

## BACHELOR IN BUSINESS ADMINISTRATION AND MANAGEMENT

### Main Language of Instruction:

French ☒ English ☐ Arabic ☐

**Campus Where the Program Is Offered:** CFDSS, CZB, CLS

### OBJECTIVES

This program aims to train middle and/or senior managers in business administration and management, preparing them for diverse roles in public and private organizations.

It combines traditional business education with the development of interpersonal and behavioral skills essential for professional success. The program remains relevant by adapting to evolving business environments.

Over six semesters, the Bachelor's program provides students with comprehensive knowledge of business disciplines and key behavioral competencies. It incorporates emerging business issues and global trends, fostering curiosity, continuous learning, and career-long exploration.

### PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Apply ICT as tools for communication, information, and management
- Develop relational and communication skills
- Understand organizational dynamics and management mechanisms
- Analyze the business environment and its fundamental dynamics
- Enhance personal development and creativity
- Master the dynamics of quantitative models, corporate finance, and the economic environment
- Recognize the role of the individual in internal corporate activities and external relations
- Demonstrate a sense of ethics and values

### PROGRAM REQUIREMENTS

**180 credits: Required courses (150 credits), Institution's elective courses (24 credits), Open elective courses (6 credits) and USJ General Education Program (32 credits - may be part of the above categories).**

#### Fundamental Courses (174 Cr.)

##### Required Courses (150 Cr.)

Company Law (6 Cr.), Introduction to Accounting (4 Cr.), Management and Organization (6 Cr.), Mathematics (6 Cr.), MS Excel (4 Cr.), Accounting II (6 Cr.), Development of the Person and Organizational Behavior (2 Cr.), Methodology of University Work (2 Cr.), Microeconomics (6 Cr.), MS Office (2 Cr.), Principles of Marketing (4 Cr.), Statistics (4 Cr.), Cost Accounting (4 Cr.), Financial Analysis (6 Cr.), Macroeconomics (6 Cr.), Quantitative Methods (4 Cr.), Business Law (6 Cr.), Internship (10 Cr.), Ethics and Company Culture (2 Cr.), Management Control (4 Cr.), Mathematics for Finance (4 Cr.), Operational Marketing (4 Cr.), Contemporary Issues (2 Cr.), Corporate Accounting (6 Cr.), Information Systems (4 Cr.), Innovation and Entrepreneurship (2 Cr.), Strategic and International Marketing (6 Cr.), Business Simulation (2 Cr.), Database (4 Cr.), Economic Policy (6 Cr.), Financial Management (6 Cr.), Financial Markets (2 Cr.), Public Finance (4 Cr.), Entrepreneurship (2 Cr.), Digital Marketing (2 Cr.).

#### Institution's Elective Courses (24 Cr.), to be chosen from the list below:

Artificial Intelligence Applied to Management (2 Cr.), Contemporary Business (2 Cr.), Digital Banking Transformation (4 Cr.), Human Talent Development (2 Cr.), Introduction to Real Estate Management (2 Cr.), Management and Planning of Humanitarian Projects/Operations (2 Cr.), Media Training (2 Cr.), Sustainability in the Corporate World (2 Cr.), Television: Theories and Critiques (2 Cr.), Virtuous Leadership (4 Cr.), Business Conferences (2 Cr.), Creativity (2 Cr.), E-government (4 Cr.), Mediation: Tools for Conflict Prevention and Management (3 Cr.), Personal Skills (2 Cr.), Corporate Social Responsibility (3 Cr.), Business English (4 Cr.), Public Speaking (2 Cr.), Work Ready Now (4 Cr.), Volunteer and Civic Action (2 Cr.), Arabic Language: Arabic Language and the Media (2 Cr.), Arabic Language: Contemporary Novels, Cinema and Theater (2 Cr.), USJ Values in Daily Life (2 Cr.), Citizenship and Human Rights (2 Cr.).

