

# INSTITUTE OF BUSINESS ADMINISTRATION (IGE)

## **HISTORY**

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The Institute of Technology (IUT), which later became IGE, was established in 1980. In 1982, it awarded its first University Technology Diplomas (DUT) in Business Management. The institute gradually expanded its programs to include specializations in Management Information Systems, Accounting and Finance, and Advertising and Sales. By 1985, it began offering bachelor's degrees, and in 1996, it introduced maîtrise programs.

In 2001, IUT officially became IGE, offering three specialized programs: Management Information Systems, Advertising and Sales, and Hospitality and Tourism Management. By 2003, IGE adopted the European Credit Transfer System (ECTS), transitioning the previous maîtrise to a master's degree.

In 2016, IGE updated the titles of its degrees to Bachelor and Master in Computer Science for Business, Bachelor and Master in Marketing and Advertising, and Bachelor in Hospitality Management.

In 2017, IGE launched three new programs in English: Bachelor in Culinary Arts and Restaurant Management, Master in Hospitality Management with two concentrations: Lebanese and Mediterranean Gastronomy and Lifestyle, and Luxury and Lifestyle.

## **MISSION**

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IGE aims to:

- Equip future leaders specializing in hospitality, computer science, and marketing with strong management and entrepreneurial skills.
- Support students from all backgrounds, whether educated in Lebanon or abroad, who hold a high school diploma in any subject.
- Provide a comprehensive education that encourages personal growth relevant to today's society.
- Offer lifelong learning for partner companies to enhance their teams' skills and for alumni wanting to update their knowledge.

### **Five reasons to choose IGE:**

- The pedagogical content continuously evolves to meet current market needs.
- The personalized support provided by the academic staff cultivates the students' autonomy, responsibility, and creativity.
- The wide range of opportunities available includes both academic (master's degrees) and professional development paths.
- The international openness is fostered through partnerships with globally recognized academic institutions.
- The career-focused programs, led by faculty members with extensive professional experience, emphasize practical knowledge and real-world skills to effectively prepare students for the challenges of professional life.

## **ADMINISTRATION**

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**Director:** Céline BOUTROS SAAB

**Heads of Department:**

- Department of Computer Science for Business: Nicole BOUTROS SAIKALI
- Department of Culinary Arts and Restaurant Management: Jean-Marc Kégham PANOSIAN
- Department of Marketing and Advertising: Joyce SIRGI

## **ADMINISTRATIVE STAFF**

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**Administrative Coordinator:** Mony ISKANDAR DORO

**Warehouse Personnel:** Hind FAYAD GERGES

**Academic Support Officer:** Solange ROUKOZ GERGES

**Administrative Officer:** Maryam WEHBE KARATI

## FACULTY

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### **Professor**

Céline BOUTROS SAAB

### **Associate Professor**

Nicole BOUTROS SAIKALI

### **Assistant Professors**

Karim SAIKALI, Raymond BOU NADER, Nathalie Marie Renée CARIOU GHANTOUS

### **Lecturer**

Joyce SIRGI

### **Practical Trainer**

Charles Azar

### **Instructors**

Mira ABOUD, Elias ACHKOUTY, Fadi ACHOUR, Christophe AIMARETTI, Pierre AKIKI, Omar AOUN, Ziad BALAA, Fady BAKHACHE, Omar BENTAHAR, Myriam BOU KHEIR, Sarah BOU MAROUN, Naji BOULOS, Ralph BOUSTANI, Ghalia BOUSTANY, Serge CHAMÉLIAN, Joseph CHÉHAB, Hanadi DAGHER NADER, Carla DEEB, Suzanne DHEIM HADDAD, Christian DIANOUE, Pia ELIAN MAJDALANI, Deenah FAKHOURY, Dhalia FARAH, Antoine GHANEM, Elie GHANEM, André GHOLAM, Carine HABER ABOUD, Roy (EL) HADDAD, Salim HELEIWA, Karim-Elias (EL) HÉLOU, Joëlle HOMSI , Georges HOMSY, Julien HUSSON, Rima ISHO RIZKALLAH, Mony ISKANDAR DORO, Rosario ISSA, Chloé KFOURY, Chadi KHAWANDI, Hicham KHOURY, Hrair KOUYOUMJIAN, Naïm KOZHAYA, Georges LEBBOS, Frédéric MAALOUF, Robert MADI, Faycal MAKKI, Juliana MAKSOUD, Rachad MÉDAWAR, Hadi (EL) MÉDAWAR, Gloria MEHANNA, Joëlle MHANNA CHÉBLI, Marc MICHEL, Jean-Pierre MOULINE, Carole NAJM MAKHLOUF, Georges NAJEM, Charbel NASSER, Elie NEHMÉ, Eliane NEHMÉ, Guillaume OLIVIE, Kathy O'MENY, Jean-Marc Kégham PANOSIAN, Annie-Paul QUERE, Ghada RAAD, Chadi RAAD, Alfred RIACHI, Simona RIVA, Georges SALLOUM, Hanane SAWAYA, Fadi SEROPIAN, Béatrice SIADOU-MARTIN, Joseph TANNOUS, Patrick TARABAY, Walid TAWIL, Yasmina TRAD, Hélène YILDIZ, Liliane YOUNAKIM, Chébli YOUNESS, Elie YOUSSEF, Elie ZEIDAN, Roula ZEIDAN AKIKI

