

## BACHELOR IN HOSPITALITY MANAGEMENT

### Main Languages of Instruction:

French  English  Arabic

Campus Where the Program Is Offered: CFDSS

### OBJECTIVES

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International tourism is booming and represents one of the most promising sectors of the global economy. In Lebanon, where the tertiary sector holds a predominant place, hospitality and catering are indispensable. Indeed, they have a multiplier effect on the local economy through job creation and wealth generation. A skilled workforce is the only guarantee of providing an unparalleled level of service to an increasingly sophisticated and demanding clientele.

The hospitality environment is also complex, requiring diverse skills and an understanding of this particular professional field. In this context, the IGE curriculum focuses on practical training in hotel management, preparing young professionals to swiftly adapt to both local and international markets.

The program consists of three main components:

- **Hospitality:** Students acquire essential technical and professional knowledge specific to hospitality, gaining in-depth insights into hotel operations and various departments (food science, restaurant engineering, hotel architecture, and the functioning of other tourism facilities such as spas and resorts). They also develop foundational skills in cooking and pastry.
- **Management:** The program enables students to develop genuine skills in managing businesses in an international context, offering various subjects such as general and analytical accounting, marketing, law, digital communication, e-commerce, luxury management, and management control. Students also acquire strong interpersonal skills that allow them to integrate into multidisciplinary and multicultural management teams and fully engage in their development (sales techniques, negotiation and presentation techniques, etc.).
- **Practical Experience:** The program includes two semesters of rigorous internships that immerse students in key hotel roles (front office, housekeeping, food service) and provide supervisory experience.

The program concludes with the preparation of a bachelor thesis.

### PROGRAM LEARNING OUTCOMES (COMPETENCIES)

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- Understanding the environment of the hotel business, its characteristics, trends, and the potential of the tourism and hotel market.
- Understanding internal operations and mastering specific operational methods and techniques for hotel businesses.
- Developing business by identifying growth opportunities for the hotel business and establishing relationships with economic partners and clients.
- Controlling the proper management of the business.
- Establishing relationships, communicating, persuading, or training clients, partners, and collaborators.
- Developing transversal personal skills.
- Respecting the legislation of the industry and professional ethical codes.

### PROGRAM REQUIREMENTS

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**180 credits: Required courses (116 credits), Institution's elective courses (28 credits), Open elective courses (6 credits) and USJ General Education Program (34 credits, may be part of the above categories).**

#### Fundamental Courses (144 Cr.)

##### Required Courses (116 Cr.)

Architecture and Design in the Hospitality Industry (2 Cr.). Office Automation (4 Cr.). Business Law – Fundamental Themes (2 Cr.). Market Studies (4 Cr.). Event Management (4 Cr.). Food Preparation I (4 Cr.). Food Preparation II (4 Cr.). Food Safety and Food Hygiene Advanced (2 Cr.). Franchise (2 Cr.). Cellar Management (2 Cr.). Hospitality Cost Control (4 Cr.). Hospitality Real Estate Finance and Investment (4 Cr.). Introduction to Human Resources Management (2 Cr.). Hygiene and Safety (2 Cr.). Internship - Food and Beverage Management (6 Cr.). Internship -

Restaurant Training (6 Cr.). Internship - Room Division (6 Cr.). Introduction to Hospitality and Food and Beverage Industries (2 Cr.). Introduction to Artificial Intelligence (2 Cr.). Introduction to Mixology and Cocktails (2 Cr.). The Foundations of Marketing (4 Cr.). Management (4 Cr.). Mixology: Advanced Techniques and Applications (2 Cr.). Oenology (2 Cr.). Operational Management in Food and Beverage (6 Cr.). Pastry I (4 Cr.). Pastry II (4 Cr.). Bachelor Degree Final Project I (6 Cr.). Bachelor Degree Final Project II (6 Cr.). Protocol and Etiquette (2 Cr.). Guest Satisfaction Management (2 Cr.). Room Division Management (6 Cr.). Workshops (2 Cr.).

**Institution's Elective Courses (28 Cr.), to be chosen from the list below:**

Sustainable Development (2 Cr.). Biblical Readings (2 Cr.). Mediation (2 Cr.). Bread Baking and Viennoiseries (2 Cr.). Cooking from Around the World (2 Cr.). Dietetic Cooking (2 Cr.). Dietetics (2 Cr.). Food and Beverage Tasting and Pairing (2 Cr.). Gastronomic and A La Carte Cuisine (2 Cr.). Gelato (2 Cr.). Kitchen Management (4 Cr.). Lebanese Cuisine (2 Cr.). Lebanese Pastry (2 Cr.). Menu Engineering (2 Cr.). Pastry III (2 Cr.). Specialization Internship Culinary Arts I (4 Cr.). Specialization Internship Culinary Arts II (2 Cr.). Spirits and Cigars (2 Cr.). Pastries (3 Cr.). Data Analysis (4 Cr.). Business Plan (2 Cr.). Window Decoration (2 Cr.). Distribution Management in the Hospitality Industry (4 Cr.). E-Commerce (2 Cr.). Emotional Intelligence (2 Cr.). Guerilla Marketing (4 Cr.). Hotel Property Management Systems (4 Cr.). Luxury Management (2 Cr.). Managerial Accounting in the Hospitality Industry (4 Cr.). Services Marketing (2 Cr.). Mindfulness-Based Stress Reduction (2 Cr.). Negotiation Skills (2 Cr.). Sales Forecasting (2 Cr.). SEO/SEM (2 Cr.). Social Media for Business (4 Cr.). Sports, Health and Well-Being (2 Cr.). The Lebanese Wine Trail (2 Cr.). Yield Management (4 Cr.).

