



PHOENICIA UNIVERSITY

College of Business

Suggested BBA Degree Plan

Effective Spring 2025-2026

www.pu.edu.lb

College of Business (COB)

Program Description

The BBA program at Phoenicia University requires students to complete 121 credit hours at the freshman level and 91 credit hours for those joining as sophomores.

Of the total credit hours required, 61 credit hours must be completed in business courses, including a one-credit professional internship program, with the remainder allocated to general education/non-business courses.

Out of the total 61 credit hours required for the Business Administration program, 46 credit hours are part of the general business core curriculum. In addition, students must complete 15 credit hours of elective courses from one or more concentration areas. For those pursuing a specific concentration (Accounting & Finance, Marketing & Entrepreneurship, or Operations & Human Capital Management), 12 credit hours must be completed within the chosen concentration, including one mandatory 3-credit research course, plus 3 credit hours of general business electives. Alternatively, students may choose 15 credit hours of courses from the pool of all concentration courses across any of the three concentrations, which must also include one mandatory 3-credit research course, to graduate with a generic concentration (General Business).

A student may also choose a second concentration by taking an additional 12 credit hours. Thus, a business student who chooses to pursue two concentrations must complete 12 credits in each concentration.

Graduation Requirements

- Students must obtain a minimum “Program GPA” of 2.0; no rounding (e.g., a GPA of 1.99) —whatsoever—will be applied.
- Students must obtain a minimum “Cumulative GPA” of 2.0; no rounding (e.g., a GPA of 1.99) —whatsoever—will be applied.
- Students must obtain “Graduation Clearance” as detailed in the following section.

University Graduation Requirements (30 credits hours)

To graduate with a Bachelor of Business Administration, students will require 30 credit hours’ in university general requirements, in addition to the college graduation requirements. The 30 credit hours in general educational requirements for degree programs will include the following:

- 3 credits in Basic Sciences (Mathematics for Social Sciences – Business Math)
- 3 credits in Social Sciences
- 6 credits in English (English I and English II)
- 6 credits in Civilization (World Civilization I and World Civilization II)
- 3 credits in Arabic
- 3 credits in Communication (Public Speaking)
- 3 credits in Computing (Introduction to Computing for Arts)
- 3 credits in Globalization and World Cultures

College of Business Graduation Requirements (61 credit hours)

The College of Business requirements for the BBA degree will include the following additional requirements:

- 46 credits of mandatory core business courses (including 1 - credit hour for professional internship)
- Students must complete 12 credits of concentration courses within one of the three available concentration areas. This includes one mandatory 3-credit research course specific to the chosen concentration, along with 9 credits of concentration electives. Alternatively, students may select 12 credits of elective business courses from a pool of courses across any of the three concentrations, which must also include one mandatory 3-credit research course, aligned with their capstone project course, to graduate with a generic concentration (General Business).
- 3 credits of elective business courses

Graduation Clearance

Upon reaching senior-level status, students must fill out the graduation clearance form after completing all their degree requirements. The graduation clearance form should be signed by the following personnel: Departmental Coordinator, Dean of College, IT Director, Library Coordinator, Finance Director, Registrar Director, Career Center Director, Head of the Exit Interview Committee, President and Chancellor. Failure to do so will delay graduation.

BBA Course Category and Description

BBA courses are divided into concentration specific categories. In addition to core courses, business courses are categorized into three main concentrations: Accounting and Finance, Operations and Human Capital Management and Marketing and Entrepreneurship. Additionally, the Practice-Based category includes courses specific to hands-on professional training in different organizations as well as other experiential applied courses.

Core Courses

ACCT 201. Financial Accounting I - 3 cr.

In this course, students are introduced to the basic concepts and tools underlying financial accounting systems. Topics covered include: revenue recognition, inventory, accounts receivables, accounts payables, long-term assets, present value of money and long-term liabilities. The course also covers the construction of the basic financial accounting statements—the income statement, balance sheet and cash-flow statement—as well as their analysis and interpretation.

ACCT 301. Managerial and Cost Accounting - 3 cr.