## Open Elective Courses (6 Cr.)

USJ General Education Program (32 Cr.), to be chosen from the list below:

Code	Course Name	Credits
	<b>ENGLISH OR OTHER LANGUAGE</b>	<b>4</b>
008BUSEL3	Business English	4
	<b>ARABIC</b>	<b>8</b>
	<i>Arabic Language and Culture</i>	<b>2</b>
435LALML2 or 435LRCTL2	Arabic Language: Arabic Language and the Media or Arabic Language: Contemporary Novels, Cinema and Theater	2
	<i>Other Course Taught in Arabic</i>	<b>6</b>
008DROIL1	Company Law	6
	<b>HUMANITIES</b>	<b>8</b>
064VASJL1	USJ Values in Daily Life	2
	<i>Ethics</i>	<b>2</b>
008CETHL4	Ethics and Company Culture	2
	<i>Civic Engagement and Citizenship</i>	<b>2</b>
015ABC2L3	Volunteer and Civic Action	2
	<i>Other Humanities Course</i>	<b>2</b>
008DPCOL2	Development of the Person and Organizational Behavior	2
	<b>SOCIAL SCIENCES</b>	<b>12</b>
	<i>Professional Integration and/or Entrepreneurship</i>	<b>2</b>
008ETINL5	Innovation and Entrepreneurship	2
	<i>Other Social Sciences Courses</i>	<b>10</b>
008POLEL6	Economic Policy	6
008WRNKL3	Work Ready Now	4
	<b>QUANTITATIVE TECHNIQUES</b>	<b>8</b>
008TQIIL3	Quantitative Methods	4
008STATL2	Statistics	4
	<b>COMMUNICATION TECHNIQUES</b>	<b>4</b>
008MTRUL2	Methodology of University Work	2
008PBSPL3	Public Speaking	2

## SUGGESTED STUDY PLAN

This plan includes the 150 credits of required courses, without the 24 credits from Institution's Elective Courses and 6 credits from Open Elective Courses.

### Semester 1

Code	Course Name	Credits
008DROIL1	Company Law	6
008INTCL1	Introduction to Accounting	4
008MANAL1	Management and Organization	6
008MATHL1	Mathematics	6
008INFOL1	MS Excel	4
008ENTAL1	Entrepreneurship	2
	<b>Total</b>	<b>28</b>

### Semester 2

Code	Course Name	Credits
008COMPL2	Accounting II	6
008DPCOL2	Development of the Person and Organizational Behavior	2
008MTRUL2	Methodology of University Work	2
008ECONL2	Microeconomics	6
008MSOHL2	MS Office	2
008PRMKL2	Principles of Marketing	4
008STATL2	Statistics	4
	<b>Total</b>	<b>26</b>

### Semester 3

Code	Course Name	Credits
008AFFIL3	Financial Analysis	6
008COMAL3	Cost Accounting	4
008MACEL3	Macroeconomics	6
008TQIL3	Quantitative Methods	4
	<b>Total</b>	<b>20</b>

### Semester 4

Code	Course Name	Credits
008CONGL4	Management Control	4
008CETHL4	Ethics and Company Culture	2
008DROAL4	Business Law	6
008MARKL4	Operational Marketing	4
008MATFL4	Mathematics for Finance	4
008STAGL5	Internship	10
	<b>Total</b>	<b>30</b>

## Semester 5

Code	Course Name	Credits
oo8COMSL5	Corporate Accounting	6
oo8EJCTL5	Contemporary Issues	2
oo8ETINL5	Innovation and Entrepreneurship	2
oo8MARSIL5	Strategic and International Marketing	6
oo8SYSIL5	Information Systems	4
oo8FINPL6	Public Finance	4
	<b>Total</b>	<b>24</b>

## Semester 6

Code	Course Name	Credits
oo8BASDL6	Database	4
oo8BUSIL6	Business Simulation	2
oo8FINML6	Financial Markets	2
oo8GESFL6	Financial Management	6
oo8POLEL6	Economic Policy	6
oo8DGMAL6	Digital Marketing	2
	<b>Total</b>	<b>22</b>

## COURSE DESCRIPTION

<b>oo8DROIL1</b>	<b>Company Law</b>	<b>6 Cr.</b>
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This course focuses on the basic concepts of law, with a primary emphasis on corporate law. It provides an analytical introduction to the foundations of private law.