**Open Elective Courses (6 Cr.)**

**USJ General Education Program (34 Cr.)**

Code	Course Name	Credits
	<b>ENGLISH OR OTHER LANGUAGE</b>	<b>4</b>
063ANGAL5	Business English	4
	<b>ARABIC</b>	<b>4</b>
	<i>Arabic Language and Culture</i>	<b>2</b>
435LAJPL1	Arabic Language and Media	2
	<i>Other Course Taught in Arabic</i>	<b>2</b>
063DRTSL3	Labor Law and Social Security	2
	<b>HUMANITIES</b>	<b>8</b>
064VALEL1	USJ Values in Daily Life	2
	<i>Ethics</i>	<b>2</b>
063ETHIL2	Business Ethics	2
	<i>Civic Engagement and Citizenship</i>	<b>2</b>
015ABC2L3	Volunteering and Civic Action	2
	<i>Other Humanities Course</i>	<b>2</b>
063PSYCL4	Psychology	2
	<b>SOCIAL SCIENCES</b>	<b>8</b>
	<i>Professional Integration and/or Entrepreneurship</i>	<b>4</b>
063WRNEL5	Work Ready Now	4
	<i>Other Social Sciences Course</i>	<b>4</b>
063CPTGL1	Financial Accounting	4
	<b>COMMUNICATION TECHNIQUES</b>	<b>4</b>
063SCSKL2	Communication and Selling Skills	4

	<b>QUANTITATIVE TECHNIQUES</b>	<b>6</b>
063STA1L1	Statistics	4
063MATFL3	Financial Mathematics	2

## SUGGESTED STUDY PLAN

### Semester 1

Code	Course Name	Credits
063LOGBL1	Office Automation	4
063FDP1L1	Food Preparation I	4
063HYSCL1	Hygiene and Safety	2
063INHTL1	Introduction to Hospitality and Food and Beverage Industries	2
063IMIXL2	Introduction to Mixology and Cocktails	2
063BSTBL1	Oenology	2
063PRETL1	Protocol and Etiquette	2
063RMDVL1	Room Division Management	6
063STA1L1	Statistics	4
063PSYCL4	Psychology	2
063ETHIL2	Business Ethics	2
<b>Total</b>		<b>32</b>

### Semester 2

Code	Course Name	Credits
063SCSKL2	Communication and Selling Skills	4
063CPTGL1	Financial Accounting	4
063MKT1L1	The Foundations of Marketing	4
063MGT1L1	Management	4
063MIX2L4	Mixology: Advanced Techniques and Applications	2
063PST1L1	Pastry I	4
435LAJPL1	Arabic Language and Media	2
<b>Total</b>		<b>24</b>

### Summer Trimester

Code	Course Name	Credits
063APT1L2	Internship – Room Division	6
<b>Total</b>		<b>6</b>

### Semester 3

Code	Course Name	Credits
063AHRCL5	Architecture and Design in the Hospitality Industry	2
063DRASL2	Business Law - Fundamental Themes	2
063MKTRL3	Market Studies	4
063HYFAL3	Food Safety and Food Hygiene Advanced	2

063APT2L3	Internship – Restaurant Training	6
063CPAHL5	Hospitality Cost Control	4
063INORL2	Operational Management in Food and Beverage	6
063PST2L2	Pastry II	4
063WRNEL5	Work Ready Now	4
	<b>Total</b>	<b>34</b>

#### Semester 4

Code	Course Name	Credits
063DRTSL3	Labor Law and Social Security	2
063FDP2L2	Food Preparation II	4
063FRCHL6	Franchise	2
063MGQLL3	Guest Satisfaction Management	2
063CAVEL5	Cellar Management	2
063MATFL3	Financial Mathematics	2
063INIAL6	Introduction to Artificial Intelligence	2
015ABC2L3	Volunteering and Civic Action	2
064VALEL1	USJ Values in Daily Life	2
	Open Elective Course	2
	<b>Total</b>	<b>22</b>

#### Summer Trimester

Code	Course Name	Credits
063APT3L4	Internship – Food and Beverage Management	6
	<b>Total</b>	<b>6</b>

#### Semester 5

Code	Course Name	Credits
063ANGAL5	Business English	4
063HSRSL6	Hospitality Real Estate Finance and Investment	4
063GRH1L1	Introduction to Human Resources Management	2
063WKS1L5	Workshops	2
	Institution's Elective Courses	12
	<b>Total</b>	<b>30</b>

#### Semester 6

Code	Course Name	Credits
063MGECL5	Event Management	4
063PJH2L6	Bachelor Degree Final Project II	6
	Institution's Elective Courses	16
	<b>Total</b>	<b>26</b>