In this course, students use accounting concepts and tools to identify and examine cost components from a managerial perspective. The course focuses on how cost accounting supports management decisions. Topics covered include: cost accounting concepts and behavior, job-order and product costing, cost analysis and breakeven analysis, variance analysis, activity-based costing, target costing and budgeting.

Prerequisite: ACCT 201.

BUSS 402. International Business - 3 cr.

This course covers the challenges businesses face in a culturally diverse work force, with emphasis on the complexities of managing in countries with different religions, customs, traditions and value systems. In this course, students develop a wide range of intercultural and international skills and knowledge (IAISK). Students learn how to manage, lead, motivate and communicate with customers and employees with different perceptions and attitudes towards work, products, services, gender issues, family issues and language barriers. Topics covered include: cultural characteristics and diversity of people, managing in a global environment, challenges facing expatriates, options for doing business abroad and managing international and multinational corporations. **Prerequisites: MNGT 201 and MKTG 301.**

BUSS 403. Business Ethics - 3 cr.

This course covers ethical issues and challenges facing managers in organizations. The course exposes students to different ethical dilemmas they might face in the workplace and support them in finding effective and efficient resolutions to those dilemmas, as they employ their critical thinking capabilities. Topics covered include: overview of business ethics, corruption and fraud, corporate social responsibility, ethical values and norms and ethics in different cultures. In this course, students analyze real business cases, exploring key issues related to ethics. **Prerequisite: MNGT 201.**

BUSS 404. Business Law - 3 cr.

In this course students are exposed to both Lebanese and American legal aspects of business formation and business activities. Topics covered include: the legal environment of business, law and legal institutions, legal requirements for starting and operating a business, areas of law relevant to business operations, nature and role of legal contracts in business, company and employee obligations, bankruptcy and legal liabilities. **Prerequisite: MNGT 201.**

ECON 201. Economics - 3 cr.

This course covers the basic theory and concepts of business and managerial economics. In this course, students learn how managers can make economic decisions under certainty, uncertainty and risk. Topics covered include: introduction to micro and macro-economics, marginal analysis, demand and supply concepts, forecasting techniques, time series analysis, cost and estimation, production and estimation, pricing and output determination and game theory.

ENTP 401. Entrepreneurship - 3 cr.

In this course, students start developing their citizenship in entrepreneurial thinking. This course examines the steps needed to start, manage and lead a small business. The main objective of this course is to provide instructions and guidance for launching and growing a small business. Topics covered include: launching a new venture, small business environment, decision-making skills for entrepreneurs, phases of a small business life cycle, challenges facing small business owners and small business operations. Social entrepreneurship is also addressed. **Prerequisite: MNGT 201.**

FINA 301. Corporate Finance - 3 cr.

This course provides an introduction to the basic concepts and tools of corporate finance. Topics covered include: capital structure, cost of capital, time value of money, capital budgeting under uncertainty and risk, credit and risk analysis, cash flow models, security market efficiency, optimal capital structure and dividend policy decisions. **Prerequisite: ACCT 201.**

INFO 401. Management Information Systems - 3 cr.

This course introduces students to the basic concepts and developments in information systems with an emphasis on information technology. Topics covered include: foundation of information systems, computer technology, functional information systems, e-commerce, business intelligence and business database systems. **Prerequisite: CMPS 202 or equivalent.**

MKTG 301. Principles of Marketing - 3 cr.

In this course, students are introduced to the basic concepts and tools of marketing. It provides an overview of the marketing functions and roles that are crucial to strategic planning. The course covers a wide range of marketing activities such as market segmentation, market positioning, market and marketing research, market analysis, consumer behavior and marketing mix design and development. In addition, current developments in marketing are discussed to acquaint students with the challenges of marketing activities. **Concurrent Prerequisite: ENGL 201.**

MNGT 201. Principles of Management and Organizational Behavior - 3 cr.

This is an introductory course that covers the management process with particular emphasis on the skills and knowledge needed to successfully manage an organization in an effective and efficient way. This course introduces the basic functions of management, including the planning, organizing, leading and controlling functions. Topics covered include: history and schools of management thoughts, managerial functions and roles, ethics and corporate social responsibility, operational and strategic planning, organizational behavior, dealing with change, operations management, human resource management, motivation, leadership and managerial communication. **Concurrent Prerequisite: ENGL 201.**

MNGT 301. Operations and Supply Chain Management - 3 cr.

