

BACHELOR IN SOCIOLOGY

Main Language of Instruction:

French English Arabic

Campus Where the Program Is Offered: CSH

OBJECTIVES

The Bachelor in Sociology provides students with a deep understanding of social rules, focusing on Lebanese and Arab societies. It combines sociological and anthropological concepts with practical experience through fieldwork, surveys, and internships, while offering courses connected to business and professional contexts. Graduates are prepared for careers in economic research, economic sociology, and related fields.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Analyze and compare sociological and anthropological theories
- Understand and evaluate business and organizational environments
- Interpret complex social phenomena
- Master key sociological and anthropological concepts
- Engage in critical reflection and debate on societal dynamics, with a focus on Lebanon
- Manage organizational and corporate communication
- Design and conduct fieldwork
- Apply statistical analysis to social research.

PROGRAM REQUIREMENTS

180 credits: Required courses (107 credits), Institution's elective courses (35 credits), Open elective courses (6 credits), and USJ General Education Program (32 credits - may be part of the above categories).

Fundamental courses (142 Cr.)

Required courses (107 Cr.)

Media and Social Claims (4 Cr.). Persuasion and Manipulation: Sociological Approach (3 Cr.). Introduction to Public Relations (3 Cr.). Methods and Approaches in Social Sciences (3 Cr.). Communication and Society (4 Cr.). Lectures and Seminars (3 Cr.). Anthropological Surveys (3 Cr.). Business, Social Responsibility, and Governance (4 Cr.). Introduction to Anthropology (3 Cr.). Introduction to Corporate Communication and Marketing (3 Cr.). Introduction to Human Resource Management (3 Cr.). Lebanese Society: Family, Political Parties, and Religious Communities (3 Cr.). The City: Spaces and Networks of Sociability (3 Cr.). Arab World: Unity and Cultural Diversity (3 Cr.). Major Fields of Anthropology (3 Cr.). Research Paper in Sociology-Anthropology (6 Cr.). Intangible Cultural Heritage and Lebanese Identity (3 Cr.). Public Presentation and Communication (3 Cr.). Public Relations and External Communication (3 Cr.). Communication Seminar I (2 Cr.). Sex, Gender, and Society (3 Cr.). Sociology of Communication (3 Cr.). Sociology of Family and Marriage (3 Cr.). Sociology of Religion (3 Cr.). Sociology of the Arab World (3 Cr.). Political Sociology (3 Cr.). Sociology: Selected Topics (3 Cr.). Internship – Business Sociology and Public Relations (6 Cr.). Communication Strategies of Associations (3 Cr.). Anthropological Theories I (3 Cr.). Anthropological Theories II (3 Cr.). Sociological Theories I (3 Cr.). Sociological Theories II (3 Cr.).

Institution's Elective Courses (35 Cr.), to be chosen from the list below:

Semesters 1 – 3 – 5

Introduction to the Environment (3 Cr.). Introduction to Heritage (3 Cr.). The Meaning of History in International Relations (3 Cr.). Communication and Gender (4 Cr.). Ethics and Transparency in Journalism (2 Cr.). Communication Seminar I (2 Cr.).

Semesters 2 – 4 – 6

Theories and Models of Information and Communication (4 Cr.). Social Media & Community Management (2 Cr.). Society and Current Affairs (4 Cr.). Workshop on News Analysis and Decryption (2 Cr.). Semantics and Pragmatics of Communication (2 Cr.). Journalistic Writing Techniques / French-English (4 Cr.). Journalism in Lebanon (4 Cr.). Ethics and Transparency in Journalism (2 Cr.).

Open elective courses (6 Cr.)

USJ General Education Program (32 Cr.)