## COURSE DESCRIPTION

<b>063SPSSL6</b>	<b>Data Analysis</b>	<b>4 Cr.</b>
This course familiarizes students with univariate and bivariate data analysis techniques. It equips them to support marketing decision-making by extracting valuable insights from raw data, such as market studies, customer databases, sales tracking, etc.		
<b>063AHRCL5</b>	<b>Architecture and Design in the Hospitality Industry</b>	<b>2 Cr.</b>
This course aims to develop students' architectural knowledge by introducing them to the basic principles of hotel architecture. It covers the planning, composition, and organization of hotels, examining their spatial layout and volume from an architectural perspective. This course also addresses the selection of materials and colors, supported by architectural plans and written documentation.		
<b>063BRDBL4</b>	<b>Bread Baking and Viennoiseries</b>	<b>2 Cr.</b>
This course focuses on the fundamental techniques of baking, emphasizing the essential role of bread in various food cultures and its significance in enhancing the culinary experience for clients. Students will develop the necessary proficiency in the art of baking.		
<b>063LOGBL1</b>	<b>Office Automation</b>	<b>4 Cr.</b>
This course is designed to introduce students to the essential features of IT tools, emphasizing the ease of use and the savings in time and resources that come with mastering these technologies.		
<b>063ANGAL5</b>	<b>Business English</b>	<b>4 Cr.</b>
This course familiarizes students with both general business language and the technical terminology specific to this training.		
<b>063BSPLL6</b>	<b>Business Plan</b>	<b>2 Cr.</b>
This course equips students with an understanding of the basic structure of a business plan and how it addresses market and organizational needs. Students will work in groups of 4 to create and present a well-developed and well-structured business plan covering all vital elements.		
<b>063SCSKL2</b>	<b>Communication and Selling Skills</b>	<b>4 Cr.</b>
This course focuses on the essential skills of effective communication and sales with coworkers and business associates. Through interactive, hands-on activities, students will explore crucial concepts in both verbal and non-verbal communication. Students will learn how body language and non-verbal cues such as eye contact and perception, can impact communication challenges. This course will also highlight the importance of active listening skills in enhancing interactions. By adopting new perspectives, students will discover ways to improve their communication and selling techniques, fostering stronger relationships. This open approach will enhance their writing, speaking, presentations, and even the research and development of work products while transforming how they perceive themselves and their interactions with others.		
<b>063CPTGL1</b>	<b>Financial Accounting</b>	<b>4 Cr.</b>
This course introduces students to accounting principles, covering essential topics such as accounting entries, reading and interpreting corporate accounts, and understanding company obligations. This course aims to help students "understand the basics and techniques of accounting management." As a prerequisite for analytical accounting, it guides students in assimilating a set of concepts and accounting mechanisms needed to construct social accounts at the end of the financial year. Students will acquire vocabulary and accounting mechanisms while gaining a clear understanding of key concepts such as double entry accounting, assets, the income statement, the balance sheet and the annex.		

This course also highlights accounting as a management tool for businesses, enabling the creation of essential management documents, such as analytical accounting reports. By standardizing accounting practices, students learn how to compare similar companies, allowing them to analyze balance sheets and income statements to assess a company's position relative to its competitors.

**063FDWDL4      Cooking from Around the World****2 Cr.**

The Cooking from Around the World course is designed for senior Culinary Arts students and introduces them to the various global cuisines, namely Greek, Mexican, Spanish, Italian, French and Asian. Particular focus is placed on ingredient identification, cooking styles, and preparation techniques specific to these regions. Students will also have the opportunity to prepare numerous traditional recipes using indigenous ingredients.

**063DCV2L3      Window Decoration****2 Cr.**

This course emphasizes the strategic significance of point-of-sale windows in building a store's image and influencing consumer behavior, as they represent the first interaction with the store. It conveys various concepts through detailed plans and written documentation, focusing on the design, layout, and organization of display windows, emphasizing their composition, volumetric expression, and the choice of materials and colors.

**063DVDRL2      Sustainable Development****2 Cr.**

This course examines the concept of sustainable development, which addresses social and ecological concerns about the negative consequences of growth. It focuses on how sustainable development aims to balance economic growth with the need to preserve resources for future generations. This course also examines the increasing prominence of this concept in political, economic, marketing and industrial sectors, driven by heightened public awareness of sustainability issues.

**063FDDTL4      Dietetic Cooking****2 Cr.**

This course responds to the growing emphasis on healthy living by introducing students to fundamental nutritional concepts in menu planning and execution. It also covers cooking methods and techniques to plan and prepare meals that cater to specific dietary needs.

**063DIETL1      Dietetics****2 Cr.**

This course offers an overview of the different topics concerning diet and well-being. It allows students to formulate informed opinions and culinary solutions to address various situations related to food, dietetics, and human nutrition.

**063AVTOL5      Distribution Management in the Hospitality Industry****4 Cr.**

This course examines the evolution of the hotel industry, focusing on its growing specialization and the increasingly complex network of traditional and web-based channels necessary for success. It addresses key topics, including:

- Developing effective strategies for distributing hotel rooms online
- Distinguishing between online vs. offline systems used in hospitality
- Understanding Global Distribution Systems, Central Reservation Systems, Internet Distribution Systems, OTA, etc.
- Identifying key elements to include on a brand.com website to drive direct bookings
- Maximizing the potential of Online Travel Agents (OTAs)

With the distribution environment both highly complex and constantly evolving, this course aims to provide a comprehensive foundation in current hotel industry practices.

**063DRASL2      Business Law - Fundamental Themes****2 Cr.**

This course covers key commercial companies, various payment methods (checks, credit cards, and debit cards) as well as modern conflict resolution techniques (conciliation, arbitration).