<b>oo8INTCL1</b>	<b>Introduction to Accounting</b>	<b>4 Cr.</b>
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This course introduces students to the organization of accounting, fostering a comprehensive understanding of the basic principles (foundations) of general accounting and accounting mechanisms. It enables students to:

- Distinguish the origins of accounting information,
- Understand the nature, function and articulation of accounts, as well as their meaning and role,
- Collect and record accounting data related to current transactions carried out by the company,
- Become familiar with accounting principles and basic financial statements.

<b>oo8MANAL1</b>	<b>Management and Organization</b>	<b>6 Cr.</b>
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This course introduces students to the fundamental concepts of organizational behavior, resource management, and decision-making in modern organizations. It explores the four major managerial functions of planning, organizing, managing, and controlling, providing a practical framework for student comprehension. The course also presents global learning concepts that encourage the adoption of global best practices, effective action, and enhanced performance.

<b>oo8MATHL1</b>	<b>Mathematics</b>	<b>6 Cr.</b>
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This course provides students with the mathematical tools necessary to develop reasoning and logical thinking skills essential for managerial decision-making.

All mathematical models and tools are analyzed and discussed in terms of their application in business and economics.

<b>oo8INFOL1</b>	<b>MS Excel</b>	<b>4 Cr.</b>
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This course enables students to create spreadsheets using advanced Excel tools.

<b>oo8ENTAL1</b>	<b>Entrepreneurship</b>	<b>2 Cr.</b>
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This course introduces students to the foundations and contemporary dynamics of entrepreneurship. It examines the profile, motivations, advantages, and challenges of entrepreneurs, as well as the cultural diversity and economic impact of entrepreneurial activity. Students will explore how entrepreneurs identify opportunities, mobilize resources, manage risks, and create value in a constantly changing environment. Through case studies, entrepreneur testimonials, and group work, the course emphasizes critical thinking, creativity, ethical awareness, and innovation. It also aims to develop an entrepreneurial mindset based on curiosity, initiative, and resilience, enabling students to recognize opportunities, take calculated risks, and transform innovative ideas into sustainable economic and social projects.

<b>oo8COMPL2</b>	<b>Accounting II</b>	<b>6 Cr.</b>
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This course aims to familiarize students with general accounting inventory and the accounting evaluation following inventory work at the end of a company's fiscal year, leading to the preparation of financial statements. International accounting standards, specifically the IFRS Conceptual Framework, are briefly covered at the end of the course.

<b>oo8DPCOL2</b>	<b>Development of the Person and Organizational Behavior</b>	<b>2 Cr.</b>
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This course aims to provide students with the necessary tools to optimize their personal abilities and fully utilize resources to overcome challenges and achieve personal and/or professional objectives. It aims to introduce the general process of organizational behavior and cover various themes. To be more specific, students will explore motivation at work, leadership in company management, accountability, and delegation. Finally, this course identifies the fundamentals of teamwork, common sources of conflict in the workplace, and primary methods for overcoming them.

<b>oo8MTRUL2</b>	<b>Methodology of University Work</b>	<b>2 Cr.</b>
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This course aims to introduce first-year students to written expressions and techniques. It enables them to efficiently understand textual content, take effective notes, and proficiently write various forms of commercial correspondence in both English and French (such as letters, memoranda, reports, etc.). Additionally, students will learn how to professionally communicate via online platforms, including email, learn to effectively conduct research, both in terms of substance and presentation, and master both verbal and non-verbal aspects of public speaking.