This course links operations and supply chain decisions to strategic planning to secure sustainable competitive advantage in a global economy. Topics covered include: production and operations management concepts and tools, operations strategy, operations design, planning and control, process design, product and service design, capacity and material planning, location planning, inventory management, quality management, designing and managing supply chains and drivers of supply chain management. Both manufacturing and service operations are covered. **Prerequisite: MNGT 201.**

MNGT 401. Strategic Management - 3 cr.

This capstone course integrates various business functions and disciplines, offering students a platform to reflect on and synthesize their knowledge and experiences gained throughout the business program. Using a holistic perspective, students delve into strategy formulation, evaluation, and implementation within the dynamic business landscape. The course's project serves as a comprehensive application and evaluation of students' progress over their academic years. Topics covered include strategic planning and strategic thinking, phases and levels of strategic planning, environmental scanning, tools for strategy implementation and control, key success factors, key performance indicators, and strategies for gaining and sustaining competitive advantage. The case method of instruction is actively employed. **Prerequisites: MKTG 301, FINA 301 and MNGT 301.**

MNGT 402. Human Resource Management - 3 cr.

This course covers the various aspects of human resource management and functions and roles of the human resource manager. Students are exposed to the evolution in human resources management as we know it today. Topics covered include: importance of HRM and its relation to corporate strategy, the basic HR tasks including recruiting, selecting, staffing and developing and motivating employees. Additionally, the importance of developing and maintaining fair and equitable compensation and benefit programs are examined. Designing and implementing effective HRM policies and procedures and promoting a performance management and measurement culture are also discussed. **Prerequisite: MNGT 201.**

STAT 201. Statistics - 3 cr.

This course promotes students' statistical literacy and reasoning as it draws on the four main areas of statistics: descriptive statistics, associative statistics, inferential statistics and probability and statistics. The course offers a general introduction to the role, importance and significance of statistics in real-life situations and scenarios with practical emphasis on major-related settings. The course stresses a critical read and analysis of qualitative and quantitative data: graphical and numerical descriptive analysis. Additionally, the course deals with probability, discrete random variables and their probability distributions, binomial distribution, normal distribution, simple linear regression, sampling and hypothesis testing.

Accounting and Finance Concentration Courses

ACCT 401. Financial Accounting II - 3 cr.

This course builds on topics covered in Financial Accounting I, with an emphasis on assets and liabilities: cash, accounts and notes receivable, inventory, marketable securities, equity investments, PPE, intangibles, long-term debt, securities, dividends, earnings per share, disclosures, employee stock options, pensions, leases and cash flow analysis. The course also covers revenue and expense recognition issues and generally accepted accounting principles that affect the format and presentation of financial statements. **Prerequisite: ACCT 201.**

ACCT 402. Internal and External Audit - 3 cr.

This course covers the importance of auditing to organizations and the changing role of the auditor in today's economies with an emphasis on the practices of the auditing profession. It introduces students to generally accepted auditing standards, professional ethics and legal liability. Practical examples of internal and external auditing techniques and tools are used to illustrate the application of the concepts discussed. In addition, the course examines the auditor's reporting standards and uses case studies as bases for discussion and analysis. **Prerequisite: ACCT 201.**

ACCT 403. Advanced Managerial Accounting - 3 cr.

This course covers the importance of cost information and their impact on performance and control. Specific emphasis is drawn on how accounting data and information can help managers make better decisions. Topics covered include: analysis and interpretation of cost information, profit planning and master budget preparation using quantitative and qualitative tools, flexible budgets and overhead analysis, relevant costs for decision making, activity based costing, capital budgeting decisions, pricing products and services, cost allocation methods and cost-volume analysis. **Prerequisite: ACCT 301.**

ACCT 404. Taxation - 3 cr.