<b>063DRTSL3</b>	<b>Labor Law and Social Security</b>	<b>2 Cr.</b>
This course introduces the principles of labor law, focusing on employment contracts, individual and collective labor relations, and social security in Lebanon. It emphasizes students' rights and obligations toward future employers, as well as employers' responsibilities toward them.		
<b>063ECOML3</b>	<b>E-Commerce</b>	<b>2 Cr.</b>
This course explores the differences between traditional commerce and e-commerce, which has drastically changed business practices. Students will gain insights into consumer behavior related to online shopping, including what attracts customers, their preferences, and how to navigate the absence of tactile product experiences. This course also identifies the key elements that contribute to a successful e-commerce website through a detailed case study on Amazon. Additionally, it examines specific marketing tools for e-commerce designed to enhance website visibility and increase traffic, sales and revenues. Finally, this course assesses the impact of technology on businesses and discusses strategies for addressing e-commerce problems, both proactively and during the operational phase of a website.		
<b>063INTEL5</b>	<b>Emotional Intelligence</b>	<b>2 Cr.</b>
This course emphasizes the necessity for organizations to adapt swiftly to maintain their competitive edge. It explores how rapid change requires leaders and employees who are flexible, effective, and committed to continuous improvement while sharing a focus on profitability. The course covers the principles of Emotional Intelligence, which is essential for achieving better results for individuals, teams, and organizations, ultimately enhancing overall performance. Participants will learn to manage their time, people, and performance more effectively, enabling them to deliver exceptional quality and facilitate cultural change.		
<b>063ETHIL2</b>	<b>Business Ethics</b>	<b>2 Cr.</b>
This course addresses the growing importance of ethics, professional conduct, morality, and corporate social responsibility in business. In today's business world, compliance with ethical principles by all stakeholders—employers, employees, and administrations—has become essential. This course highlights the positive consequences of ethical behavior while also addressing the detrimental effects of unethical behavior. This course familiarizes students with the ethical issues that may arise in business practices while illustrating how societal and cultural factors influence ethical conduct. As Theodore Roosevelt stated, "The biggest corporation, like the humblest citizen, must be held to strict compliance with the will of the people."		
<b>063MKTRL3</b>	<b>Market Studies</b>	<b>4 Cr.</b>
This course is designed for Bachelor in Marketing and Advertising students and is taught in semester 3. It provides an in-depth exploration of the "Market Research" chapter within the course entitled "The Foundations of Marketing." This course serves as a prerequisite for the "Data Analysis" course and for the "Bachelor Degree Final Project I and II" courses.		
This course aims to provide students with a solid methodological foundation in market research, emphasizing conceptual and practical aspects over mathematical techniques. It focuses on preparing students for professional roles in the field rather than training them to become marketing researchers.		
<b>063MGECL5</b>	<b>Event Management</b>	<b>4 Cr.</b>
This course introduces students to the research, planning, coordination, marketing and management of special events that cater to customers' needs.		
<b>063FBTPL3</b>	<b>Food and Beverage Tasting and Pairing</b>	<b>2 Cr.</b>
This course highlights the significance of proper pairing between alcohol, food and cigars as a cornerstone of fine dining.		
This course familiarizes students in Hospitality Management with the latest trends in pairing, acquiring knowledge of fundamental principles and the scope for creativity.		
Additionally, this course emphasizes the importance of exemplary service; a comprehensive understanding of service techniques is essential for success in today's hospitality world.		

<b>063FDP1L1</b>	<b>Food Preparation I</b>	<b>4 Cr.</b>
This course provides students with a comprehensive theoretical and hands-on introduction to culinary principles and procedures for food preparation and service. Students will acquire a general insight into the modern food service industry, its organization and standards of professionalism. This course will also cover the basic rules of kitchen safety and sanitation, the importance of food safety and the proper use of kitchen equipment and tools. In addition, students will gain knowledge of the basic techniques of the <i>mise-en-place</i> process as well as build technical skills for the identification and preparation of a variety of foods, with a special emphasis on vegetables, starches, stocks, sauces, soups and cold food items.		
<b>063FDP2L2</b> <b>Food Preparation II</b> <b>4 Cr.</b>		
Food Preparation II is an intermediate course designed to build on the foundation skills of culinary principles and procedures for food preparation and service of Food Preparation I. Students will learn and apply different cooking methods used in today's modern kitchens while adhering to sanitary food handling practices. They will also gain the technical skills required to identify, select and prepare a variety of foods and meals, with special emphasis on breakfast meals, sandwiches, terrines and pastas, dairy products, meat, poultry, fish and shellfish. In addition, this course covers the basic principles of menu planning, standard recipe formulation, costing and conversions for culinary applications as well as overall food cost calculation and control.		
<b>063HYFAL3</b>	<b>Food Safety and Food Hygiene Advanced</b>	<b>2 Cr.</b>
This course provides an in-depth approach to food safety, with a specific focus on its application in the hospitality industry. Students will develop an advanced understanding of food safety principles, advanced hygiene practices, and how to effectively apply them within hotel and restaurant operations. The course aims to equip students with the skills and knowledge necessary to manage food safety risks, implement food safety management systems, ensure compliance with legislation, and maintain high hygiene standards.		
<b>063FRCHL6</b>	<b>Franchise</b>	<b>2 Cr.</b>
This course examines the transformative impact of franchising on the food and beverage (F&B) industry. The introduction of franchising has enabled business owners to rapidly expand their portfolios while providing franchisees with the opportunity to leverage an established brand and its systems for quick profitability. However, the advantages of this business model come at a significant cost in terms of preparations, negotiations, agreements, monitoring, and relationships management. Students will identify all the elements required to prepare a business for franchising and explore the tools used to develop such a business. Additionally, this course introduces the steps involved in this process, offering insights from both franchisor and franchisee perspectives to better understand their relationship.		
<b>063FDGSL5</b>	<b>Gastronomic and A La Carte Cuisine</b>	<b>2 Cr.</b>
The Gastronomic and A La Carte Cuisine course equips students with advanced competencies in food production, presentation and service. They will acquire the necessary knowledge for meal planning and food production in an à la carte dining setting. In addition, they will explore the preparation techniques and cooking styles of gastronomic cuisine.		
<b>063PST5L6</b>	<b>Gelato</b>	<b>2 Cr.</b>
This course introduces students to the art and science of creating the exquisite Italian frozen dessert.		
<b>063CAVEL5</b>	<b>Cellar Management</b>	<b>2 Cr.</b>
This course assigns students in Hospitality Management the responsibility of managing personal and professional wine cellars. Students will learn the different characteristics of these two types of cellars and familiarize themselves with the management aspects of this central commercial element in the restaurant industry.		