<b>oo8ECONL2</b>	<b>Microeconomics</b>	<b>6 Cr.</b>
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This course provides a solid understanding of economic reasoning without burdening students with the heavy theoretical foundation required for specialized studies in economics. The course adopts a classical approach, starting with an introduction to supply and demand, their determinants, and influencing factors such as prices and income. It continues with an in-depth analysis of consumer behavior through utility and producer behavior through the cost function, concluding with the study of market structures in imperfect competition.

<b>oo8MSOHL2</b>	<b>MS Office</b>	<b>2 Cr.</b>
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This course aims to teach students how to use the major and important features of Microsoft Word and PowerPoint, starting from the basics and progressing to more advanced ones. By the end of the course, students will be able to create professional documents and stunning slideshows, particularly suitable for business purposes and presentations.

<b>oo8PRMKL2</b>	<b>Principles of Marketing</b>	<b>4 Cr.</b>
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This course introduces students to the marketing mindset, which involves a rigorous approach supported by appropriate tools and implemented through concrete actions within companies. Through this mindset, students will adopt the perspective of the client or consumer and analyze their needs to respond more effectively than competitors.

<b>008STATL2</b>	<b>Statistics</b>	<b>4 Cr.</b>
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The “Descriptive Statistics” course aims to familiarize first-year Business Administration and Management students with basic statistical concepts (population, characteristics, statistical variable, etc.). It teaches them to analyze statistical data using graphical tools, key characteristics, and possible relationships between variables, inspired by practical management cases.

<b>008AFFIL3</b>	<b>Financial Analysis</b>	<b>6 Cr.</b>
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This course provides tools for diagnosing the economic situation and financial statements of a company using information from its management documents summary (balance sheet, income statement, and appendix). To be more specific, it aims to explain concepts and methods for assessing the financial health and profitability of a company. The course covers:

- Methods for transitioning from accounting logic to economic and financial logic.
- Calculation methods and interpretation of analysis indicators (rates, ratios, balances, etc.).

<b>008COMAL3</b>	<b>Cost Accounting</b>	<b>4 Cr.</b>
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This course aims to demonstrate how information from general accounting can enhance business management efficiency. It enables students to:

- Understand the different types of costs and their practical applications.
- Acquire the fundamental techniques of cost analysis.

<b>008MACEL3</b>	<b>Macroeconomics</b>	<b>6 Cr.</b>
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This course aims to teach second-year students the fundamental concepts of macroeconomics. Macroeconomics focuses on the economy as a whole and concerns itself with the measurement and determination of major economic aggregates: aggregate demand and aggregate supply, GDP, business cycles, employment and unemployment, inflation, etc. Additionally, it covers key indicators of the economy, explains the sources of economic growth, and helps in interpreting and predicting government fiscal policies and central bank monetary policies.

<b>008TQIIL3</b>	<b>Quantitative Methods</b>	<b>4 Cr.</b>
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This course aims to familiarize students with concepts of probability and random variables essential for understanding sampling and estimation. These methods allow for deriving valid results for a population based on a representative sample.

<b>008CONGL4</b>	<b>Management Control</b>	<b>4 Cr.</b>
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This course aims to demonstrate how information from general and analytical accounting can enhance the efficiency and performance of companies. It aims to:

- Acquaint students with the fundamental techniques of budget construction.
- Familiarize them with the calculation and analysis of different types of deviations.

<b>008CETHL4</b>	<b>Ethics and Company Culture</b>	<b>2 Cr.</b>
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This course introduces students to topics related to ethics and culture. It helps them become aware of the importance of ethics, its concepts and main definitions, as well as the importance of culture in its various aspects and the impact of ethical culture on business development. Examples from international companies provide a better understanding of the impact of ethics on individual behavior and on institutional and state bodies. Additionally, it explains the impact of ethics on company development through technology and innovation, creativity and marketing, quality control processes, and management. The general objectives are to:

- Raise students’ awareness of the importance of culture and ethics.
- Explain the link between culture and ethics.
- Explain the impact of ethics and culture on decision-making and business development.
- Introduce students to forms of corruption.