This course covers Lebanese and international tax laws. Topics covered include different types of taxes such as corporate tax, personal tax, property tax, VAT, etc. Deductions and capital cost allowances are also emphasized. Course learning tools include real-life tax problems and issues, text book, online tax research services, spreadsheet software and handouts of exercises and cases, keeping students up-to-date with all the changes in tax laws. **Prerequisite: ACCT 201.**

ACCT 406. Research in Accounting and Finance - 3 cr.

This course introduces students to research methods used in accounting and finance. Topics include research design, data collection, and analysis techniques relevant to financial reporting, auditing, corporate finance, and investment decisions. Emphasis is placed on formulating research questions, evaluating academic and professional literature, and applying quantitative and qualitative tools to real-world accounting and finance problems. Students will complete practical assignments and develop a research proposal under the instructor's guidance. **Prerequisite: Senior Standing.**

FINA 401. Financial Markets - 3 cr.

The course covers the theory and practice of financial markets and their impact on such institutions as banking, insurance, futures, securities and the present and expected performance of these institutions. Topics covered include: principles of finance and risk management, analysis of existing financial systems, monetary policy, critical elements of the financial infrastructure, structure of interest rates, efficient markets versus behavioral finance, debt versus equity, real estate, regulation and enterprise, forward futures and options markets and public and non-profit finance. **Prerequisite: FINA 301.**

FINA 402. Financial Modelling and Risk Management - 3 cr.

This course covers risk management and its relation to financial institutions. Topics covered include: types of risk, operational risk, financial risk, management risk, measures of risk, insurance and risk, interest rates fluctuations, credit risk, foreign exchange risk, portfolio analysis and risk evaluation and control. **Prerequisite: FINA 301.**

FINA 403. Financial Statement Analysis - 3 cr.

In this course, students learn how to analyze financial statements and disclosures to determine how accounting choices made by a firm reflect the underlying economics. The course provides the tools necessary to analyze and interpret financial statements from the preparers' and users' perspectives. It draws heavily on real-life situations and uses cases to illustrate the application of the techniques and tools. Towards the end of the course, students become capable to use financial statements to assess the strategy and valuation of the firm. **Prerequisite: FINA 301.**

FINA 404. Investment Management - 3 cr.

This course introduces the students to the theoretical foundation of investment strategies and the operations of security markets. The course exposes investment decisions from a macro level to a micro level. The course highlights the trade-offs between risks and returns for equity, debt and other securities. The course also focuses on the formulation of an optimum asset allocation according to desired risk profiles and investment horizons. **Prerequisite: FINA 301.**

FINA 405. International Finance - 3 cr.

This course covers international financial management and international trade. Topics covered include: management of foreign exchange exposure, foreign direct investment decisions, multinational capital budgeting, international banking, balance of payment, determination of interest exchange rates. Challenges faced by companies operating in foreign countries are also addressed. **Prerequisite: FINA 301.**

FINA 406. Real Estate Finance - 3 cr.

This course covers the theoretical and practical knowledge of the real estate finance and investment analysis with emphasis on real estate financial markets and the impact of the financing decision on real estate investment risks and return. Topics covered include: legal issues in real estate finance, residential and commercial properties, income-generating properties and valuation, present value analysis, fixed rate mortgage loans, variable payment mortgages, underwriting and financing residential properties, leases, cash flow projection and analysis, investment and risk analysis, financial leverage, disposition and renovation of income properties, financing corporate real estate and real estate capital markets. **Prerequisite: FINA 301.**

FINA 407. Security Analysis and Portfolio Management - 3 cr.

Security Analysis and Portfolio Management draws on the mean-variance argument that is employed to understand the investment process, analyze investment, construct efficient portfolios, evaluate financial securities and assess investment performance. The course exposes students to the real-life practice of market trading. **Prerequisite: FINA 301.**

Operations and Human Capital Management Concentration Courses

DSAI 401. Artificial Intelligence: Innovation and Applications - 3 cr.

This course provides a practical and multidisciplinary exploration of Artificial Intelligence (AI) and its transformative applications across sectors, including marketing, operations, finance, human resources, customer service, public health and social media. Throughout the course, students will learn fundamental AI concepts such as machine learning, deep learning, and natural language processing, while understanding the distinction between narrow and general AI.

