Business Administration

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The BBA in Business Administration prepares students to enter the field of management by providing them with a strong foundation in the core business functions and giving them the flexibility to tailor their programs of study according to their interests. Students exercise this flexibility by choosing four business electives based on their interests and career aspirations. Through their selection of business electives, students have three options:

- Focus their studies on the operations and supply chain management functional area, or
- Focus their studies on the management and organization discipline, or
- Follow an individualized track tailored to their career aspirations

Operations and Supply Chain Management

Operations and Supply Chain Management is a business functional area focusing on acquiring inputs, transforming them into goods and services, delivering those goods and services to customers efficiently and effectively, ensuring quality, and coordinating complex supply networks. Students who choose courses in this functional area will explore questions such as:

- How can businesses minimize the cost and time needed to produce and deliver goods and services?
- How can businesses consistently deliver high-quality products and services?
- How can businesses manage their supply chains to effectively fulfill their customers' requests?
- How can businesses use technology and data to improve operational performance?

Graduates can begin their careers in entry-level roles such as logistics or supply chain analyst, operations coordinator, or junior quality control specialist, and may supervise operational staff. With experience, they can advance to positions with broader strategic responsibilities, including operations manager or supply chain manager. Students are also well prepared to pursue advanced studies in this area.

Management and Organization

Management and Organization is a discipline that focuses on coordinating business functions, formulating strategy, leading teams, and guiding organizations through change. Students who choose their business electives in this discipline explore questions such as:

- How can businesses be structured to maximize effectiveness?
- How do successful businesses develop and implement competitive strategies?
- How can managers align business functions toward common goals?
- How can an organization adapt to changes in markets, technology, and the broader business environment?

Graduates can begin their careers as assistant managers, coordinators, or management consultants, including in multinational companies. With experience, they may advance to more senior positions, overseeing entire business units. Students are also well prepared to pursue advanced studies in this discipline.

Individualized Track

Recognizing that all students' career aspirations are unique, the BBA in Business Administration program also allows students to design a personalized program of study when their interests extend beyond the standard programs offered by the Faculty. Working closely with academic advisors, students select courses that align with their professional ambitions.

Learning Outcomes

Upon successful completion of the BBA program, graduates will be able to:

- Demonstrate a comprehensive understanding of and apply the fundamental concepts, theories, and practices of human resource management, marketing, accounting, finance, information systems, and operations, while recognizing how these functions work together to achieve organizational success.
- Develop advanced skills to address the challenges of managing organizations or delivering their goods or services[1].
- Analyze complex business problems using appropriate quantitative and qualitative methods and develop well-reasoned, evidence-based solutions.
- Communicate effectively through professional oral presentations, written reports, and business correspondence.
- Leverage artificial intelligence, digital technologies, and data analytics to support decision-making, improve organizational performance, and drive innovation.
- Make responsible business decisions by recognizing and addressing ethical, legal, and social considerations.

General Education (30 cr.)

Core requirements for all HU students are listed on page 60.

Core Requirements (52 cr.)

ACC 211 Fundamentals of Accounting I*	3 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 205 Business Ethics	1 cr.
BAD 210 Introductory data Analysis with Excel	3 cr.
BAD 211 Business Statistics	3 cr.
BAD 231 Business Management	3 cr.
BAD 235 Strategic Management	3 cr.
BAD 250 Operations Management	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295F Senior Seminar: Capstone project	3 cr.
BAD 299 Internship	1 cr.
ECO 201 Microeconomics Principles*	3 cr.
ECO 202 Macroeconomics Principles*	3 cr.
FIN 220 Financial Management	3 cr.
LST 260 Business Law	2 cr.
WRN 200 Work ready now	3 cr.
MIS 260 Business Data Analytics and Visualization	3 cr.
MIS 272 Management Information Systems	3 cr.

**Students must successfully complete ACC 211, ECO 201, and ECO 202 during their sophomore year, earning a minimum grade of 70 in each course.*

Business Electives (12 cr.)

Students may choose business electives from the set listed in the table below. Those wishing to focus their studies on management and organization or operations and supply chain management are strongly encouraged to take the following courses:

Management and Organization

The following two courses:

BAD 238 Organizational Behavior	3 cr.
HRM 200 Strategic Human Resources Management	3 cr.