## **DEGREES, DIPLOMAS AND CERTIFICATES AWARDED**

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- Bachelor in Hospitality Management (French and English Sections)
- Bachelor in Computer Science for Business
- Bachelor in Marketing and Advertising
- Master in Computer Science for Business
- Master in Marketing and Advertising

## **JOB OPPORTUNITIES**

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### **Hospitality Management**

- Consultant
- Corporate Executive Chef
- Banquet Manager
- HR Director in a hotel or restaurant group
- Food and Beverage Director
- Trainer and Training Manager in Hospitality
- General Manager
- Manager of Agritourism Properties
- Event Organizer (weddings, conferences, etc.)
- Room Division Manager
- Yield Manager and Commercial Director

### **Computer Science for Business**

- Business Solutions Architect
- Pre-Sales Engineer
- Senior Business Consultant

- Senior Technical Consultant
- Project Manager
- Director of Studies
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- Chief Consulting Officer (CCO)

### **Marketing and Advertising**

- Product Manager
- Marketing Director
- Marketing Research Officer
- Trade Marketing Manager
- Communications Officer
- Account Executive in a Communications Agency
- Media Planner
- Community Manager
- Event Project Manager

### **TUITION FEES**

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Bachelor in Hospitality Management (French and English Sections), Bachelor in Computer Science for Business, Bachelor in Marketing and Advertising, Master in Computer Science for Business (French and English Sections), Master in Marketing and Advertising (French and English Sections): 128 Fresh US Dollars and 4,922,000 Lebanese Pounds (for semester 1), equivalent in Fresh US Dollars to 183 (exchange rate = 89,500 LBP)

### **SPECIFIC PROVISIONS OF THE INTERNAL REGULATIONS OF STUDY**

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#### **I. Programs and cycles**

The Institute of Business Administration offers high-level career-centered programs in:

- Computer Science for Business
- Marketing and Advertising
- Hospitality Management

Under the seal of the Saint Joseph University, the Institute of Business Administration awards the following degrees:

- Bachelor in Computer Science for Business
- Bachelor in Marketing and Advertising
- Bachelor in Hospitality Management (French and English Sections)
- Master in Computer Science for Business
- Master in Marketing and Advertising
- Master in Hospitality Management: Lebanese and Mediterranean Gastronomy and Lifestyle
- Master in Hospitality Management: Luxury and Lifestyle

#### **II. Registration and Admissions**

##### **a) Admission Requirements for the Bachelor's program**

Admission to the first semester of the bachelor's degree program is open to students holding a Lebanese baccalaureate or an equivalent qualification, following a selection process that includes an interview and review of the application file.

##### **b) Admission Requirements for the Master's program**

Candidates must hold a Bachelor in Business Management from IGE or IUT at the Saint Joseph University, or degree deemed equivalent by the USJ Equivalence Commission.

### **III. Validation of the Program Learning Outcomes**

#### *Assessment of the Learning Outcomes*

- a. The credits for which students are registered are validated following the assessment of the course's learning outcomes.
- b. The assessment consists of an ongoing assessment of the students' learning outcomes throughout the semester (written and oral exams, mid-term exams, presentations, projects, personal work, attendance, motivation, etc.) and an end-of-semester assessment (final exam, project, thesis, etc.).
- c. The assessment methods are decided by the administration together with instructors.

