interest rate futures, and interest rate swaps. Prerequisite: FIN 221.

FIN 229 Investment (3 cr.)

This course has the purpose of introducing the student to financial securities and their markets. The course starts with technical analysis, and how it can be used to time buy or sell signals. Then the following subjects are covered: fundamental analysis of securities, equity options, stock index options and futures, warrants, real estate investment, investment companies, currency investments, the valuation of stocks and bonds, the bond theorems, utility and expected utility, risk aversion and measures of risk aversion. Prerequisite: FIN 221.

FIN 230 Portfolio Analysis (3 cr.)

This course will cover the following subjects: portfolio management policies for individual investors and for institutional investors, capital market expectations, asset allocation, portfolio construction and revision, fixed-income portfolio strategies, real estate portfolio management, hedging strategies, and performance measurement. Prerequisite: FIN 221.

FIN 233 Commercial Banking (3 cr.)
(Equivalent to BAD 233)

This course presents a study of the local and international banking environment. It emphasizes and studies the functions of commercial banking, services, the structure and management of balance sheet elements, and profitability. Prerequisite: FIN 226.

FIN 299 Internship (1 cr.)

A one-credit course of one to two months of training in a business firm. Prerequisite: Completion of 54 Sophomore-level credits.

Courses in Hospitality Management (HOM)

HOM 200 The Lodging and Food Service Industry (3 cr.)

Helps students understand the hospitality industry as a whole and see how departments work together. Covers both the lodging and food service industries.

HOM 241 Food and Beverage Management (3 cr.)

Shows how to profitably manage a food service operation in order to satisfy guests. Employees learn how to give guests the highest priority as all details of food and beverage operations are planned, implemented, and evaluated. Corequisite: HOM 200.

HOM 250 Supervision in the Hospitality Industry (3 cr.)

This course develops the communication skills essential for effective leadership, different ways to increase productivity and raise performance standards as well as turning basic human resource functions into motivational strategies. Corequisite: HOM 200.

HOM 260 Hospitality Industry Financial Accounting (3 cr.)

Introduces the fundamentals of financial accounting through examples from hotels, restaurants, and clubs. Students will easily understand the accounting process and its function in hospitality operations. Summarizes the ten steps in the accounting cycle and covers in detail the income statement and balance sheet and their uses in hospitality-specific accounting systems. Students cannot receive credit for both ACC 211 and HOM 260. Corequisite: HOM 200.

HOM 281 Hospitality Facilities Management and Design (3 cr.)

Shows operations managers how to handle today's engineering and maintenance concerns. Covers all major facility systems. Clearly shows nonengineers how to understand and speak the language of vendors, suppliers, and maintenance/engineering staff, reduce expenses, and increase the efficiency of a facility's systems. Corequisite: HOM 200.

HOM 299 Internship (1 cr.)

This program blends theory with practice by combining classroom education with work experience relating to studies. All students majoring in Hospitality Management must complete a minimum of two summer's full-time working experience in a Hospitality and tourism enterprise.

HOM 304 Leadership and Management in the Hospitality Industry (3 cr.)

Designed to acquaint students with quality and leadership issues facing today's hospitality industry. Included are the Malcolm Baldrige National Quality Award, continuous improvement, quality service, power and empowerment, communication skills, goal setting, high performance teams, diversity, managing organizational change, and strategic career planning. Corequisite: HOM 200.

HOM 333 Managing Front Office Operations (3 cr.)

Designed to increase front office efficiency and help sales grow with the knowledge gained from this course. Includes yield management techniques and the latest computer technology. Shows how front office activities and functions affect other departments and stresses how to manage the front office to ensure that the firm's goals are met. Corequisite: HOM 200.

HOM 338 Housekeeping Management (3 cr.)

Students will learn what it takes to manage this vital department. Provides a thorough overview, from the big picture of maintaining a quality staff, planning, and organizing, to the technical details of cleaning each area of the hotel. Corequisite: HOM 200.

HOM 357 Managing Hospitality Human Resources (3 cr.)

Written in practical terms to give students solutions to today's sensitive problems. Explains how to fulfill the requirements of the Americans With Disabilities Act (ADA) and other employment and workplace laws. Covers the latest strategies for attracting a wider range of applicants, minimizing turnover, reducing productivity losses, and much more. Corequisite: HOM 200.

HOM 390 Hospitality Law (3 cr.)

Teaches students how to avoid lawsuits and protect property in the hospitality industry. Gives students an understanding of potential legal problems and how important legal considerations can affect a property. Corequisite: HOM 200.

HOM 462 Hospitality Industry Managerial Accounting (3 cr.)

With this course, students make effective managerial, business, and operational

decisions based on a thorough understanding of financial analysis. Includes how to analyze financial statements, identify costs, develop realistic budgets, forecast, plan cash flow, and more. Prerequisite: HOM 260.