At least 6 credits of the following courses

BAD 232 Project Management	3 cr.
BAD 236 Family Business Management	3 cr.
BAD 240 Foundation of Entrepreneurship	3 cr.
BAD 241 Entrepreneurial Mindset	3 cr.
BAD 243 Building Business Plans	3 cr.
FIN 221 Financial Markets, Institutions, and Instruments	3 cr.
HRM 276 Leadership and Change Management	3 cr.

Operations and Supply Chain Management

The following two courses:

BAD 252 Supply Chain management	3 cr.
BAD 255 Models for Decision Making	3 cr.

At least 6 credits of the following courses:

BAD 232 Project Management	3 cr.
BAD 239 Enterprise Resource Management	3 cr.
BAD 254 Quality Management	3 cr.
BAD 257 Introduction to the Six Sigma Approach	3 cr.
BAD 258 Introduction to the Lean Six Sigma Approach	4 cr.

The List of Elective Courses Offered by the Department

Elective Courses	
BAD 232 Project Management	3 cr.
BAD 236 Family Business Management	3 cr.
BAD 238 Organizational Behavior	3 cr.
BAD 239 Enterprise Resource Management	3 cr.
BAD 240 Foundation of Entrepreneurship	3 cr.
BAD 241 Entrepreneurial Mindset	3 cr.
BAD 243 Building Business Plans	3 cr.
BAD 252 Supply Chain Management	3 cr.
BAD 254 Quality Management	3 cr.
BAD 255 Models for Decision Making	3 cr.
BAD 257 Introduction to the Six Sigma Approach	3 cr.
BAD 258 Introduction to the Lean Six Sigma Approach	4 cr.
FIN 221 Financial Markets, Institutions, and Instruments	3 cr.
HRM 200 Strategic Human Resources Management	3 cr.
HRM 276 Leadership and Change Management	3 cr.
Any other course offered by the department	3 cr.

Workshops

In addition, the Faculty of Business Administration and Economics will offer the following workshops:

- Negotiation skills workshop
- Preparing a presentation workshop
- Selling techniques workshop
- Time management workshop

Students are strongly encouraged to attend these workshops to enhance their soft skills and complement their academic learning.

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 202 Leadership Development 1: Self Development (1 cr.)

A comprehensive course that integrates personal and professional growth through the development of effective communication skills, positive self-image and self-esteem, and strategies for problem solving and decision making. Analysis of life course events, such as the development of career and educational objectives. Emphasis is on personal health assessment and strategies for coping with stress.

BAD 203 Leadership Development 2: Interpersonal Development (1 cr.)

Effective interpersonal communication skills are key to both personal and professional success. In order to become an effective communicator, one must learn how to communicate with diverse people (differences in race, gender, religion, education, socioeconomic status, etc.) in diverse situations (workplace, intimate/romantic, friendships, family relationships, etc.). This course will help students improve their interpersonal communications skills as well as clarify why some people are more effective and others less effective.

BAD 204 Leadership Development 3: Leadership (1 cr.)

This course addresses the practice of leadership not as a science or simple formula that can be applied, but as skills that can be developed. Traditional concepts of effective leadership are studied, as well as current strategies for success in a personal business environment. Students consider values and ethics, discuss various aspects of effective leadership, and develop a personal plan to cultivate a durable, effective, personal leadership mode.

BAD 205 Business Ethics (1 cr.)
This course explores ethical issues encountered in the business world. It begins by introducing relevant ethical theories, then examines internal ethical challenges faced by employees and managers within organizations, and concludes with a focus on external ethical issues involving businesses' relationships with society and the environment. Prerequisite: Junior Standing.

BAD 210 Introductory Data Analysis with Excel (3 cr.)
This course prepares students to make data-driven decisions by providing both the statistical theory and practical skills needed to extract business insights from data. The focus will be on using Excel as a primary tool for data analysis and decision making. Prerequisite: MAT 104 (could be exempted for some BAC II holders) and MIS 260.

BAD 211 Business Statistics (3 cr.)
Business statistics is an intermediate course in statistics. It introduces many inferential statistical tools and shows how they can help decision makers make better managerial decisions. The covered topics include confidence intervals, different hypothesis tests, and simple and multiple linear regressions. Prerequisite: Junior Standing and BAD 210.

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. Corequisite: ENG 201.