<b>oo8DROAL4</b>	<b>Business Law</b>	<b>6 Cr.</b>
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This course provides students with the knowledge, mathematical reasoning, and practical understanding needed to grasp the institutions and techniques used in the business world. It emphasizes concepts essential for navigating professional environments, enabling the ability to engage in established activities, learn new techniques for profit generation, and avoid or minimize losses such as penalties or damages.

The course also serves as a foundational subject for further study in various management fields and related professions, including:

- Corporate accounting
- Finance
- Banking and stock markets
- Other relevant legal branches: labor law, social security, tax law, etc.

<b>oo8MARKL4</b>	<b>Operational Marketing</b>	<b>4 Cr.</b>
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This course introduces students to the components of the marketing mix and the process by which companies establish this mix in the market.

<b>oo8MATFL4</b>	<b>Mathematics for Finance</b>	<b>4 Cr.</b>
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This course develops mathematical practices to solve financial problems. Mathematics for finance is thus indispensable for managers in many decision-making situations.

The course also familiarizes students with the tools and techniques necessary to solve problems related to capitalization, discounting, annuities, and loans.

<b>oo8STAGL5</b>	<b>Internship</b>	<b>10 Cr.</b>
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This course is required for obtaining the degree. Students must complete a minimum eight-week internship (10 ECTS credits), prepare a report on their experience at the host company, present it, and defend it to validate the internship. The internship must take place during the summer, preferably in June, July, or August, between the end of the fourth semester and the beginning of the fifth semester.

<b>oo8COMSL5</b>	<b>Corporate Accounting</b>	<b>6 Cr.</b>
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This course introduces the legal framework governing commercial companies, which are profit-oriented entities governed by legal, fiscal, and accounting rules. It explains how these companies are created, how their activities generate profits or losses at the end of each accounting period, and how these results are allocated according to the law and their statutes. The course also covers financing and restructuring operations such as capital increases, mergers, demergers, and partial asset contributions, as well as the conditions that may lead to dissolution, liquidation, and the settlement of debts owed to creditors and shareholders.

Topics include:

- Overview of commercial companies
- Accounting aspects related to their formation
- Profit allocation mechanisms
- Capital increase procedures
- Dissolution and liquidation processes
- Modalities of company mergers


<b>oo8EJCTL5</b>	<b>Contemporary Issues</b>	<b>2 Cr.</b>
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This course aims to foster the understanding and analysis of the current challenges facing our world, considering economic, political, and social developments. It examines the challenges and opportunities presented by the evolution of globalization and the future of our societal systems.

<b>oo8ETINL5</b>	<b>Innovation and Entrepreneurship</b>	<b>2 Cr.</b>
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This course aims to encourage students to consider entrepreneurship as a viable career and life choice and to experiment with the beginning of an entrepreneurial journey. It raises awareness about the attitudes and behaviors of enterprising individuals, helping to overcome the stereotypes often associated with them. It concretely and





engagingly presents the entire innovation process, particularly problem identification, applying methods to find new and interesting ideas, and transforming those ideas into sustainable solutions. Finally, this course helps students understand the main dilemmas related to innovation, anticipate and potentially influence the diffusion of innovations, describe the challenges entrepreneurs face at each stage of their business development, and understand the imperatives and specificities of social entrepreneurs.

<b>oo8MARSIL5</b>	<b>Strategic and International Marketing</b>	<b>6 Cr.</b>
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By the end of this course, students will be able to conduct a comprehensive diagnosis and situational analysis of a company, recommend a strategy, and apply it at the marketing mix level. They will also be capable of developing a complete strategic and marketing plan. Given the importance of globalization and its effects on commercial activities and consumer behavior, students will learn about strategies for internationalizing a company's business activities and marketing actions on a global scale.

<b>oo8SYSIL5</b>	<b>Information Systems</b>	<b>4 Cr.</b>
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This course introduces the concepts of integration and operation of information systems (IS), which are essential for business performance and competitiveness. It aims to provide students with key elements that, as future managers, will enable them to leverage these technologies by activating the right levers and mitigating identified risks to transform IS into a positive strategic and operational tool for the company.