HOM 464 Planning and Control for Food and Beverage Operations (3 cr.)

Helps students take charge of the complexities of controlling food, beverages, labor, and sales income. Covers standards determination, the operating budget, and income/cost control, as well as control systems, the basics of computers, and computer applications in planning and control functions. Corequisite: HOM 200.

HOM 468 Hospitality Industry Computer Systems (3 cr.)

Gives students a thorough understanding of hospitality computer technology and the management of information systems. Features applications for all functional areas, including reservations, rooms, food and beverage, sales, event management, and accounting. Students learn to improve efficiency while serving guests better. Corequisite: HOM 200.

HOM 469 Culinary Theory and Practice (3 cr.)

This course is designed to introduce the student to food and beverage operations through three major components: fundamental food composition and properties, food products and preparation, and food safety. Students will prepare recipes, menus, and production schedules. Students will develop the ability to recognize properly prepared foods through preparing, tasting and evaluating foods. They will also plan menus, develop recipes, and produce them in a final project. Corequisite: HOM 200.

HOM 472 Hospitality Sales and Marketing (3 cr.)

Builds a top-flight sales team with creative, successful sales and marketing programs that really work. Features new ways to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners. Industry pros give tips on sales programs and advertising strategies that worked for them, as well as suggestions for playing up the unique features of a property. Corequisite: HOM 200.

HOM 498 Hospitality Internship (3 cr.)

This course provides an opportunity for the student to complete a relevant internship in a specialized area of the hospitality and tourism industry. Students will maintain a written journal of internship experiences and produce a report that analyzes the results of research on a problem unique to the establishment. Additionally, student will prepare a professional career portfolio based on the internship experience. Students may pursue a wide variety of hospitality

establishments for their internships including hotels, restaurants, resorts, convention centers, sports clubs, country clubs, and associations.

HOM 499 Hospitality Internship (3 cr.)
(Same description as HOM 498)

Courses in Human Resources Management (HRM)

HRM 200 Human Resource Management (3 cr.)
This course gives students the opportunity to learn about various functions of personnel management. The development of programs to reduce turnover, forecast personnel needs, and create coherent career tracks is critical to the success of companies competing in the international arena.

HRM 209 Group Dynamics (3 cr.)
This course examines the dynamics of groups, such as teams, within organizations. One of the key questions that will be investigated is what makes some groups more effective than others. Another area that will be covered is the causes and consequences of interpersonal conflict within groups.

HRM 219 Interpersonal Communication in Organizations (3 cr.)
This course focuses on how interpersonal communication among organizational members (and non-members) relates to the structure and functioning of the organization. Some of the topics include social networks, recruitment, promotion and turnover, stakeholder satisfaction, decision making, organizational change, leadership, and power. In addition, the course will examine the challenges to communication posed by diversity, organizational culture, and organizational structure. The course is not intended as a workshop for improving students' interpersonal skills, although a small portion of the course is devoted to this area.

HRM 223 Negotiation (3 cr.)
Negotiation is a part of all of our lives. It is particularly pertinent in many business and other organizational settings. Thus, the primary purpose of this course is to improve students' skills in preparing for and conducting successful negotiations. We will consider several dimensions of negotiations, including characteristics of different negotiating situations, competitive and win-win styles of negotiation (and combinations of these), and factors that affect which styles are likely to be used.

HRM 235 Career and Human Resources Planning (3 cr.)

This course focuses on helping students to discover careers. Careers are discovered when individuals know themselves, know something about professions and industries, and know others to and from whom they can provide and seek help. The first task will be a series of exercises, interviews, and self reflection to help students identify their interests and talents. The second task will be to learn about the processes of becoming a professional in a variety of industries. The third task will be to examine our social networks to assess those whom can provide help in seeking a career.

HRM 237 Ethical Leadership and Change Methods (3 cr.)

Knowledge about organization ethics and employment law can help guide organizational behavior and help managers protect themselves, employees, and the organization from unethical and illegal behavior. This course examines the management of organizational ethics issues within an environment of employment law. Objectives include helping students develop the knowledge of ethics, employment law, and action skills they will need for addressing ethics and employment law issues and conflicts.

**HRM 238 Organizational Behavior (3 cr.)
(Equivalent to BAD 238)**

The course presents an analysis of the formal and informal relationships between individuals and groups in the business environment. Emphasis is placed on the staffing function of a manager with all the related activities. Prerequisite: BAD 231 or consent of instructor.