BAD 232 Project Management (3 cr.)
To implement significant changes, whether it's developing a new product or re-engineering existing products or services, organizations must rely on effective project management. Applying rigorous, and widely accepted project management methodologies significantly increases the likelihood of delivering successful business outcomes. This course will introduce students to such methodologies by drawing on the PMBOK® Guide (Project Management Body of Knowledge). Through practical application, students will gain the knowledge and tools to effectively manage project scope, schedule, and resources, ensuring successful project execution. Prerequisite: BAD 250.

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, its services, structure, management of balance sheet accounts, and profitability. Students become familiar with the reasons banks are so heavily regulated and why adequate solvency and liquidity are critical to maintaining a safe and sound banking system. Islamic banking is also covered. Traditional and modern banking, commercial and investment banks are distinguished from each other. The crucial role played by the central bank and the main functions of a central bank are explained. Prerequisite: FIN 221.

BAD 235 Strategic Management (3 cr.)
This course offers an introduction to the fundamental principles of strategic management within organizations. It enables students to understand the key factors that differentiate successful firms from their competitors. The course equips students with essential tools and frameworks to analyze competitive environments, formulate effective strategies, and implement them across various industries. Prerequisites: Junior Standing, BAD 231, MIS 272, FIN 220, ADC 241, BAD 250

BAD 236 Family Business Management (3 cr.)
This course explores the unique dynamics, challenges, and opportunities faced by family-owned and family-managed enterprises. It addresses, among other topics, governance, ownership, succession, leadership, generational relationships, conflict, founder's influence, and entrepreneurial legacy. Through applied learning, case studies, and strategic planning exercises, students will develop practical action plans tailored to their own or hypothetical family businesses.

BAD 238 Organizational Behavior (3 cr.)
(Equivalent to HRM 238)
The OB course covers all the key concepts needed to understand, predict, and respond to the behavior of people in real-world organizations. The course includes cutting-edge topics in how to increase motivation and job satisfaction. Corequisite: HRM 200.

BAD 239 Enterprise Resource Management (3 cr.)
This course introduces the students to the basic concepts of enterprise resource management. Students will learn how different business processes interact to successfully deliver the business functions of an enterprise and how popular enterprise resource planning tools can be used to develop an integrated business solution. Prerequisites:Junior Standing, MIS 272, BAD 250.

BAD 240 Foundation of Entrepreneurship (3 cr.)

This course integrates both academic perspectives and practitioner insights to introduce students to the multifaceted process of new venture creation. It explores the challenges faced by entrepreneurs and investors throughout the entrepreneurial journey. Students will learn foundational concepts including opportunity evaluation, conducting due diligence, resource acquisition, managing business growth, and strategies for harvesting the venture. Whether aspiring to start a business, lead innovation within an organization, or better understand entrepreneurial thinking, this course lays the groundwork for future entrepreneurial success. Prerequisites:Junior Standing, LST 260, BAD 235.

BAD 241 Entrepreneurial Mindset (3 cr.)

This course will allow students to develop the mindset needed when creating ventures. Through the adoption of experiential design thinking, students will be able identify a problem and find innovative solutions. Prerequisite: Junior Standing and BAD 235.

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 243 Building Business Plans (3 cr.)

This course prepares students to develop comprehensive and practical business plans. Special emphasis is placed on integrating forecasts of key business drivers into financially viable models using Excel. Students will learn how to translate strategic objectives into financial projections that support decision-making and business planning. Prior knowledge of financial accounting is required; familiarity with managerial accounting is recommended but not mandatory. Prerequisite: Junior Standing and BAD 235.

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 250 Operations Management (3 cr.)

This course prepares the students to understand the operations of a firm. It equips students with the necessary analytical skills to analyze business's operational decisions. Students will explore a comprehensive framework covering (i) process and resource management, (ii) service process management, (iii) inventory management, and (iv) supply chain management. Prerequisites:Junior Standing, ACC 211, and BAD 210.

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 252 Supply Chain Management (3 cr.)

This course introduces the students to the management of supply chains. Supply chain management involves the management of the flow of material and information needed to fulfill customers' requests. Proper supply chain management is crucial to gain competitive advantage. Prerequisites: Junior Standing, FIN 220, ADC 241, and BAD 250.

BAD 254 Quality Management (3 cr.)