The course emphasizes both the acquisition of concepts and their integration into a global, action-oriented framework for effective and efficient decision-making.

<b>oo8BASDL6</b>	<b>Database</b>	<b>4 Cr.</b>
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This course familiarizes students with the design and construction of databases using examples from management practice and the Access tool.

<b>oo8BUSIL6</b>	<b>Business Simulation</b>	<b>2 Cr.</b>
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This capstone course is taught during the last semester of the Bachelor in Business Administration and Management program. It involves applying all the marketing concepts acquired throughout the program via a business simulation game. The primary objective is to familiarize students with decision-making processes within companies.

<b>oo8FINPL6</b>	<b>Public Finance</b>	<b>4 Cr.</b>
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This course provides students with knowledge of various techniques of budgetary operations, a key element in public finance. It also presents a fundamental approach to the "fiscal culture" and fiscal policy of the State, as well as the means implemented. Finally, the course introduces students to the importance of budgetary balance in the preparation of the national budget and the adverse effects of excessive budgetary imbalance.

<b>oo8FINML6</b>	<b>Financial Markets</b>	<b>2 Cr.</b>
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This course introduces students to the world of investments, particularly focusing on international financial markets.

<b>oo8GESFL6</b>	<b>Financial Management</b>	<b>6 Cr.</b>
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This course provides an understanding of the main techniques for making long-term financial decisions. It specifically addresses financial forecasting, criteria for investment selection, company financing, and approaches to various financing methods with banks or markets. Additionally, the course includes an introduction to the principles and practices of Islamic finance.

<b>oo8POLEL6</b>	<b>Economic Policy</b>	<b>6 Cr.</b>
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This course offers a theoretical approach to economic policy and sheds light on the debates it engenders. It illustrates how economic policy choices are represented, demonstrating how the convictions of different schools of economic thought are formed and the actions taken by decision-makers in addressing macroeconomic problems.





<b>008DGMAL6</b>	<b>Digital Marketing</b>	<b>2 Cr.</b>
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This course aims to provide students with a solid understanding of digital marketing fundamentals, strategy development, and best practices in implementation. It equips students with both theoretical insights and practical skills necessary to develop and manage effective digital marketing strategies in today's digital environment.

<b>008AIAML3</b>	<b>Artificial Intelligence Applied to Management</b>	<b>2 Cr.</b>
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This course introduces students to artificial intelligence and its applications across various industries, with a focus on its use in management to support decision-making. Students will learn how AI tools and techniques enhance efficiency, analysis, and strategic decisions in business contexts.

<b>008CPBUL3</b>	<b>Contemporary Business</b>	<b>2 Cr.</b>
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This course is a Business English course for upper-intermediate to advanced students. It prepares them for the professional environment by developing skills for career success, including understanding entrepreneurial ventures, small business operations, global market competition, key economic and banking processes, and strategies for mergers and acquisitions. Students will broaden their knowledge of the business world through varied processes and learning activities.

<b>008DBTRL3</b>	<b>Digital Banking Transformation</b>	<b>4 Cr.</b>
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This course familiarizes students with the different distribution channels in financial institutions, particularly digital channels such as ebanking and mobile banking.

A large part of the course is devoted to the digital transformation underway in the banking sector, the role of tech giants GAFAM and BATX (Google, Apple, Facebook, Amazon, Microsoft...) and the challenges posed by fintechs.

Finally, the impact of cryptocurrencies and digital currencies on the economy will be discussed during the semester.

<b>008HTDVL3</b>	<b>Human Talent Development</b>	<b>2 Cr.</b>
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This course explores talent development, guiding students in self-discovery and leadership empowerment while learning to nurture the talents of others. It covers personal growth, team dynamics, and organizational success. Students will examine key behaviors for workplace success, explore their personality traits, and actively engage with case studies, real-life examples, and role plays.