The course integrates real-world use cases that demonstrate AI's impact across sectors, such as research, content generation and personalization, decision-making, process automation, customer engagement, financial forecasting, predictive health analytics, disease surveillance, sentiment analysis, social media analytics, and audience targeting. Students will learn how to employ user-friendly, non-coding platforms to explore AI-driven tools and solutions relevant to their respective disciplines. The course also delves into the ethical considerations, governance frameworks, emerging trends and the societal implications of AI.

The course concludes with a capstone project where students collaborate to design AI-driven solutions to field-specific challenges, demonstrating the practical application of AI concepts and tools.

INFO 402. Data Analysis - 3 cr.

This course covers quantitative and qualitative tools needed to turn data into information and information into sound decisions. Topics covered include: selecting and applying the right statistics to a question about data, inferential and advanced statistical tools, simple and multiple modeling: linear, exponential and logistic growth functions, examining data in a dataset. Additionally, selecting the right research methodology and design are addressed. **Prerequisite: CMPS 202 or equivalent.**

INFO 403. Business Decision Making - 3 cr.

This course covers the principal tools and techniques used in business decision-making. Topics covered include: decision-making process, problem-solving techniques, quantitative and qualitative tools, judgment in decision making, linear programming and optimization, transportation and assignment models, project scheduling and control, inventory models, decision theory and game theory. Additionally, problems, cases and exercises are solved using Microsoft Excel and other software applications.

Prerequisite: CMPS 202 or equivalent.

INFO 404. Introduction to Data Science - 3 cr.

Introduction to Data Science integrates computing, statistics and visualization and communication into the one course. The course is particularly helpful in building hands-on experience with data manipulation and analysis to finally presenting impressive results. Such results are core to enhance decision-making activities, transforming the workplace into a data driven mini-society. Students from Marketing and Entrepreneurship concentration area can take this course as well. **Prerequisites: CMPS**

202 or equivalent and STAT 201.

MNGT 403. Contemporary Issues in Human Capital Management - 3 cr.

This course covers current issues in human capital management and how HR managers should deal with these issues with emphasis on their impact on organizational performance. Topics covered include: corporate culture, diversity and work-life balance, work ethics, manpower planning, downsizing, employee relations, employee involvement, knowledge management, flexibility and workplace politics.

Prerequisite: MNGT 402.

MNGT 404. Employee Planning, Training and Development - 3 cr.

The course explores training theories from conceptual foundations to practical application, highlighting the importance and advantages of employee training and development. Themes covered include: (1) assessing training needs, (2) designing effective training and development programs, (3) creating a conducive learning environment to enhance employee motivation, productivity, and job performance, (4) implementing training courses aligned with clear agendas and business requirements, (5) evaluating the effectiveness of training programs, and (6) reflecting on the evolution, challenges, and ethical implications in training practices. **Prerequisite: MNGT 402**

MNGT 405. Leadership - 3 cr.

This course covers the traits, tasks, strategies and skills of effective leaders. The critical concepts essential to personal skills development and organizational leadership behavior are examined. Topics covered include: difference between management and leadership, leadership traits, behaviors and skills of successful leaders, types of leadership, situational leadership, charismatic leadership, women and leadership, ethics and leadership, team leadership and organizational leadership. **Prerequisite: MNGT 201.**

MNGT 406. Readings and Research in Management - 3 cr.

This course provides students with an introduction to management research. Topics include research methods, research design and data analysis. Reading and research materials and assignments related to management issues are provided by the instructor on a weekly basis. **Prerequisite: Senior Standing.**

MNGT 407. Conflict Management and Resolution Strategy - 3 cr.

This course introduces students to the hard topics related to conflict management and resolution strategy including cooptation, strategic alliance, negotiation, mediation and arbitration. The course also exposes students to the soft issues of conflict management and resolution strategy through personal trait behavioral lenses, including emotional intelligence, integrity, transparency and trustworthiness. **Prerequisite: MNGT 201.**

MNGT 410. Managing and Leading Change in Organizations - 3 cr.