Code	Course Name	Credits
	ENGLISH OR OTHER LANGUAGE	4
011SAANL3	Specialized English – Sociology and Anthropology	4
	ARABIC	4
	<i>Arabic Language and Culture</i>	2
011SGDVL4	City and Citizen Law (in Arabic)	4
	HUMANITIES	8
064VALEL1	USJ Values in Daily Life	2
	<i>Ethics</i>	2
011PHPEL1	Thinking Ethics: Foundations	2
	<i>Civic Engagement and Citizenship</i>	2
011GESFL1	Society and Risk	2
	<i>Other Humanities Course</i>	2
011HIMCL3	War in the Contemporary World	2
	SOCIAL SCIENCES	6
	<i>Professional Integration and/or Entrepreneurship</i>	3
011SAIPL1	Professional Integration	3
	<i>Other Social Sciences Course</i>	3
011SAESL1	Introduction to the Study of Society	3
	COMMUNICATION TECHNIQUES	4
011LFCEL1	Oral and Written Communication	4
	QUANTITATIVE TECHNIQUES	6
011PSSDL2	Descriptive Statistics in Psychology I	3
011PSSDL5	Descriptive Statistics in Psychology II	3

SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
011SAFML1	Sociology of Family and Marriage	3
011SARPL1	Introduction to Public Relations	3
011SAANL1	Introduction to Anthropology	3
011SGDVL4	City and Citizen Law (in Arabic)	4
011LFCEL1	Oral and Written Communication	4
011PHPEL1	Thinking Ethics: Foundations	2
011SAESL1	Introduction to the Study of Society	3
011SAMAL3	Arab World: Unity and Cultural Diversity	3
	Institution's Elective Course	5
	Total	30

Semester 2

Code	Course Name	Credits
011SAGDL2	Major Fields of Anthropology	3
011SASLL2	Lebanese Society: Family, Political Parties, and Religious Communities	3
011SATCL2	Sociology: Selected Topics	3
011PSSDL2	Descriptive Statistics in Psychology I	3
064VALEL1	USJ Values in Daily Life	2
011SECOL4	Communication Seminar I	2
	Institution's Elective Course	11
	Open Elective Course	3
	Total	30

Semester 3

Code	Course Name	Credits
011ENANL3	Anthropological Surveys	3
011SPCIL3	Intangible Cultural Heritage and Lebanese Identity	3
011SAANL3	Specialized English – Sociology and Anthropology	4
011SPCUL3	Public Presentation and Communication	3
011SASPL3	Political Sociology	3
011SAS1L3	Sociological Theories I	3
011SAMRL3	Media and Social Claims	4
	Institution's Elective Course	7
	Total	30

Semester 4

Code	Course Name	Credits
011SAGCL4	Anthropological Theories I	3
011SAMAL4	Sociology of the Arab World	3
011SACEL4	Public Relations and External Communication	3
011SARHL4	Introduction to Human Resource Management	3
011HIMCL3	War in the Contemporary World	2
011SARSL6	Business, Social Responsibility, and Governance	4
	Institution's Elective Course	9
	Open Elective Course	3
	Total	30

Semester 5

Code	Course Name	Credits
011SAS6L5	Internship – Business Sociology and Public Relations	6
011SAEML5	Introduction to Corporate Communication and Marketing	3
011SACAL5	Communication Strategies of Associations	3
011COSEL5	Lectures and Seminars	3

011SAPML6	Persuasion and Manipulation: Sociological Approach	3
011SAS1L1	Methods and Approaches in Social Sciences	3
011SAT2L6	Sociological Theories II	3
011SAAUL5	The City: Spaces and Networks of Sociability	3
011SAIPL1	Professional Integration	3
	Total	30

Semester 6

Code	Course Name	Credits
011SASSL6	Sex, Gender, and Society	3
011SANOL5	Research Paper in Sociology-Anthropology	6
011SAA2L6	Anthropological Theories II	3
011SASCL6	Sociology of Communication	3
011SACSL4	Communication and Society	4
011S8SRL6	Sociology of Religion	3
011PSSDL5	Descriptive Statistics in Psychology II	3
011GESFL1	Society and Risk	2
	Institution's Elective Course	3
	Total	30

COURSE DESCRIPTION

011SAANL3	Specialized English – Sociology and Anthropology	4 Cr.
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This course aims to enhance students' interactive speaking skills, oral presentation abilities, and capacity to analyze and synthesize information from diverse sources. Students will engage with authentic materials to demonstrate their understanding of various topics. Additionally, this course emphasizes developing an academic and professional writing style through analysis and research.