<b>008IREML3</b>	<b>Introduction to Real Estate Management</b>	<b>2 Cr.</b>
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This course examines the transformation of the real estate industry under global trends that are reshaping traditional development approaches. Students will learn to integrate various industry parameters to produce real estate projects that are commercially viable, socially trendy, aesthetically pleasing, environmentally friendly, technologically advanced, economically robust, functionally optimal, operationally efficient, and legally sound.

<b>008MPHPL3</b>	<b>Management and Planning of Humanitarian Projects/Operations</b>	<b>2 Cr.</b>
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This course provides a hands-on exploration of humanitarian work, tracing its history from the early 19th century to the present. Students will examine major humanitarian crises, including Biafra, Haiti, Syria, Afghanistan, Cambodia, Ebola, COVID-19, and Ukraine. The course explores organizational structures and cultures of UN agencies, Anglo-Saxon INGOs, and continental (mainly French) INGOs. Students will study key functions within humanitarian agencies, including HR, logistics and security, operations, grants, and MEAL. They will learn to write proposals, develop log frames, set general and specific objectives, design monitoring schemes, create advocacy strategies, and produce reports. Finally, students will explore the fundamental principles of launching and managing humanitarian interventions during major crises.

<b>008METRL3</b>	<b>Media Training</b>	<b>2 Cr.</b>
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This course prepares students to interact effectively with the media. It examines conceptual foundations for engaging with traditional and new media and provides practical applications of these principles. Students will develop confidence in delivering clear messages while maintaining control over content during media exposure, interviews, or public speaking. The course covers body language, audience analysis, message creation and delivery, and evaluation tools.

<b>008SICWL3</b>	<b>Sustainability in the Corporate World</b>	<b>2 Cr.</b>
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This course provides an introduction to the concepts of sustainability, Sustainable Development Goals (SDGs), and Corporate Social Responsibility (CSR). It explores the interconnectedness between environmental, social, and economic aspects of sustainability and equips students with the knowledge and skills to address global challenges through sustainable practices. This knowledge supports students in their corporate life and entrepreneurial journeys through exposure to best practices in local and multinational corporations.

<b>008TTCRL3</b>	<b>Television: Theories and Critiques</b>	<b>2 Cr.</b>
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This course examines the relationship between mass media and education. It analyzes how media can incorporate educational messages into their programming and teaches students to critically observe and analyze television broadcasts to detect potential educational content.

<b>008VILEL3</b>	<b>Virtuous Leadership</b>	<b>4 Cr.</b>
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This course explores authentic leadership as the development of character through the practice of virtues. Students will learn that while management focuses on accomplishing tasks, leadership is about fostering the growth of others. Leadership is presented as a way of being accessible to everyone, regardless of rank or position, and as a vocation open to all, not reserved for a select few.

<b>008BSCFL3</b>	<b>Business Conferences</b>	<b>2 Cr.</b>
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This course connects undergraduate students with influential business leaders from various industries. Students will attend conferences to build professional contacts, gain knowledge, learn methods and tools, and generate ideas in a professional context. Each conference provides a unique learning experience, helping students advance their career objectives. The course aims to bridge the gap between academic offerings and industry needs through continuous interaction with professionals. Students must attend at least seven conferences during the semester and will be evaluated based on their attendance.

<b>008CREAL3</b>	<b>Creativity</b>	<b>2 Cr.</b>
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This course explores creativity as a skill that can be learned, developed, and applied, even when students face stress, exhaustion, or emotional blocks. Students will learn how creativity functions, how to overcome creative blocks, and methods to refresh routines to unlock innovative ideas. The course provides tools and strategies to encourage creative flow and diversify approaches to work.

Students will connect ideas and images through multiple disciplines, such as photography, design, writing, performance, film, music, engineering, business, or their own field, to discover their unique creative potential and personal mode of expression. They will also learn to navigate frustration and roadblocks, finding creative solutions to complete projects successfully, while emphasizing planning and effective communication. "Creativity is a skill that can be learned, developed and applied" (Edward de Bono).