**063MKGUL6      Guerilla Marketing      4 Cr.**

This course introduces Guerilla Marketing as a contemporary and unconventional approach used to enable entrepreneurs to effectively compete against larger rivals using minimal resources. Developed by Dr. Jay Conrad Levinson, often regarded as the father of modern marketing, this approach has gained traction in prestigious universities such as Berkeley and Stanford. The course emphasizes implementing creative tactics and schemes to achieve significant results with the most efficient tools, relying on quick, innovative actions to establish a solid process.

**063CPAHL5      Hospitality Cost Control      4 Cr.**

This course offers a comprehensive application of accounting principles and analysis in the hospitality industry. It focuses on a cost-control approach to accounting practices, financial statements and operational activities. The course also addresses problem-solving methods applicable to managerial decision-making in the hospitality industry.

**063HSRSL6      Hospitality Real Estate Finance and Investment      4 Cr.**

This course aims to provide students with an in-depth understanding of the financial performance analysis of hospitality properties. It focuses on the comprehensive principles, tools, and strategies involved in financing, investing in, and managing hospitality real estate assets. The course will:

- Provide an overview of key concepts
- Analyze financial performance
- Understand financing and investment strategies
- Examine industry-specific characteristics
- Develop decision-making skills

By the end of the course, students will have gained a comprehensive understanding of the financial aspects of hospitality real estate, enabling them to evaluate investment opportunities and make strategic decisions in this specialized sector.

**063HPMSL6      Hotel Property Management Systems      4 Cr.**

This course offers students an in-depth understanding of the role, functionality, and significance of Property Management Systems (PMS) in the hospitality industry. It blends theoretical knowledge with practical insights to cover the operational, managerial, and technical aspects of PMS.

By the end of this course, students will have the skills and knowledge needed to effectively utilize a Property Management System in a hotel environment. They will understand how PMS integrates with other hotel systems to optimize operations, enhance guest satisfaction, and increase revenue. The course also provides essential insights into the software tools that modern hotel management relies on, preparing students for careers in front-desk operations, revenue management, and hotel technology.

**063GRH1L1      Introduction to Human Resources Management      2 Cr.**

This course introduces the principles and practices of human resources management within the context of the hospitality industry. It covers key topics such as recruitment, selection, training, performance evaluation, motivation, labor relations, and employee retention. Emphasis is placed on developing people-oriented management skills and understanding the unique challenges of managing a diverse and dynamic workforce in hotels, restaurants, and tourism organizations.

**063HYSCL1      Hygiene and Safety      2 Cr.**

This course introduces hospitality students to the basics of hygiene and food safety in a restaurant, focusing on the regulations, norms and standards that govern food production in restaurants. It emphasizes the essential role of food safety in the proper functioning of establishments within the agri-food chain, especially restaurants. It highlights the responsibility of the restaurateur and each team member to ensure healthy and clean food preparations, preserving the health of clients/consumers as well as the reputation and perpetuity of the establishment.

<b>063APT3L4</b>	<b>Internship - Food and Beverage Management</b>	<b>6 Cr.</b>
During this internship, students will practice techniques learned in a real-world environment. They will work as team members in a commercial production kitchen and restaurant to gain hands-on experience and develop professional skills.		
<b>063APT2L3</b>	<b>Internship - Restaurant Training</b>	<b>6 Cr.</b>
During this internship, students will practice techniques learned in a real-world environment. They will work as team members in a commercial production kitchen and restaurant to gain hands-on experience and develop professional skills.		
<b>063APT1L2</b>	<b>Internship - Room Division</b>	<b>6 Cr.</b>
During this internship, students will practice techniques learned in a real-world environment. They will work as team members in a commercial production kitchen and restaurant to gain hands-on experience and develop professional skills.		
<b>063INHTL1</b>	<b>Introduction to Hospitality and Food and Beverage Industries</b>	<b>2 Cr.</b>
This course introduces students to the hospitality sector, which includes various roles within a hotel. It familiarizes them with the hotel environment, helping them visualize its structure, and learn the basic concepts of the hotel industry.		
<b>063IMIXL2</b>	<b>Introduction to Mixology and Cocktails</b>	<b>2 Cr.</b>
This course introduces students to different spirits (types, ingredients, distillation, fermentation, etc.), and teaches them cocktail-making techniques, from pouring to shaking, cutting, muddling and blending. Additionally, students will learn to prepare the 20 most popular cocktails served in F&B outlets, ensuring familiarity with their names and preparation methods.		
<b>063INIAL6</b>	<b>Introduction to Artificial Intelligence</b>	<b>2 Cr.</b>
This course introduces artificial intelligence (AI). It equips students with the knowledge and tools to effectively use AI technologies, enhancing their ability to innovate and solve real-world problems in their respective fields. Students will explore the definition of AI, its history, various technologies and techniques, the structure and functionality of AI systems, and the emerging field of generative AI.		
<b>63FDP3L3</b>	<b>Kitchen Management</b>	<b>4 Cr.</b>
This course equips students with advanced skills in food production. They will gain insights into the basic principles of identifying, selecting and purchasing ingredients directly from the source, through onsite visits to various local markets and factories.		
<b>063FDLBL3</b>	<b>Lebanese Cuisine</b>	<b>2 Cr.</b>
This course equips students with the knowledge and techniques to prepare and cook Lebanese cuisine, using both traditional and modern approaches. It also focuses on developing essential skills for the presentation and display of Lebanese dishes.		
<b>063PST4L6</b>	<b>Lebanese Pastry</b>	<b>2 Cr.</b>
This course provides students with the necessary knowledge and techniques to prepare Lebanese pastries, incorporating both traditional and contemporary approaches.		
<b>063BBL1L4</b>	<b>Biblical Readings</b>	<b>2 Cr.</b>
This course is part of the Religious Studies component of the USJ General Education Program. It introduces students to the Bible and biblical exegesis through the study of twelve texts, three from each Gospel.		