011SACSL4	Communication and Society	4 Cr.
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This course aims to raise students' awareness and improve their ability to address the main challenges and issues of communication in contemporary society, including its beneficial and harmful effects. It also introduces students to the concrete analysis of religious phenomena and their impact within today's social and cultural context.

011LFCEL1	Oral and Written Communication	4 Cr.
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This course is designed to meet the linguistic needs of USJ students. It first develops their ability to communicate easily, clearly, and effectively in various oral situations, such as spontaneous speech, interviews, presentations, debates, and meetings. It also develops students' writing, reading, and research skills on current topics related to their field of study. By the end of the course, students will be able to prepare and deliver oral presentations for professional purposes and independently write a research paper in class on a current topic, clearly expressing their opinion.

011COSEL5	Lectures and Seminars	3 Cr.
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This course aims to:

- Foster interdisciplinary practice
- Complement disciplinary training
- Revisit disciplinary issues in an original context
- Develop the researcher's mindset

- Stimulate and cultivate creativity.

011SGDVL4	City and Citizen Law (in Arabic)	4 Cr.
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This course introduces students to citizens' rights and obligations, the relationship between citizens and the police and other security services, and the new laws and regulations in force.

011ENANL3	Anthropological Surveys	3 Cr.
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This course enables students to conduct a field investigation leading to a project or study. Most of the course takes place off-campus, directly in the field, engaging with individuals responding to questionnaires.

011SARSL6	Business, Social Responsibility, and Governance	4 Cr.
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This course introduces students to the concept of corporate social responsibility and its social impact. It encourages them to understand the stakes of socially responsible leadership and to make decisions and take action guided by ethical and humanistic values.

011SAIPL1	Professional Integration	3 Cr.
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This course prepares students for the professional world by providing guidance, teaching materials, and career perspectives. It supports students in their professional integration by helping them assess their skills, enhance oral and written communication for professional contexts, identify the most suitable career path, and learn to integrate successfully into this new environment.

011SAANL1	Introduction to Anthropology	3 Cr.
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This course provides an introduction to anthropology. It offers a broad overview of the discipline's evolution and practice, as well as its interdisciplinary aspects. Special attention is given to fundamental concepts and contemporary issues within cultural variability, such as otherness, ethnocentrism, identity, and acculturation. The course aims to give students valuable insights for understanding the cultural dimensions of many current issues.

011SAEML5	Introduction to Corporate Communication and Marketing	3 Cr.
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This course introduces students to the concepts of marketing and corporate communication, emphasizing the importance for a company to communicate internally and externally to promote and protect its image.

011SARHL4	Introduction to Human Resource Management	3 Cr.
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This course covers the main aspects of management and human resource administration and introduces the theories and practices of the profession.

011SAESL1	Introduction to the Study of Society	3 Cr.
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This course provides the essential tools to understand the structure, functioning, and transformations of the social world. Students will acquire the basic concepts of sociology and learn to independently reflect on the interaction between society and the individual.

011SARPL1	Introduction to Public Relations	3 Cr.
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This course introduces students to the various communication techniques used by companies, including marketing, advertising, and especially public relations. Students will learn about public relations and the role of the professional responsible for it. The course covers different aspects of communication, beginning with an introduction to the general concept of communication, followed by explanations of the various techniques (propaganda, advertising, marketing, and public relations), and concludes with a focus on the roles and functions of a communications officer.

011HIMCL3	War in the Contemporary World	2 Cr.
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This course is open to all students from different disciplines. It examines the nature, causes, and forms of conflicts

in the ancient and contemporary world, as well as the transformations and evolution of the relationship between humans and war today.

011GESFL1	Society and Risk	2 Cr.
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This course defines the fundamental concepts of risk and vulnerability, and equips students with the skills needed to address challenges related to natural and technological hazards, as well as the vulnerability of human societies to these risks. It emphasizes a systemic understanding of vulnerability, including physical, social, economic, institutional, cultural, and territorial dimensions.