**HRM 275 Leadership and Total Quality Management (3 cr.)
(Equivalent to BAD 275)**

The course focuses on the philosophy and guiding principles, approaches, methodologies and tools, and techniques of total Quality Management (TQM). The course aims at providing the future organizational manager as well as the non-managerial employee of an organization with the means to successfully carry out and improve personal work processes, peer group work processes, and participation in and/or management of the overall organizational processes. Major topics include : leadership, customer satisfaction, employee involvement, performance measures, and continuous improvement. Prerequisite: BAD 231 and ECO 231.

HRM 299 Internship (1 cr.)

A one-credit course of one to two months of training in a business firm. Prerequisite: Completion of 54 Sophomore-level credits.

Courses in Legal Studies (LST)

LST 261 Business Law (3 cr.)

The course covers laws pertaining to businessmen, business associations, and commercial documents. Special emphasis is placed on the Lebanese Commercial code and the Lebanese Accounting Plan, comparing them to the laws of other Arab countries, the U.S., and Europe. Prerequisite: Junior Standing.

LST 262 Corporate and Business Vehicles (3 cr.)

Agency (formation, functionality, etc.) partnerships, commercial representative, broker; companies (limited liability, joint stock, etc.) Prerequisite: LST 261.

LST 263 Commercial Papers and Banking Operations (3 cr.)

Bills of exchange, promissory notes, cheques, letter of credits (International Chamber of Commerce's regulations), letter of guarantees, bank deposits, joint accounts, banking secrecy law, anti money laundering law. Prerequisite: LST 261.

LST 264 Real Estate Law (3 cr.)

The formation of the real estate register, its function; sale and purchase of real estate (form, condition, effect, registration etc.); mortgage of real estate (form, registration effect etc.). Prerequisite: LST 261.

LST 265 International Business Law (3 cr.)

International institutions and regulations (WTO, UN, EU, International Business Treaty etc.). Prerequisite: LST 261.

LST 266 Taxation Law (3 cr.)

This course covers taxation regulations in Lebanon for individuals, corporations and commercial establishments, including tax abatement and tax exemption and taking into consideration the provisions stated in the public budget. Prerequisite: LST 261.

LST 267 Labor Contract and Social Security (3 cr.)

This course covers the legal provisions which govern the labor contract and explains the legal effects of such contract and gives the student solid knowledge about the social security regulations in Lebanon and the mutual obligations and rights of employers and employees. Prerequisite: LST 261.

LST 268 Holding and Off -Shore Companies (3 cr.)

This course provides the student with the legal framework according to which holding and off-shore companies are authorized to conduct their activities in

Lebanon and how such companies are formed along with their obligations.
Prerequisite: LST 261.

LST 299 Internship (1 cr.)

A one-credit course of one to two months of training in a business firm.
Prerequisite: Completion of 54 Sophomore-level credits.

Courses in Management Information Systems (MIS)

MIS 272 Management Information Systems (3 cr.)

This course is an introduction to the MIS discipline, and it covers the fundamentals of information technology, management structures, and basic business operations. The goal of this course is to teach business students how to use and manage information technologies to support and revitalize business processes, improve business decision making, and gain competitive advantage. Topics include: the components of information systems and systems thinking; how to gain strategic advantage using information systems; the components of information technology, such as hardware, software, data resource management, and telecommunications; business applications, such as electronic commerce, and enterprise systems; and finally an introduction to the systems development life-cycle. Prerequisite: CSC 205.

MIS 274 Relational Database Management (3 cr.)

This course provides students with the necessary skills to analyze data and design the appropriate relational database structures to solve business problems. It offers a review of the history of data base management systems (DBM) and discusses the advantages and disadvantages of the various types of DBMS technologies. A combination of theory and practical applications prepares the student to model, analyze, and design DBMS schemas and related structures. Topics include: Entity Relationship Modeling and Data Normalization; Physical Database Schemas in Microsoft SQL Server and/or Oracle; and how to use the Structure Query Language (SQL). Prerequisite: MIS 272 and CSC 204.

MIS 276 E-Commerce (3 cr.)

This is an introduction to E-commerce, and it covers the entire landscape of e-business and e-commerce. The focus is on what a manager needs to know about Internet infrastructure, strategy formulation and implementation, technology concepts, public policy issues, and capital infrastructure in order to make effective business decisions. This is presented in a framework for the study and practice of e-commerce with business strategy at the core surrounded by four infrastructures: the technology infrastructure that underlies the Internet, the media infrastructure that provides the content for businesses, public policy regulations that provide both opportunities and constraints, and the capital

infrastructure that provides the money and capital to run the businesses. Prerequisite: CSC 202 and Junior Standing.

MIS 278 Web Application Development (3 cr.)