<b>063MKT1L1</b>	<b>The Foundations of Marketing</b>	<b>4 Cr.</b>
<p>The course “Marketing I” is designed for Bachelor in Marketing and Advertising students, and is taught in semester 1. There are no prerequisites for this course; however, it serves as a prerequisite for various other bachelor’s courses, such as “Market Studies,” “Product Policy,” “Pricing Policy,” “Distribution Policy,” and “Integrated Communication Policy.”</p> <p>This course familiarizes students with the importance of marketing in commercial companies, as well as public institutions and non-profit organizations. It also introduces the basic concepts of marketing and the marketing approach.</p>		
<b>063MGT1L1</b>	<b>Management</b>	<b>4 Cr.</b>
<p>This course introduces the functions of management and the importance of implementing them in the workplace.</p>		
<b>063MGLXL6</b>	<b>Luxury Management</b>	<b>2 Cr.</b>
<p>This course goes beyond merely developing marketing strategies adapted to luxury, and presents the intricacies of managing a luxury brand over time to ensure its sustainability. The theoretical part is supported by numerous case analyses that define the identity and codes of a luxury brand, explain the legitimacy of its adherence to luxury, and recount the challenges faced by these brands in their various extensions.</p>		
<b>063MACCLO</b>	<b>Managerial Accounting in the Hospitality Industry</b>	<b>4 Cr.</b>
<p>This course teaches students how to read and use financial statements, prepare budgets, and draft various management and control documents.</p>		
<b>063MKSVL3</b>	<b>Services Marketing</b>	<b>2 Cr.</b>
<p>“The Foundations of Marketing” course is a prerequisite. This course addresses the growing importance of services in global economies, prompting marketing researchers to develop strategies tailored to this sector, particularly as services possess unique characteristics that differentiate them from products. These include intangibility, perishability, inseparability of the production and consumption processes, as well as the concept of “servuction.”</p>		
<b>063MATFL3</b>	<b>Financial Mathematics</b>	<b>2 Cr.</b>
<p>This required course assists students to master financial calculations for effective contract negotiations, taking into account different financial constraints, making sound investment choices, and accurately analyzing financial graphs for better management.</p> <p>It covers fundamental formulas for simple and compound interest, the calculation of the average rate, the effective rate, and the average maturity of several commercial bills, as well as the comparison of two capital amounts on two different dates, and the construction of an amortization table for loans. This involves selecting investments based on economic profitability.</p>		
<b>063MEDTL4</b>	<b>Mediation</b>	<b>3 Cr.</b>
<p>This course familiarizes students with the concepts and methods of mediation, enhancing their conflict resolution skills, active listening, emotional intelligence, the ability to ask relevant questions and establishing trust. Through these tools, students will learn to effectively communicate, understand and manage their own emotions as well as those of others, actively listen, identify win-win solutions, and generally resolve conflicts they may encounter in their lives.</p> <p>This course covers the following themes: experimental learning, building trust, needs, interests, positions, positive neutrality, impartiality, compromise, reframing issues, validating feelings and emotions, verbal and non-verbal communication and creating a safe environment.</p> <p>This course will be given interactively, incorporating group exercises and role-playing activities.</p>		
<b>063MENUL6</b>	<b>Menu Engineering</b>	<b>2 Cr.</b>
<p>This course provides students with the knowledge and skills needed to design a profitable menu while effectively managing and evaluating all menu items using the appropriate tools. It emphasizes the importance of aligning purchasing strategies and market trends to ensure optimal profitability and interest for the company.</p>		