011SASLL2	Lebanese Society: Family, Political Parties, and Religious Communities	3 Cr.
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This course provides students with the tools to understand and analyze the interaction between the social, political, and religious spheres in contemporary Lebanese society.

011SAMAL3	Arab World: Unity and Cultural Diversity	3 Cr.
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This course enables students to understand the Arab world through the dynamic lens of its cultures and the identities of its populations at both regional (cultural area) and national levels. It examines the socio-cultural and political relations between ethnic and religious groups.

011SAAUL5	The City: Spaces and Networks of Sociability	3 Cr.
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This course enables students to understand the increasingly urbanized world through the lenses of sociology and anthropology. It examines the relationships between individuals, networks, and groups, as well as social dynamics in Lebanese urban spaces.

011SAGDL2	Major Fields of Anthropology	3 Cr.
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This course enables students to understand the main fields of anthropology. It examines the key components of culture, highlighting both unity and diversity.

064VALEL1	USJ Values in Daily Life	2 Cr.
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This course aims to raise students' awareness of the core values of the Saint Joseph University of Beirut (USJ) and to encourage them to apply these values in their personal, interpersonal, and professional lives. It engages them in a critical reflection on how the principles enshrined in the USJ Charter can influence their behavior, actions, and decisions in addressing the challenges of today's world. Students will also develop an understanding of global issues and ethical responsibilities, preparing them to contribute positively to the building of a better society.

011SAMRL3	Media and Social Claims	4 Cr.
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This course examines how the introduction of social media has significantly influenced citizens' methods of action. It explores various movements—successful or not—and the role of traditional and social media during these crises.

011SAS1L1	Methods and Approaches in Social Sciences I	3 Cr.
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This course provides an introduction to research methodology in the humanities. Students will learn and apply the initial steps of a research project while following the required methodological protocols. The course aims to equip students with the skills to organize their research work according to a structured process essential throughout their academic journey.

011SANOL5	Research Paper in Sociology-Anthropology	6 Cr.
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This course aims to develop students' critical reflection on a social or cultural subject, based on a defined field, corpus, or theoretical framework. It serves as an introduction to the research approach specific to the social sciences, using conceptual and methodological tools from sociology and anthropology.

011SPCIL3	Intangible Cultural Heritage and Lebanese Identity	3 Cr.
This course aims to raise students' awareness of the importance of preserving and transmitting intangible cultural heritage through cultural and tourist events.		
It is divided into two parts;		
<ul style="list-style-type: none"> • The first part offers a historical overview of the concept, tracing its evolution from “arts and popular traditions” to “folklore,” and finally to “intangible cultural heritage” (UNESCO Convention, 2003). • The second part features guest speakers who present their experience in designing and implementing projects or events that promote intangible cultural heritage. 		
011PHPEL1	Thinking Ethics: Foundations	2 Cr.
This course presents philosophy as the study of foundational principles that underpin intellectual constructions and their applications, including all forms of ethics (medical, business, engineering, environmental, etc.). It examines and justifies various ethical foundations proposed throughout the history of philosophical thought, such as knowledge, will, sensitivity, utility, affectivity, and rationality. The course emphasizes the two major ethical approaches—deontological and utilitarian—while also addressing fundamental questions, including the distinction between ethics and morality, the origin of moral inquiry, and the relationship between individual and collective ethics.		
011SAPML6	Persuasion and Manipulation: Sociological Approach	3 Cr.
This course examines the challenges of propaganda and mass persuasion in the contemporary world.		
011SPCUL3	Public Presentation and Communication	3 Cr.
This course prepares students to speak professionally in front of an audience. Students practice drafting and delivering presentations to their peers.		
011SACEL4	Public Relations and External Communication	3 Cr.
This course familiarizes students with the various forms of external communication that a company can carry out. Students will understand possible communication actions related to the brand, name, logo, and corporate image. It reviews different forms of external communication, their purpose, and how they function. Students will study general communication processes (steps of a communication campaign), brand communication and image (building and maintaining a brand image), and visual communication, including logos, names, and trademarks.		
011SECOL4	Communication Seminar I	2 Cr.
These seminars bring together experts, researchers, practitioners, and students to discuss communication and journalism topics, sharing knowledge, ideas, and experiences.		
011SASSL6	Sex, Gender, and Society	3 Cr.
This course enables students to understand masculinity and femininity by examining gender as a social construct rather than sex as a biological fact. It analyzes the effects of gender on social relations and the inequalities it produces between men and women in human societies.		
011SATCL2	Sociology: Selected Topics	3 Cr.
This course uses a selection of themes representative of contemporary sociological concerns to apply key sociological concepts to social reality. Students will explore complementary or opposing analyses and approaches to a given institution or theme, aiming to deepen their knowledge and develop their critical thinking skills.		
011SASCL6	Sociology of Communication	3 Cr.
This course examines the real influence of the media on our lives and how it can be measured. Students will study how media inform and misinform, educate and contribute to gaps in education. The course analyzes these effects across different periods, societies, and stages of development, using concrete studies and case examples to understand both the impact and the limitations of media, whose credibility is often questioned.		