This course teaches the fundamentals of building effective database-driven web business applications and prototypes, using modern development tools and visual development environments. Particular emphasis is on teaching internet technologies, including both client and server-based scripting and programming languages. Students will be exposed to different development environments such as Microsoft's ASP. Net using the Visual Studio framework, and other competing java-based architectures. Also included are coverage of HTML, XML, Prerequisite: MIS 272 and CSC 204.

MIS 280 System Analysis and Design of Information Systems (3 cr.)

This course is an introduction to the process of building, acquiring, or integrating information systems, and it combines traditional structured systems development methods, as well as object-oriented methods and techniques. Topics include: Systems Planning and Scope Definition, Requirements Discovery and Modeling, Fact-Finding Techniques, Windows-based and Internet based Systems Design methodologies, CASE engineering tools, and the Unified Modeling Language. The major emphasis of this course is the delivery of an information systems blueprint and specifications. Prerequisite: MIS 274 and CSC 204.

MIS 284 Networking Essentials (2 cr.)

This course offers a complete introduction to data communications and offers a business-oriented perspective on the technology that lies at the heart of the booming telecommunications revolution. Providing a solid background of fundamentals to tomorrow's information systems professionals, this course in data communications keeps a balance between the super-technical and the watered-down, providing a solid understanding not only of how things work, but how they can be applied to create business solutions. Topics include Networks (LAN, MAN, WAN), Conducted and Wireless Media, Network Topologies, network hardware, network operating systems, and the Internet. Prerequisite: MIS272 and CSC 204.

MIS 284 L Networking Essentials - Lab (1 cr.)

This course complements the MIS 284 course by offering a hands-on lab environment for students to test the various network theories. This includes working with various Media, network processors, such as switches and routers, and how to build a small LAN using Microsoft Windows XP and Windows 2003. Prerequisite: MIS272 and CSC 204; Corequisite: MIS 284.

MIS 295 Special Topics in MIS (3 cr.)

Given the rapid change in technology, today's MIS students must be prepared and ready to exploit new emerging trends and technologies. The goal of this course is to explore alternating advanced MIS topics, including: Business Intelligence, Content Management, Data Warehousing and Data Mining, Strategic Enterprise Architecture, Strategic IT Planning and Management, Project Portfolio Management, Artificial Intelligence, Decision Support Systems, and other such emerging topics. This is a senior course in the field of MIS, the topic of which changes every semester. Prerequisite: MIS272 and CSC 204.

MIS 299 Internship (1 cr.)

A one-credit course of one to two months of training in a business organization, designed to provide students an opportunity to test their academic knowledge in a real business environment. Completion of 54 sophomore-level credits.

Courses in Economics**ECO 101 Introduction to Economics (Freshman Level) (3 cr.)**

Introduction to the broad field of economics and its principles. A study of the behavior of individual consumers and firms under various market conditions. Acquaintance with the basic tools of fiscal and monetary policies and the methods of their implementation.

ECO 201 Microeconomic Principles (3 cr.)

Analysis of price determination and resource allocation in a market economy. Particular attention is paid to the individual consumer and producer choice under a variety of market structures. Prerequisite: Sophomore standing. The minimum passing grade is 70 for Business Administration and Economics students.

ECO 202 Macroeconomic Principles (3 cr.)

Introduction to theories of national income, fiscal and monetary policies, money and banking, inflation and unemployment, public finance, and international transactions. The minimum passing grade is 70 for Business Administration and Economics students.

ECO 203 A Survey of Economic Theory (3 cr.)

Introduction to the broad field of economics and its principles. A study of the behavior of individual consumers and firms under various market conditions. Acquaintance with the basic tools of fiscal and monetary policies and the methods of their implementation. Finally, an overview of international trade and finance. Students cannot receive credit for both ECO 203 and ECO 201-202. Not open to Business and Economics majors.

ECO 216 Intermediate Macroeconomics (3 cr.)

An analysis of saving, consumption, investment, and other aggregates in the national economy as related to determination of national income, employment, and prices. Prerequisite: ECO 201 and ECO 202.

ECO 217 Intermediate Microeconomics (3 cr.)**(Equivalent to BAD 271)**

Theoretical analysis of the behavior of the consumer, the firm, and other economic units as well as of the determination of product and factor prices under various market structures. Application of the theory to contemporary economic problems. Students may not receive credit for both ECO 217 and BAD 271. Prerequisite: ECO 201.

ECO 220 Monetary Economics (3 cr.)

This course concentrates on the main elements of monetary theory and policy having to do with such problems as promoting economic growth, maintaining full employment and price stability, influencing the flow of capital into the various economic sectors with different possible social goals in mind, and stabilizing international trade and financial relationships. Prerequisite: ECO 202 and ECO 216.

ECO 222 Analysis of Contemporary Economics (3 cr.)

The course studies consumer demand, productive resources, technology, government policies, and environmental policies. It relates managerial economics to product selection, production methods, pricing, and promotional strategies. Prerequisite: ECO 217.