This course examines the external and internal forces that cause change, along with the skills needed to understand and manage change when working in a rapidly changing business environment. In the course, students comprehend the complexity of change within organizational cultures and systems and identify the role of leaders and managers and change agents in various stages of organizational change to support innovation and improvement. Additionally, students evaluate and apply integrative models for assessing, diagnosing and implementing the need for change. **Prerequisite: MNGT 402.**

MNGT 411. HR Analytics - 3 cr.

This course emphasizes the fundamentals of data analytics in human resources and the means by which data analytics can be employed to support HR decision-making. In this course, students are exposed to HR analytic tools and software (e.g., Human Resources Information Systems (HRIS), Power BI and VISIO), supplementing their theoretical knowledge with practical experience. **Prerequisite: MNGT 402.**

MNGT 412. Advanced Topics in Organizational Behavior and Management - 3 cr.

The course exposes the students to advanced perspectives on organizational behavior and management, including leadership, team building, cross-cultural management, motivational theories, incentive schemes and contemporary managerial practices. **Prerequisite: MNGT 201.**

MNGT 415. Materials and Procurement Management - 3 cr.

This course covers the functions and roles of the purchasing and materials manager. Topics covered include: supplier selection process, supplier relations, supplier management and the strategic role procurement plays in organizations. Additionally, this course examines how firms set their procurement strategies and how they plan and implement their purchasing activities to support the corporate strategy.

Prerequisite: MNGT 301.

MNGT 416. Project Management - 3 cr.

This course covers the operational and conceptual issues of project management with emphasis on project effectiveness, efficiency and control. Topics covered include: planning, implementation, controlling and evaluation of projects from an operational perspective. Additionally, project management tools such as CPM and PERT are addressed. **Prerequisite: MNGT 301.**

MNGT 417. Logistics and Supply Chain Management - 3 cr.

This course examines the network of manufacturing and service enterprises with an emphasis on the production, inventory systems, logistics, and distribution. Topics covered include strategic supply chain management, managing and measuring supply chain performance, driving forces of supply chains, supplier selection and evaluation, forecasting, inventory management, material and information flows, information technology requirements and environmental supply chains. **Prerequisite: MNGT 301.**

ENTP 402. Applying Innovation: Creativity, Systems, and Markets - 3 cr.

This course explores how innovation starts from the individual and flows within organizations, serving as a managerial tool embraced by groups and markets. The course addresses the application of innovation, its individual origins, market dynamics and impacts on organizations and systems. The course also inquiries into design thinking in management through a wide range of exercises and cases. Topics covered include: innovation and creativity (the basics design thinking management and business), innovation – the personal dimensions, innovation–the social dimensions, creativity patterns (disruption, destruction, adoption and diffusion), innovation in organizations, systems (changing systems, system builders and infrastructure), and networks (basics and structure). **Prerequisite: MNGT 201.**

Marketing and Entrepreneurship Concentration Courses

DSAI 401. Artificial Intelligence: Innovation and Applications - 3 cr.

This course provides a practical and multidisciplinary exploration of Artificial Intelligence (AI) and its transformative applications across sectors, including marketing, operations, finance, human resources, customer service, public health and social media. Throughout the course, students will learn fundamental AI concepts such as machine learning, deep learning, and natural language processing, while understanding the distinction between narrow and general AI.

The course integrates real-world use cases that demonstrate AI's impact across sectors, such as research, content generation and personalization, decision-making, process automation, customer engagement, financial forecasting, predictive health analytics, disease surveillance, sentiment analysis, social media analytics, and audience targeting. Students will learn how to employ user-friendly, non-coding platforms to explore AI-driven tools and solutions relevant to their respective disciplines. The course also delves into the ethical considerations, governance frameworks, emerging trends and the societal implications of AI.

The course concludes with a capstone project where students collaborate to design AI-driven solutions to field-specific challenges, demonstrating the practical application of AI concepts and tools.

INFO 404. Introduction to Data Science - 3 cr.