<b>063MDFLM2</b>	<b>Mindfulness-Based Stress Reduction</b>	<b>2 Cr.</b>
This course introduces the discipline and techniques of Mindfulness. It aims to modify the automatic thought patterns, enhance awareness, and cultivate non-judgmental observation through activities and training exercises. Mindfulness facilitates improved management of feelings and emotions, fostering awareness for a better lifestyle and sustainable well-being.		
<b>063TNEGM2</b>	<b>Negotiation Skills</b>	<b>2 Cr.</b>
This course explores concepts of communication, negotiation, and strategy to facilitate an understanding of various approaches to conflict resolution. It addresses a wide range of conflicts, from traffic priorities to divorce cases, business conflicts, and labor claims. This course familiarizes students with the methods for diagnosing and evaluating power dynamics in the scenarios presented and in any conflict situation. It emphasizes personal skills as well as the general principles that determine the conflicting motivations of individuals and groups. This course adopts a practical approach enhanced by interventions and role-play exercises.		
<b>063BSTBL1</b>	<b>Oenology</b>	<b>2 Cr.</b>
This course equips students in Hospitality Management with essential general knowledge about the world of wines, preparing them for their professional career in hotels, restaurants, bars, pubs, liquor shops, etc. This course covers all aspects of the wine business: history, production, regions of origin, food pairing, economic considerations, sales technique, and marketing strategies.		
<b>063INORL2</b>	<b>Operational Management in Food and Beverage</b>	<b>6 Cr.</b>
This course explains how to develop restaurant concepts and how to manage both front-of-house and back-of-house operations during the pre-opening and post-opening phases.		
<b>063PST1L1</b>	<b>Pastry I</b>	<b>4 Cr.</b>
This course is designed for Pastry Level I/ 1 <sup>st</sup> year of Culinary Arts students, and amateurs eager to explore the magical world of pastry. It offers a hands-on introduction to basic culinary principles along food preparation with a full understanding of new ingredients, kitchen tools and basic techniques. Students will learn the kitchen's standards regarding safety, hygiene and sanitation, along with adherence to proper chef uniform guidelines. This course emphasizes basic recipes for biscuits, petit fours, shortbread, cream and their derivatives. It familiarizes students with pastry equipment and utensils while accommodating each student's individual needs.		
<b>063PST2L2</b>	<b>Pastry II</b>	<b>4 Cr.</b>
This course is designed for Pastry Level II/ 2 <sup>nd</sup> year of Culinary Arts students, and amateurs. It covers advanced topics in pastry making, and focuses on developing the knowledge and skills required to create upscale pastries, tarts and mini pastries. These skills benefit hospitality students and professionals seeking to enhance or expand their expertise, ultimately contributing to job success in the retail baking industry. Additionally, this course caters to students pursuing self-fulfillment and a desire to master advanced pastry baking skills that meet professional standards for taste and presentation.		
<b>063PST3L3</b>	<b>Pastry III</b>	<b>2 Cr.</b>
This course is designed for Pastry Level III/ 3 <sup>rd</sup> year of Culinary Arts students, amateurs, free auditors and home bakers. It equips students with essential techniques in chocolate making and confectionery through an intensive training targeted program. This course includes piped ganache truffles, molded and hand-dipped chocolate, caramel, nougats and <i>pâte de fruit</i> . Students will receive comprehensive training in all stages of chocolate making, starting with tempering, molding, coating, and ending with handmade dipping. This course also emphasizes the creation of ganaches and pralines for chocolate candies, truffles and bars.		

<b>063PREVL5</b>	<b>Sales Forecasting</b>	<b>2 Cr.</b>
This required course is designed to guide students in organizing their approach to developing sales forecasting models. It focuses on helping them comprehend the objectives of these models, the methodologies involved, and equips them with the skills necessary to effectively interpret, apply, and analyze forecasting results.		
It equips students with the necessary skills to:		

- Select appropriate characteristics and scenarios for sales forecasts.
- Clearly define the business sector, operational use, and forecasting horizon.
- Make informed decisions to optimize sales.
- Explain commonly used forecasting methods across various sectors.
- Analyze information and quantitative data effectively.

<b>063PJH1L5</b>	<b>Bachelor Degree Final Project I</b>	<b>6 Cr.</b>
This group project (2 to 3 students) consists of completing a practical project or study that adds value to a partner organization. Students will conduct research, possibly including expert interviews, on a communicated theme with the guidance of a project supervisor; choose a specific subject or approach. This project will result in a written thesis of around thirty pages (excluding annexes), and the practical implementation of the solutions presented, which will all be defended.		

<b>063PJH2L6</b>	<b>Bachelor Degree Final Project II</b>	<b>6 Cr.</b>
This course is designed for Bachelor in Hospitality Management students and is taught in semester 6. This group project (2 to 3 students) consists of completing a practical project or study that adds value to a partner organization. Students will conduct research, possibly including expert interviews, on a communicated theme with the guidance of a project supervisor; choose a specific subject or approach. This project will result in a written thesis of around thirty pages (excluding annexes), and the practical implementation of the solutions presented, which will all be defended. The course Bachelor Degree Final Project I is a prerequisite.		

<b>063PRETL1</b>	<b>Protocol and Etiquette</b>	<b>2 Cr.</b>
This course is designed for Bachelor in Hospitality Management students.		
It focuses on fundamental principles of etiquette, enabling students to face any social and professional situation with self-confidence and integrity.		
This adaptable behavioral code fosters respectful interactions, honoring diverse beliefs and traditions. Etiquette refers to the rules and codes governing individual behavior within a society, and plays a crucial role in facilitating the human and career development of future professionals.		
Protocol is the set of rules and shared codes that ease communication, without being part of the communication itself.		
The course covers various applications of etiquette, including:		
<ul style="list-style-type: none"> <li>- Social: Rules that govern etiquette and precedence in official ceremonies</li> <li>- Diplomatic: Rule of diplomatic etiquette and precedence</li> </ul>		
This course equips students with comprehensive knowledge of proper manners and behavior, allowing them to master interaction and communication across private, public and professional settings.		

<b>063PSYCL4</b>	<b>Psychology</b>	<b>2 Cr.</b>
This course offers students a comprehensive exploration of diverse topics relevant to both personal and professional contexts, while also illuminating contemporary psychological theories associated with these themes. It is conducted in an interactive format that fosters personal reflection. Each session delves into a different theme, often integrating assessments to enhance self-awareness and engaging in role-playing exercises that emphasize the dynamics of group interaction.		

<b>063RMDVL1</b>	<b>Room Division Management</b>	<b>6 Cr.</b>
This course describes the responsibilities of different departments such as Front Office, Housekeeping, Laundry, and Security. It covers the Guest Cycle that starts with the Reservation Process and ends with the Guest's Departure and After Sales Services.		