<b>008EGVTL4</b>	<b>E-government</b>	<b>4 Cr.</b>
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This course examines the challenges and opportunities of open government as governments aim to increase transparency and strengthen ties with constituents. Students will explore fundamental concepts related to e-government data, the application of open government principles in various contexts, and the potential positive and negative effects of open government on the workplace.

<b>090OPGCF1</b>	<b>Mediation: Tools for Conflict Prevention and Management</b>	<b>3 Cr.</b>
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This course enables students to prevent and manage difficult and conflictual situations by deepening self-awareness and mastering mediation tools.

<b>008PSKLL3</b>	<b>Personal Skills</b>	<b>2 Cr.</b>
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This course highlights essential 21st-century skills, with a focus on communication, conflict management, and negotiation.

<b>012RESEL3</b>	<b>Corporate Social Responsibility</b>	<b>3 Cr.</b>
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This elective course, offered at USJ's Faculty of Economics and open to students from other USJ disciplines, aims to introduce economics students to the importance of Corporate Social Responsibility (CSR) in achieving sustainable development. It emphasizes understanding the role of businesses beyond profit maximization, highlighting their contribution to the development of society and the impact of such behavior on profit and stakeholders (employees, suppliers, customers, governmental institutions, NGOs, media, competing businesses, etc.).

<b>008BUSEL3</b>	<b>Business English</b>	<b>4 Cr.</b>
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This course in Business English is designed for intermediate-level business students, providing structured practice within everyday business contexts. Students will engage in activities to expand their knowledge of specialized business terminology and concepts relevant to their future careers. The course includes speaking, reading, writing, and listening tasks, using stimulating business topics to enhance language and communication skills. The aim is for students to achieve an effective and fluent command of English for business purposes.

<b>008PBSPL3</b>	<b>Public Speaking</b>	<b>2 Cr.</b>
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This course develops effective communication skills essential for leadership and professional success. Students will learn to resolve conflicts, foster harmony, and build stronger relationships while influencing others positively. The course focuses on public speaking in professional contexts, emphasizing confidence, clarity, and effectiveness in presentations, meetings, and other professional scenarios.

<b>008WRNKL3</b>	<b>Work Ready Now</b>	<b>4 Cr.</b>
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This course equips students with foundational soft skills and work-based learning experiences to prepare for workplace success. Students will engage in participatory, hands-on learning, practicing new skills and building the self-confidence needed to secure and maintain employment aligned with their professional goals. Work-based activities include visits to real workplaces in the community and the use of free online digital tools to demonstrate learning. Throughout the course, students will create a career portfolio to support their transition from student to employee.

<b>015ABC2L3</b>	<b>Volunteer and Civic Action</b>	<b>2 Cr.</b>
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This course raises students' awareness of the importance of civic engagement by providing opportunities to participate in various voluntary activities. The course is divided into two parts: theoretical instruction and supervised practice.

<b>435LALML2</b>	<b>Arabic Language: Arabic Language and the Media</b>	<b>2 Cr.</b>
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This course introduces students to the Arabic language and culture through exposure to its use in visual, audio, and written journalism and advertising. Students will develop practical oral and written linguistic skills applicable in media contexts.

<b>435LRCTL2</b>	<b>Arabic Language: Contemporary Novels, Cinema and Theater</b>	<b>2 Cr.</b>
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This course introduces students to the Arabic language and culture through contemporary poetry, novels, cinema, and theater. Students will acquire practical oral and written linguistic skills for real-world application.

<b>015CDHOL3</b>	<b>Citizenship and Human Rights</b>	<b>2 Cr.</b>
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This course encourages USJ students to embrace fundamental rights and develop their civic commitment.

<b>064VASJL1</b>	<b>USJ Values in Daily Life</b>	<b>2 Cr.</b>
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This course raises students' awareness of Saint Joseph University's core values and guides them to integrate these values into personal life, interpersonal relationships, and professional conduct. Students will critically reflect on how the USJ Charter influences behavior and decision-making, recognize global issues and ethical responsibilities, and learn to contribute positively to society.