#### *Final Exam Sessions*

- a. Students are entitled to two final exam sessions per course and per semester, for courses where the final assessment is based on a written exam.
- b. For the final exam, students have the choice of taking either or both sessions.
- c. Students may, if they wish, re-take the exam they took in the first session, if necessary, to improve their exam grade. The grade of the second session replaces the grade of the first session if it is higher or equal to the latter. Otherwise, the grade of the first session will be retained.
- d. Any re-registration of a student who fails a course twice is subject to the prior agreement of the jury, following a meeting between the student and the Head of the Institution. The same applies to any subsequent failure.

### **IV. REGULATIONS OF WRITTEN AND OTHER EXAMS**

#### *Punctuality*

Students are required to be present 15 minutes before the scheduled start time of the exam. If they are late by more than 15 minutes but not more than 30 minutes, they may only enter the examination room with the permission of the Head of the Institution. After thirty minutes, students will no longer be allowed to enter the examination room. Latecomers will not be given extra time for the exam.

#### *Conduct of Exams*

- a. Seating in the examination room is assigned prior to the beginning of every exam.
- b. Students must have a valid USJ student ID for the current year and show it to the supervisor upon request. If they do not have it, they will not be allowed to take the exam unless authorized by the Head of the Institution.
- c. The following items are prohibited in the examination room:
  - Documents (unless otherwise stated in the examination instructions)
  - Calculators (unless otherwise stated in the examination instructions)
  - Mobile phones (cellular devices).
- d. Students are not allowed to leave the room during the first 30 minutes following the distribution of exam subjects.
- e. If the nature of the subject or exam requires additional information or correction, students may ask the supervisor to notify the Head of the Institution.
- f. Students are not allowed to lend their material (calculators, pens, pencils, erasers, etc.)
- g. Any attempt at fraud will result in the cancellation of the exam and the awarding of a zero, with or without recourse to a make-up session. It may even lead to referral to the Institution's Disciplinary Board.

### **V. Apprenticeship Chart - Professional Culinary Laboratory**

#### *I. Principle*

The Institute of Business Management (IGE), through its Department of Hospitality Management and Culinary Arts, offers courses and workshops in educational cuisine. The focus is on providing a professional learning environment where students develop essential skills. The goal for culinary students is to master techniques and cultivate the expertise needed for future careers.

The **Laboratory of Culinary Learning** is open not only to students but also to enthusiasts from other disciplines and the general public who wish to explore the culinary world. It also caters to individuals with specific needs, ensuring an inclusive environment.

The instructors are passionate professionals dedicated to sharing their knowledge and enthusiasm for the culinary arts.

The kitchen is meticulously organized to facilitate optimal learning. The rules outlined in this document serve to maintain smooth operation and to instill professionalism and good practices among students.

## II. Scope

This document serves as a charter, outlining an agreement among the apprentices of the **Laboratory of Culinary Learning**, their instructors, and kitchen management. It establishes guidelines for professional conduct and operational procedures within the kitchen.

The principles and regulations outlined in this charter are applicable throughout the students' learning journey, both within the institute and in professional settings.

## III. Professional Behavior

Professional chefs are expected to adhere to hygiene standards and maintain their personal tools and equipment responsibly.

*Perfection is achieved through attention to detail in every action.*

The Laboratory of **Culinary Learning** offers a structured environment for acquainting individuals with professional kitchen equipment. Apprentices and trainees are equipped with a professional uniform and personal tools for use in all cooking sessions and workshops. The professionalism and dedication of participants are gauged by their conduct, appearance, and adherence to hygiene and safety standards.

As Pierre Gagnaire aptly stated, "Excellence lies in the details," emphasizing the importance of meticulousness in the kitchen.

Students and trainees are required to wear appropriate attire during kitchen activities and Institute events, with uniforms strictly prohibited outside these contexts.

***Each student is assigned a locker in the changing rooms to secure personal belongings. The administration bears no responsibility for theft of items left outside lockers or unlocked lockers.***

All students at the Institute must adhere to specific rules regarding their professional appearance, which complement dress code requirements:

### A. Professional Image

Students are required to be in their kitchen uniform and must arrive in the changing rooms at least 10 minutes before the lesson begins.

#### 1. General appearance applicable to all:

- Students are required to be in their kitchen uniform and must arrive in the changing rooms at least 10 minutes before the lesson begins.
- Impeccable personal hygiene** is mandatory at all times.
- Visible body piercings are not permitted, except for a single earring worn on the earlobe.
- Tattoos must be covered with clothing during compulsory activities and institute events.
- Hairnets are **compulsory** in practical workshops involving food processing.
- Make-up, perfume, jewelry and watches are **strictly prohibited**.
- Clean and well-groomed hair is required at all times.
- Beards, mustaches, or sideburns must be **neatly trimmed** (maximum length: 2 mm).
- Hair must be kept short or tied back above collars; those with long hair must tie it up during practical sessions.
- Nail polish is prohibited** in food-handling workshops; nails must be kept short.
- Mobile phones are **strictly prohibited in the kitchen and during practical lessons**.
- Students must have a notebook and writing utensil for taking notes.