ECO 223 Transition and Development in Armenia and Eastern European Countries (3 cr.)**(Equivalent to ARM 267)**

The course discusses the ongoing transition from the socialist mode of economic development to a mixed market economy in the countries of the former communist bloc, focusing on Armenia as a special case study. It analyzes the basic features of economies in transition, the sources of external finance, reform measures within the different economic sectors, and the position of the state vis-a-vis various political groups. Prerequisite: Junior Standing.

ECO 226 Public Finance (3 cr.)

An introduction to the theory of public economics with emphasis on the effects of government expenditure, borrowing, and taxation upon resource allocation, national income and employment, prices, and income distribution. Emphasis is also placed on criteria for the evaluation of government enterprises. Prerequisite: ECO 216 and ECO 217/BAD 271.

ECO 231 Economic Statistics I (3 cr.)

Descriptive statistics, including frequency distribution, measures of central tendency, measures of variations, elements of probability theory, probability distribution, sampling and sampling distributions, estimation, and hypothesis testing. Prerequisite: MAT 104 for students with Bacc II in Humanities.

ECO 232 Economic Statistics II (3 cr.)

Hypothesis testing, regression and correlation analysis, analysis of variance; Chi-Square distribution, t and F distributions; time series and forecasting, index numbers, decision theory. Prerequisite: ECO 231.

ECO 241 Economic Development (3 cr.)

The meaning and characteristics of underdevelopment, survey of theories of growth and theory of development, the problem of “disguised” unemployment, factor proportions and optimal techniques of production, the role of capital accumulation and foreign trade, industrialization, planning techniques for economic development. Prerequisite: ECO 201, ECO 202, ECO 216, and ECO 217.

ECO 246 Economic Organization of the Middle East (3 cr.)

Analytical examination of the contemporary performance of Arab economies, their developmental experience, the changes in their structure, their major resources, and the outlook for development. Prerequisite: ECO 201 and ECO 202.

ECO 248 Economics of the Environment (3 cr.)

Describes the interdependence between the environment and the economy. Several case studies are featured throughout the course. The critical problem of proper evaluation of services provided by natural environments is discussed using several techniques including cost-benefit analysis. Prerequisite: ECO 201 and ECO 202.

ECO 251 History of Economic Thought (3 cr.)

Historical Development of economic doctrines and theory. Topics include mercantilism, physiocracy, Adam Smith, Thomas Molthes, David Ricardo, J.S. Mill, Karl Marx, marginal analysis, Alfred Marshall, J.M. Keynes and modern economic schools. Special emphasis is placed on the effect of historical insight upon the contemporary care of economic theory. Prerequisite: ECO 216, BAD 271/ECO 217.

ECO 258 Modeling and Forecasting (3 cr.)

Development of calculus differential equations and finite mathematics; use of regression analysis as employed in the disciplines of Economics and Business. Prerequisite: MAT 204.

ECO 259 Introduction to Econometrics (3 cr.)

Senior course in econometrics, which is a statistical and quantitative approach to economics. The topics covered are: a review of the regression model of elementary statistics and of the two-variable model. Then the multiple regression model, its usage, its diagnostics, and its problems, like serial correlation, heteroscedasticity, and multicollinearity will be studied. The course will have both a theoretical and an applied approach. Real world cases will be evaluated, and students will learn how to use the SPSS package for estimation purposes. Prerequisite: ECO 232.

ECO 281 International Economics (3 cr.)

An introduction to the theory of international trade and finance with emphasis on the study of the gains from international specializations and exchange, mechanisms of inter-country economic relations, balance of payments, correction of imbalances in international trade flows, and effects and purposes of restrictions on trade. Attention is given to major contemporary international trade problems. Prerequisite: ECO 216 and ECO 217.

ECO 284 Labor Economics and Trade Unions (3 cr.)

Analysis of factors affecting the demand for and supply of labor in a modern economy. The growth and development of the Trade Union movement, employers' associations, and the system of collective bargaining; government intervention in the labor market. Prerequisite: ECO 201 and ECO 217.

ECO 286 Economics of Industry (3 cr.)

Industrial structures, monopoly versus competition, concentration levels, barriers on import, control of competition, government intervention in industry, implications of regional policy. Prerequisite: ECO 217.

ECO 288 Law and Finance in Relation to International Trade (3 cr.)

Methods of international payments, mechanics of the foreign exchange market, foreign exchange control systems, credit insurance, and documentary credits. Prerequisite: ECO 217.

ECO 292 International Political Economy (3 cr.)