Introduction to Data Science integrates computing, statistics and visualization and communication into the one course. The course is particularly helpful in building hands-on experience with data manipulation and analysis to finally presenting impressive results. Such results are core to enhance decision-making activities, transforming the workplace into a data driven mini-society. Students from Marketing and Entrepreneurship concentration area can take this course as well. **Prerequisites: CMPS 202 or equivalent and STAT 201.**

MKTG 401. Consumer Behavior - 3 cr.

This course examines how different types of consumers behave before, during and after they buy products and services. Topics covered include: consumer and marketing segments, internal and external influences, social class and consumer behavior, consumer perception, attitude and learning, and consumer decision making. Additionally, the influence that consumer behavior has on marketing performance and activities is addressed. **Prerequisite: MKTG301.**

MKTG 402. Services Marketing - 3 cr.

This course examines the critical role services marketing plays in today's competitive economy. Topics covered include: introduction to services marketing, scope of services marketing, building customer relationships, customer relationship management, customer centricity, key service delivery elements, service recovery strategies, employees' roles in service delivery and customer care in service-based organizations. **Prerequisite: MKTG 301.**

MKTG 403. Sales Management - 3 cr.

This course covers the elements of an effective sales force as a key component of the marketing function. Topics covered include: the relationship between sales and marketing, phases of the sales process, managing the sales force, sales force structure, sales strategies, measuring and improving sales force performance, incentive plans, recruiting, selecting, training and retaining qualified salespeople. **Prerequisite: MKTG 301.**

MKTG 404. Public Relations - 3 cr.

This course covers the techniques of establishing and implementing public relations. Topics covered include: branding, influencing public opinion, damage control, improving the firm's reputation and using interactive media. Additionally, issues related to promotional tools to generate positive image and attention about the company and its products are addressed. In this course, students learn how to make products highly visible to the demographics they are targeting. **Prerequisite: MKTG 301.**

MKTG 405. Marketing Communications and Advertising - 3 cr.

This course covers the knowledge and skills needed to work in the evolving marketing communication field. Topics covered include: marketing communication concepts, tools and techniques, business communication skills, advertising, brand creation, media planning, campaign management, social media and digital communications strategy. **Prerequisite: MKTG 301.**

MKTG 406. Marketing Research - 3 cr.

This course covers the basic marketing research tools. In the course, students learn how marketing research is conducted. Topics covered include: introduction to marketing research, data collection techniques, scaling, sampling, and different methods of data analysis. Students practically engage by conducting their own marketing research using different scenarios. **Prerequisites: MKTG 301 and STAT 201 and Senior Standing.**

MKTG 407. E-Marketing and Social Media - 3 cr.

This course covers new developments in electronic marketing and social media and their impact on organizational performance. Topics covered include: introduction to e-marketing and social media, e-marketing as a strategic tool, e-commerce, developing and managing e-marketing and social media systems and financial, social and legal issues. **Prerequisites: MKTG 301 and CMPS 202.**

MKTG 408. Cultural and Creative Industries - 3 cr.

This course examines industries with a high level of cultural, creative, and sometimes artistic input/output. The course discusses the particular managerial challenges and business models within these fields, as well as how they integrate with other industries and businesses. Attention is also given to how technological advances and connectivity, as well as the transition to high-impact creative work and knowledge economies are growing the roles that cultural and creative industries can play in the future economy. **Prerequisite: MKTG 301.**

MKTG 409. Strategic Marketing - 3 cr.

This course covers strategic marketing models and tools and their practical applications. Topics covered include: creating market-driven and market-driving strategies, strategic value of sales versus the strategic value of marketing, stages of the customer buying process, strategic growth segmentation, strategic marketing for different psychographic groups, pricing strategy, the role of strategic marketing in CRM: understanding the lifetime value of a customer, the stages of new product/service development, customer analysis and competitor analysis. **Prerequisites: MNGT 201 and MKTG 301.**

ENTP 402. Applying Innovation: Creativity, Systems, and Markets - 3 cr.