011SAFML1	Sociology of Family and Marriage	3 Cr.
This course enables students to understand family structures, functions, and relationships from a sociological perspective. It examines the stages of the family life course, as well as potential dysfunctions and disruptions.		
011S8SRL6	Sociology of Religion	3 Cr.
This course introduces students to the main concepts, theoretical approaches, and contemporary debates in the sociology of religion. It examines how religious phenomena are embedded in social life, influence collective and individual behaviors, and interact with political, economic, and cultural institutions.		
011SAMAL4	Sociology of the Arab World	3 Cr.
This course explains the Arab world to students from a sociological perspective by identifying dominant social structures and ways of life and placing them in a dynamic context. It analyzes social changes in the region, particularly those caused by recent revolutions and wars.		
011SASPL3	Political Sociology	3 Cr.
This course provides students with theoretical tools and analytical instruments to understand political phenomena beyond spontaneous or emotional reactions. It covers the main topics of the discipline (state, nation, civil society, democracy, mobilization, identities) while clarifying the concrete processes of exercising power in society, the political dimension of the social outside formal politics, and the modes of action and legitimization of different actors competing for access to material and symbolic resources.		
011SAS6L5	Internship: Business Sociology and Public Relations	6 Cr.
This internship offers practical immersion in professional environments related to business sociology and public relations. It enables students to apply the theoretical concepts and tools learned during their studies while developing skills in observation, organizational analysis, institutional communication, and stakeholder management.		
Supervised by both an instructor and a professional mentor, the internship connects sociological reflection with field experience. It can take place in private companies, public administrations, NGOs, or communication agencies. The internship lasts one month during the inter-semester period.		
011PSSDL2	Descriptive Statistics in Psychology I	3 Cr.
This course familiarizes students with statistical vocabulary and the representation of data, including qualitative data, discrete quantitative data, and continuous quantitative data, using tables and diagrams.		
011PSSDL5	Descriptive Statistics in Psychology II	3 Cr.
This course familiarizes students with the design, analysis, and interpretation of statistical data using SPSS software.		
011SACAL5	Communication Strategies of Associations	3 Cr.
This course introduces students to the nonprofit sector, helping them understand its main actors, their diversity, and their significance. Students will also examine and analyze the varied and complex strategies of communication used in nonprofit marketing, both traditional and contemporary.		
011SAGCL4	Anthropological Theories I	3 Cr.
This course enables students to follow the evolution of the thought of major anthropologists and to explore the field sites where they conducted their research. They will progressively discover the development of anthropological thinking and the materials that shaped it.		
011SAA2L6	Anthropological Theories II	3 Cr.
This course introduces and explains anthropological theories. It follows the courses titled Introduction to Anthropology and Anthropological Theories I.		



011SAS1L3

Sociological Theories I

3 Cr.

The course aims to provide students with the interpretative frameworks necessary for analyzing social phenomena. Students will be guided to situate, understand, critique, and compare sociological theories.

011SAT2L6

Sociological Theories II

3 Cr.

This course introduces and explains sociological theories. It follows the courses titled Introduction to the Study of Society and Sociological Theories I.