This course examines political problems of the contemporary world which have their roots in economics-unemployment; the value of the dollar; energy; trade; sanctions; the role of the US, Japan, and the EU in the world economy; and underdevelopment. The course works towards a synthesis of economics and politics to understand the modern world. Prerequisite: ECO 201 and ECO 202.

ECO 295 Senior Seminar in Economics (3 cr.) (Equivalent to BAD 295)

A senior course in the field of business or economics, the topic of which changes each semester. A student may complete this course more than once. In such a case, one course will be considered as required and the second one as a major elective. Prerequisite: Completion of at least eight required courses in the Faculty of Business Administration and Economics, including courses specified, depending on the 295 topic covered.

ECO 299 Economics Internship Program (1 cr.) (Equivalent to BAD 299)

A one-credit course of one to two months of training in a business firm. Prerequisite: completion of 54 sophomore-level credits.

Master of Business Administration Program

The MBA program is designed to develop the student's analytical, decision making and problem solving capabilities such that he/she might be able to meet the challenges of leadership in professional management positions within the current marketplace and in the business world of the future. The MBA program is open to students with a Bachelor's degree in non-business or in business fields from an accredited institution. The program may require between 39 and 64 credit hours depending on the student's prior academic preparation, and it can be completed in two years of full-time study. The MBA can be pursued on either a full-time or part-time basis. Students may choose to specialize in different areas:

1. Accounting
2. Finance
3. Management
4. Marketing

General Requirements for the MBA Degree

Research Project. The research project must reflect the student's skills and efficacy in conducting independent research, reporting it, and defending the research and findings to a thesis committee and the public. The research project must be a contribution to the field. The research project is to be written in English. It should follow the scientific research report format of the latest edition of the APA.

A Committee of two members is approved by the department one semester before the defense. The chairperson of this committee serves as the thesis advisor and works with the student in preparing the proposal. Members of the

Committee should receive copies of the research project two weeks before the defense. After the defense, the student is to make any required modifications on the research project and submit three bound copies signed by the Committee to the Barsumian Library. Acknowledgment by the Barsumian Library is required before a student receives his/her degree.

Grading of the research project work and defense is given as Pass (P), Fail (F), or Excellent (E) for exceptional work. The defense may be repeated once within a period of 3-6 months, depending on limitations regarding residency requirements. For a second failure in the defense, the student is dropped from the graduate program.

The research project is expected to take two semesters. If an extension is needed, permission must be taken, and the student pays for 3 credits for every additional 2 semesters.

Degree Requirements

The curriculum consists of two parts, prerequisite/core courses and professional/core courses. The prerequisite/core courses are defined by the course requirements listed below, and their completion is a prerequisite to enter the professional/core courses. Note that all or part of the prerequisite/core courses may be satisfied by a student's prior work at the undergraduate level. The professional/core courses consist of 39 credit hours of advanced course work that substantially extends and applies knowledge developed in the prerequisite/core courses.

Prerequisite /Core Courses	(25 cr.)
Finance	3 cr.
Financial Accounting	4 cr.
Management	3 cr.
Managerial Accounting	3 cr.
Marketing	3 cr.
Microeconomic Theory	3 cr.
Operations Research	3 cr.
Quantitative Methods	3 cr.

General MBA **(39 cr.)**

Professional /Core Courses	(27 cr.)
BAD 306 Financial Analysis and Management	3 cr.
BAD 315 Economic Analysis of the Firm	3 cr.

BAD 316 Statistical Methods for Business Decisions	3 cr.
BAD 318 Marketing Policy	3 cr.
BAD 325 Managerial and Cost Accounting Analysis	3 cr.
BAD 346 Quantitative Models for Business Decisions	3 cr.
BAD 351 Human Resource Management	3 cr.
BAD 358 Strategic Management	3 cr.
BAD 375 Management Information Systems	3 cr.

Electives (9 cr.)
Any 3 electives in the Department

BAD 399 Research Project (3 cr.)

MBA Concentration in Accounting (39 cr.)

Professional /Core Courses (36 cr.)

BAD 306 Financial Analysis and Management	3 cr.
BAD 315 Economic Analysis of the Firm	3 cr.
BAD 316 Statistical Methods for Business Decisions	3 cr.
BAD 318 Marketing Policy	3 cr.
BAD 325 Managerial and Cost Accounting Analysis	3 cr.
BAD 326 Intermediate Accounting	3 cr.
BAD 327 Advanced Accounting	3 cr.
BAD 328 Advanced Auditing Topics	3 cr.
BAD 329 Seminar in Tax Research	3 cr.
BAD 346 Quantitative Models for Business Decisions	3 cr.
BAD 358 Strategic Management	3 cr.
BAD 351 Human Resource Management	3 cr.
OR	
BAD 375 Management Information Systems	3 cr.

BAD 399 Research Project (3 cr.)

MBA Concentration in Finance (39 cr.)