**Failure to comply with these rules may result in course or training session exclusion.**

### **B. Professional Uniform**

During practical workshops, students must wear the corresponding professional uniform, which includes:

- Toque or hairnet
- Jacquette with the USJ logo
- Scarf
- Trousers
- Kitchen towel
- Apron
- Protective clogs

**Remember to maintain your uniform in a clean and neatly pressed condition.**

### **C. Professional Tools**

Students must carry a nailbrush for cleaning.

*Proper care of equipment is a hallmark of a skilled cook.*

Students and trainees are tasked with maintaining, protecting, washing, and storing tools. Additionally, they should handle all equipment with care to prevent damage.

### **IV. Responsibilities**

Students must ensure their professional uniform adheres to these regulations, thoroughly understanding and acknowledging them. Ignorance of these rules or any excuses will not be tolerated for breaches. Additionally, adherence to basic hygiene, sanitation, and safety protocols in culinary labs is mandatory.

Instructors are responsible for enforcing these regulations within the Institute, intervening when students fail to comply, especially during classes, workshops, and other learning situations.

Other Institute representatives, including the director, department heads, and designated staff, are also responsible for enforcing these regulations and intervening when students fail to comply.

### **V. Courtesy**

Instructors, supervisors, and kitchen maintenance staff form the team crucial for fostering students' professionalism.

*“The team concept is essential and I am very attentive to it.” – Pierre Gagnaire*

Courtesy is a hallmark of the professional. The students and the trainees will maintain courteous behavior throughout all their interactions.

*“Courtesy is the main part of good manners, it is a kind of charm by which you make yourself loved by everyone.” – Jacques Deval, In order to live well and truly.*

*“With money, everyone can offer delicious dishes and renowned wines, but courtesy and friendliness cannot be bought.” – Lucien Tendret, La table au pays by Brillat-Savarin*

## VI. Kitchen Operation Rules

### A. Changing Rooms:

Changing rooms are provided for apprentices and trainees to change and store their personal belongings before classes. It's important to securely store personal items in lockers, as the Institute's administration and kitchen staff are not liable for any loss, forgotten items, or theft.

The locker rooms are solely for preparing for professional learning activities and are not intended as gathering spaces.

For convenience, students and trainees can use the cloakroom in the morning to store their uniforms and knife sets, which must be removed by the end of the day. Before each lesson, students must arrive at the kitchen reception 10 minutes early, dressed in uniform and equipped with their tools.

### B. Arrival to Class:

Trainees must report to the kitchen reception, 10 minutes before the lesson, in uniform and with their equipment.

The chef or designated staff will inspect attire and knife sets.

If a student's attire does not meet regulations, designated personnel will:

- Ask if the student has the required clothing on-site to promptly comply (locker, bag, etc.);
- If the student cannot comply immediately, they will be asked to return home to change and return with appropriate attire;
- Failure or refusal to comply may result in disciplinary action (absence, warning, etc.).

### C. Setting Up the Workstation:

The kitchen will be accessible 5 minutes before lessons start. Apprentices must then wait at their workstations for the chef's instructions.

### D. Going Green:

In line with sustainable practices, plastic utensils and containers are banned from the **Laboratory of Culinary Learning** and the university premises.

### E. Tasting:

At course completion, students can taste the prepared dishes under the chef's supervision, learning flavor analysis. Any leftover food will be portioned and sold by IGE management.

It has to be noted that some culinary and pastry preparations do include alcoholic ingredients or products from various animal origins according to the recipes.

## VII. Supervision

Instructors and kitchen staff are tasked with enforcing these rules, intervening with non-compliant students, especially during classes and workshops. Various Institute representatives, including the director, department heads, and designated staff, are authorized to enforce regulations and address non-compliance.

Instructors will take appropriate action when students disregard the rules.

## VIII. Commitment

Students must ensure that their professional uniform aligns with the standards outlined in the apprenticeship charter. It is the responsibility of apprentices to familiarize themselves with the content of the charter, understand it thoroughly, and embody its principles.

A professional individual acknowledges and takes seriously their responsibilities and commitments. They also accept the consequences of any potential breaches of these commitments.