This course explores how innovation starts from the individual and flows within organizations, serving as a managerial tool embraced by groups and markets. The course addresses the application of innovation, its individual origins, market dynamics, and impacts on organizations and systems. The course also inquiries into design thinking in management through a wide range of exercises and cases. Topics covered include: innovation and creativity (the basics design thinking management and business), innovation – the personal dimensions, innovation–the social dimensions, creativity patterns (disruption, destruction, adoption and diffusion), innovation in organizations, systems (changing systems, system builders and infrastructure) and networks (basics and structure). **Prerequisite: MNGT 201.**

ENTP 403. Family Business Management - 3 cr.

This course covers the nature of family businesses and the challenges that the owners and managers of these businesses face. Topics include: nature and structure of family businesses, governance of family businesses, management challenges, succession planning, dealing with non-family members, and conflicts between family members. **Prerequisite: ENTP 401.**

Practice-Based Courses

BCOM 300. Workplace Etiquette

This is a mandatory workshop that all students should successfully complete prior to their internships. The course comprises a series of workshops that focus on workplace etiquette and communication in formal and professional settings. In this course, students develop their business etiquette and professional practice skills in addition to their presentation skills so that they are well-equipped for their internships. **Prerequisite: ENGL 201.**

INTP 301. Professional Internship - 1 cr.

The professional internship course provides business students with practical learning experience. Interns are placed at different companies in different sectors and industries depending on their area of concentration. Interns are assigned faculty members as mentors to supervise the deliverables of the internship. The practical component of the program is also supervised by a manager from the firm where the internship is taking place. Students become eligible to register this course after completing 45 credit hours of the BBA program. **Prerequisites: MNGT 201, MKTG 301, FINA 301 and BCOM 300.**

Degree Plan

(1) Business	
Core Business Courses	45 credits
Concentration Courses	12 credits
Business Elective	3 credits
Professional Internship	1 credit
Total Business Courses	61 credits
(2) General Education Courses	
Civilization	6 credits
English	6 credits
Communication	3 credits
Arabic	3 credits
Basic Sciences	3 credits
Social Sciences	3 credits
Globalization and World Cultures	3 credits
Computing	3 credits
Total GE courses	30 credits
Total BBA Course Requirements	91

BBA - Suggested Business Degree Plan

First Year					
Fall 1			Spring 1		
Course	Title	Wt.	Course	Title	Wt.
ENGL 201	English I	3	ENGL 202	English II	3
ARAB 201	Arabic	3	MNGT 201	Principles of Management and Organizational Behavior	3
ACCT 201	Financial Accounting I	3	STAT 201	Statistics	3
CMPS 202	Introduction to Computing for Arts	3	MATH 200	Mathematics for Social Sciences (Business Math)	3
ECON 201	Economics	3	MKTG 301	Principles of Marketing	3
Total Credits		15	Total Credits		15

Second Year					
Fall 2			Spring 2		
Course	Title	Wt.	Course	Title	Wt.
MNGT 402	Human Resource Management	3	FINA 301	Corporate Finance	3
ACCT 301	Managerial and Cost Accounting	3	MNGT 301	Operations and Supply Chain Management	3
SOCL 210	Globalization and World	3	XXXXX	Social Science Elective	3
CIVL 201	World Civilizations I	3	CIVL 202	World Civilizations II	3
COMM 201	Public Speaking	3	XXXXX XXX	Concentration 1	3
BCOM 300	Workplace Etiquette (Mandatory Workshop)				
Total Credits		15	Total Credits		15

Summer		
Course	Title	Wt.
INTP 301	Professional Internship	1
Total Credits		1

Third Year					
Fall 3			Spring 3		
Course	Title	Wt.	Course	Title	Wt.
BUSS 403	Business Ethics	3	MNGT 401	Strategic Management	3
XXXX XXX	Concentration 2	3	XXXX XXX	Concentration 4	3
XXXX XXX	Concentration 3	3	BUSS 402	International Business	3
INFO 401	Management Information Systems	3	ENTP 401	Entrepreneurship	3
BUSS 404	Business Law	3	XXXX XXX	Business Elective	3
Total Credits		15	Total Credits		15



Main Campus, District Zahrani,
Saida-Tyre Highway, South Lebanon
+ 961 7 420 720



Phoeniciauni



Phoeniciauni



Phoenicia University



Phoenicia University