Professional /Core Courses (36 cr.)

BAD 306 Financial Analysis and Management	3 cr.
BAD 307 Investment Analysis	3 cr.
BAD 308 International Finance	3 cr.
BAD 309 Options, Futures and Other Derivatives	3 cr.
BAD 310 Corporate Finance	3 cr.
BAD 315 Economic Analysis of the Firm	3 cr.

BAD 316 Statistical Methods for Business Decisions	3 cr.
BAD 318 Marketing Policy	3 cr.
BAD 325 Managerial and Cost Accounting Analysis	3 cr.
BAD 346 Quantitative Models for Business Decisions	3 cr.
BAD 358 Strategic Management	3 cr.
BAD 351 Human Resource Management	3 cr.

OR

BAD 375 Management Information Systems	3 cr.
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BAD 399 Research Project (3 cr.)**MBA Concentration in Management (39 cr.)****Professional /Core Courses (36 cr.)**

BAD 306 Financial Analysis and Management	3 cr.
BAD 315 Economic Analysis of the Firm	3 cr.
BAD 316 Statistical Methods for Business Decisions	3 cr.
BAD 318 Marketing Policy	3 cr.
BAD 325 Managerial and Cost Accounting Analysis	3 cr.
BAD 346 Quantitative Models for Business Decisions	3 cr.
BAD 351 Human Resource Management	3 cr.
BAD 352 Organization Theory	3 cr.
BAD 354 Leadership	3 cr.
BAD 355 Creative and Innovative Management	3 cr.
BAD 358 Strategic Management	3 cr.
BAD 375 Management Information Systems	3 cr.

BAD 399 Research Project (3 cr.)**MBA Concentration in Marketing (39 cr.)****Professional /Core Courses (36 cr.)**

BAD 306 Financial Analysis and Management	3 cr.
BAD 315 Economic Analysis of the Firm	3 cr.
BAD 316 Statistical Methods for Business Decisions	3 cr.
BAD 318 Marketing Policy	3 cr.
BAD 319 Marketing Research	3 cr.
BAD 320 Consumer Behavior	3 cr.
BAD 321 Advertising and Promotion Management	3 cr.
BAD 322 International Marketing	3 cr.
BAD 325 Managerial and Cost Accounting Analysis	3 cr.
BAD 346 Quantitative Models for Business Decisions	3 cr.
BAD 358 Strategic Management	3 cr.

BAD 351 Human Resource Management	3 cr.
OR	
BAD 375 Management Information Systems	3 cr.
BAD 399 Research Project	(3 cr.)

Business Administration Graduate Courses

BAD 306 Financial Analysis and Management (3 cr.)
 Conceptual and practical problems associated with financial management. Effects of financial decisions upon the firm, interrelationships of these effects and alternatives available to financial managers in making these financial decisions. Prerequisite: FIN 221 or equivalent.

BAD 307 Investment Analysis (3 cr.)
 Theoretical and practical analysis of the investment process. Topics include an analytical investigation of the financial markets, security analysis, security valuation, and portfolio theory. Prerequisite: BAD 306.

BAD 308 International Finance (3 cr.)
 The financing of international trade and capital payments. Current developments in international banking, theory and policy cases involving foreign capital commitments, transactions and open economy macroeconomics. Prerequisite: BAD 306.

BAD 309 Options , Futures and Other Derivatives (3 cr.)
 Study of theoretical development of models for pricing contingent claims in the field of finance. Application of theoretical results to the hedging of current and future assets and liabilities and to speculative strategies. Prerequisite: BAD 306.

BAD 310 Corporate Finance (3 cr.)
 Theoretical foundations of optimal financial policy. Application of theory to financial decisions involving deterministic and non-deterministic capital budgeting, financial structure and dividend policy. Prerequisite: BAD 306.

BAD 311 Commercial Banking Theory (3 cr.)
 The theory and operation of a successful commercial bank. The interrelation of various departments, loan and investment mix, marketing, statement preparation, reserves management, audit and examination and deposit analysis of a commercial bank.

BAD 312 Money and Capital Markets (3 cr.)

Central Banks and their operation, the influence of the money and capital markets in modern business, source of funds and their use; certificates of deposit, Treasury securities, commercial paper, bank loans and the bond market. Prerequisite: BAD 311.

BAD 314 Asset Management and Financial Decisions(3 cr.)

Considers the interrelated decision-making process of asset allocations, corporate fund raising, dividend policies and market maximization. Prerequisite: BAD 306.

BAD 315 Economic Analysis of the Firm (3 cr.)

The application of economic theory to business and management problems and the determination of business policy. Prerequisite: ECO 217 or BAD 271.

BAD 316 Statistical Methods for Business Decisions (3 cr.)