This course introduces students to continuous improvement philosophies and methodologies. Students will learn how to enhance processes, relationships, products, and services across various industries, including engineering, education, healthcare, and finance. Prerequisites: BAD 211, BAD 250.

BAD 255 Models for Decision Making (3 cr.)

This course introduces students to analytical tools for solving business decision problems. Students will learn to apply simulation and various optimization techniques to enhance decision-making. Topics include linear and non-linear deterministic models, uncertainty models, and simulation. Applications will draw on examples from diverse business domains. Prerequisite: MAT 204, BAD 250.

BAD 257 Introduction to the Six Sigma Approach (3 cr.)

This course introduces students to the Six Sigma approach, which helps organizations improve quality by reducing and eliminating process variation that can lead to defects. The course covers the topics included in the American Society for Quality (ASQ) Six Sigma Yellow Belt Body of Knowledge. Prerequisites:Junior Standing, BAD 211, BAD 231 and BAD 250.

BAD 258 Introduction to the Lean Six Sigma Approach (4 cr.)

This course introduces students to the Lean Six Sigma quality approach, which combines the principles of Six Sigma and Lean to speed up processes and reduce waste. The course covers the topics included in the International Association for Six Sigma Certification (IASSC) Lean Six Sigma Green Belt Body of Knowledge. Prerequisites: Junior Standing, BAD 211, BAD 231 and BAD 250.

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

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 BAD 210 or BAD 281.

BAD 281 Quantitative Methods (3 cr.)

This course is designed to HOM and LST majors only. It is a combination of math concepts and introductory statistical analysis. The math part will cover linear equations, functions of one variable, differentiation, derivatives, optimization (both maximization and minimization), and integration. The statistical part will cover ways to present and describe data, frequency distributions, bar and pie charts, measures of location and measures of dispersion, an introduction to probability, discrete and continuous probability distributions, the Central Limit Theorem, estimation and confidence intervals and one-sample tests of hypothesis. Students cannot receive credit for BAD 281 on one hand and both MAT 204 and BAD 210, on the other hand.

BAD 292 Selected Topics (3 cr.)

This course will focus on a selected theme in the Business Administration field. Topical coverage of areas in management, finance, marketing , accounting and human resources management based on the interests of the students. Students may take more than one Selected Topics.

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 in Money and Banking (3 cr.)

This course is in three parts. The first covers the role of financial markets in the economy, the determination of interest rates and foreign exchange rates, the theories of the term structure of interest rates, and some principles of the time value of money. The second part covers the mechanism of the supply of money, multiple deposit creation, the components of the money multiplier, and the theories of money demand. The last part covers fiscal and monetary policies in an IS/LM framework, and the effects of these policies on macroeconomic stabilization, economic activity and real interest rates, with a stress on the importance of rational expectations in monetary economics. Prerequisite: ECO 216.

BAD 295D Senior Seminar: International Economics (3 cr.)
(Equivalent to ECO 281)

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 295F Senior Seminar: Capstone Course (3 cr.)

By definition, a capstone project is a culminating assignment on which students usually work on at the end of the academic program. A senior capstone project requires different intellectual activities. This project helps students learn how to find and analyze information and how to work with it efficiently. It has a wide variety of forms. This means that it can be submitted in various forms inclucing a multimedia presentation, film, performance, or paper. It involves a wider range of activities like crucial thinking, deep analysis, and the ability to use different media. In sum, through this course, the student will apply core functional foundation concepts in an integrative way to various business situations.
Prerequiste: ACC 211, ACC 213, BAD 231, ADC 241, ECO 201, MIS 271, BAD 210, FIN 220, and 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.

WRN 200 Work Ready Now **(3 cr.)**

The Work Ready Now course is designed to provide students with the foundational "soft skills" and work-based learning experiences to prepare them for success in the workplace. Work Ready Now is designed to facilitate participatory, hands-on teaching and learning. Students will be actively engaged in the learning process and provided opportunities to practice and enhance new skills and gain the self-confidence necessary to secure and maintain work related to their professional goals. Work-based learning activities are woven into the course and will require students to go to real workplaces in the community outside of class time. Students will be guided to use free online digital tools to demonstrate their learning. Throughout the course, students will create a career portfolio that will help them on their experiential Work Ready Now journey from student to employee. They will also learn essential research skills, including gathering and assessing data through questionnaires and interviews, to support professional business reports.