Data analysis, probability concepts, distributions, sampling, estimation, hypothesis testing, simple and multiple regression and correlation analysis. Analysis of variance and covariance. Prerequisite: ECO 232 or equivalent.

BAD 318 Marketing Policy (3 cr.)

Fundamental problem solving concepts are developed. Students consider problems of consumer needs, product planning, promotion, distribution and pricing. The discovery and application of marketing management skills are developed through the use of cases and a major planning project. Prerequisite: ADC 241 or equivalent.

BAD 319 Marketing Research (3 cr.)

Advanced coverage of market research. Topics include defining the problems in marketing, developing marketing approaches, formulating a research design, project and case analysis. Prerequisite: BAD 318; Corequisite: BAD 316.

BAD 320 Consumer Behavior (3 cr.)

The study of behavioral science research findings, principles and theories, especially those from psychology and sociology as they relate to the determinants of consumer buying behavior. The case approach is utilized to stimulate the development of creative marketing strategy. Prerequisite: BAD 318.

BAD 321 Advertising and Promotion Management (3 cr.)

Managerial functions in advertising and promotion programs. The role of the promotion mix in overall marketing strategy and determination of budgets, campaigns and effectiveness. Prerequisite: BAD 318.

BAD 322 International Marketing (3 cr.)

Analysis of major foreign markets. Marketing policies and techniques coupled with practical application of theoretical concepts. Prerequisite: BAD 318.

BAD 325 Managerial and Cost Accounting Analysis (3 cr.)

Current managerial accounting techniques and theories including the use of accounting data in making decisions and planning and control systems. Prerequisite: ACC 213 or equivalent.

BAD 326 Intermediate Accounting (3 cr.)

This course covers in depth the principles and standards of financial accounting. It also provides an advanced analysis of working capital management, debt and equity financing, and dividend policy. The effects of changing prices on financial statements are discussed. A review of the cash flow statements will also be carried out.

BAD 327 Advanced Accounting (3 cr.)

The primary focus is on business combinations and preparing consolidated financial statements, and financial statement analysis. The course will examine the use of accounting information in investment and credit decisions. Prerequisite: BAD 325.

BAD 328 Advanced Auditing Topics (3 cr.)

Special topics relative to the standards, practices, and procedures followed in the audit function. Includes statistical sampling, advanced computer systems, advanced applications, and reporting problems.

BAD 329 Seminar in Tax Research (3 cr.)

Advanced study of and research in tax law. Procedures governing tax controversies and tax compliance. Tax planning from a business viewpoint, case studies of the effect of tax law on business decisions, with emphasis on emerging issues, methodology and data gathering.

BAD 346 Quantitative Models for Business Decisions (3 cr.)

The formulation and analysis of mathematical models for decision making. These models include linear programming, CPM/PERT analysis, inventory control, simulation, and waiting lines. Prerequisite: MAT 204 or equivalent.

BAD 351 Human Resource Management (3 cr.)

Modern personnel administration: job analysis and design, evaluation and appraisal, recruitment and interviewing, training, wages and benefits and health and safety. Manpower planning. Prerequisite: BAD 231 or equivalent.

BAD 352 Organizational Theory (3 cr.)

Concepts of contingency and systems management applied to contemporary organizations; integrative function of management in terms of situational and environmental factors; analysis of selected organizational types. Prerequisite: BAD 231 or equivalent.

BAD 353 Entrepreneurship (3 cr.)

Topics concerning the entrepreneurial process in small and large organizations, including needs assessment, sources and methods of innovation, financing and barriers entrepreneurship. Prerequisite: BAD 358.

BAD 354 Leadership (3 cr.)

A review of the theory, research, and practice of leadership in organizations. Special attention to contemporary leadership issues, including transactional and transformational leadership. Prerequisite: BAD 350.

BAD 355 Creative and Innovative Management (3 cr.)

The course examines the emerging theories and practices related to creative and innovative management. It combines the creativity of new ideas and directions with their innovative implementation in management. Prerequisite: BAD 231 or equivalent.

BAD 358 Strategic Management (3 cr.)

The formulation and implementation of strategy, from both domestic and international perspectives, is explored through cases, readings and decision making simulations. Prerequisite: BAD 231 or equivalent.

BAD 375 Management Information Systems (3 cr.)

The course is designed to give the manager a foundation in management information systems sufficient to understand and effectively use information systems at the personal and organizational level. Prerequisite: MIS 272 or equivalent.

BAD 399 Research Project (3 cr.)

A requirement for the MBA degree. It must be based on original and independent research. To be undertaken upon the completion of at least 36 credits of core and elective courses. A committee consisting of an advisor and a second reader will guide and supervise the students throughout the project. All topics selected by the students must be first approved by the committee.