<b>063SEOML6</b>	<b>SEO/SEM</b>	<b>2 Cr.</b>
This course introduces SEO and SEM. It begins with an introduction to website trends and user behavior in online searches. Students will learn to design campaigns with clear briefs and effective tracking. Additionally, they will use Google Analytics to collect and analyze website audience data.		
<b>063RSSCL4</b>	<b>Social Media for Business</b>	<b>4 Cr.</b>
This course explores the role of social networks in shaping consumer behavior and interaction in today's digital landscape. It covers the integration of smartphones into daily life, highlighting the shift from traditional communication to messaging and social media engagement. Students will examine the impact of these changes on brands, emphasizing the necessity of maintaining a strong online presence. The course will guide students through best practices for utilizing major social networks effectively. They will also identify different advertising goals, supported by practical examples to illustrate when and how to implement each objective. Additionally, students will learn the significance of storytelling and content creation in differentiating brands on social media.		
<b>063STACL6</b>	<b>Specialization Internship Culinary Arts</b>	<b>4 Cr.</b>
This internship requires third-year Culinary Arts and Restaurant Management students to complete a Specialization and Integration training. It provides hands-on experience to aspiring chefs. As culinary interns, students will develop recipes, assist other chefs, and gain practical knowledge of working in a real kitchen environment.		
<b>063SPRTL3</b>	<b>Spirits and Cigars</b>	<b>2 Cr.</b>
This course equips Hospitality Management students with comprehensive knowledge of spirits and cigars to complete their education. Students will explore their history, production processes, and proper usage techniques.		
<b>063SPSTL1</b>	<b>Sports, Health and Well-Being</b>	<b>2 Cr.</b>
This course emphasizes the importance of physical and sporting activity (PSA) as a determinant of physical and mental health. It addresses the rise of sedentary behavior in modern society, driven by desk jobs, inactive commuting, and digitalization, and highlights how PSA plays a crucial role in counteracting these trends. Students will explore how physical activity is a major determinant of the state of health and well-being of individuals and populations at all ages. Furthermore, physical activity is a source of pleasure and social connection. It contributes to the development of the individual and the preservation of their physical and mental abilities throughout life. This course also covers the official recognition of sports as a "medicine," in non-pharmacological therapies as outlined in article L. 1172-1 of the Public Health Code.		
<b>063STA1L1</b>	<b>Statistics</b>	<b>4 Cr.</b>
This course aims to further develop the skills acquired in statistics as well as to increase students' knowledge of univariate and bivariate descriptive statistics concepts and techniques. It will enable students to summarize and analyze a population or a set of data. By the end of this course, students will master the basic concepts of descriptive statistics, the essential notions of statistical distributions, indices, and the ability to describe correlations that could exist between two statistical variables.		
<b>063LBWNL6</b>	<b>The Lebanese Wine Trail</b>	<b>2 Cr.</b>
This course introduces Hospitality Management students to the wines of Lebanon. Modern history of Lebanese wines has witnessed a flourishing of boutique wineries across the country. This course guides students through that new wine trail. It prepares them to become ambassadors of Lebanese wine both nationally and globally.		
<b>063MGQLL3</b>	<b>Guest Satisfaction Management</b>	<b>2 Cr.</b>
This course highlights the critical importance of measuring quality in general and service-oriented organizations where maximizing impact with minimal investment is essential for ongoing support from stakeholders. It covers the evolution of quality models and tools emphasizing their role since the 80s in achieving user satisfaction, operational efficiency and continuous improvement in the organizational performance.		

**063WKS1L5 Workshops 2 Cr.**

This course offers students hands-on, interactive learning experiences through a series of practical workshops. Topics are designed to complement academic learning with real-world application.

**063WRNEL5 Work Ready Now 4 Cr.**

This course provides students with an overview of entrepreneurship and its impact on societies, emphasizing that SMEs account for the majority of businesses worldwide, representing about 90% of businesses and more than 50% of employment. Students will gain entrepreneurial thinking by identifying the characteristics of entrepreneurs and assessing whether their skills are suited for entrepreneurship. Additionally, the course will allow them to enhance their soft skills through the Work Ready Now curriculum. They will learn how to identify business opportunities and transform these into a business model canvas.

**063YDMGL6 Yield Management 4 Cr.**

This course offers a comprehensive examination of yield management, a concept that originated in the airline industry over twenty years ago and has since extended to most sectors within the tourism industry and indeed, beyond the travel and transportation arena, to a wide range of services of the deregulated economy. Yield management encompasses more than just software solutions for optimizing revenues; it involves strategic business practices aimed at enhancing company profitability. Students will acquire hands-on skills that revenue managers need to efficiently manage their inventories and prices. Additionally, this course includes a substantial amount of revenue management theories (RM) to understand the techniques and concepts underlying this field.

**435LAJPL1 Arabic Language and Media 2 Cr.**

This course introduces students to the Arabic language and culture through its use in media and advertising, both written and spoken. It builds practical oral and written skills with direct, real-world applications.

**015ABC2L3 Volunteering and Civic Action 2 Cr.**

This course is part of the USJ General Education Program. It aims to raise students' awareness of the importance of civic engagement by offering them the opportunity to participate in various volunteer activities. This course consists of two components: theoretical instruction and supervised practical work.

**064VALEL1 USJ Values in Daily Life 2 Cr.**

This course unit aims to raise students' awareness of the core values of Saint Joseph University of Beirut (USJ) in order to encourage them to integrate these values into their personal, interpersonal, and professional lives. It engages them in a critical reflection on how the values enshrined in the USJ Charter can influence their behavior, actions, and decisions in addressing the challenges of the contemporary world.

Students will also develop an understanding of global issues and ethical responsibilities, preparing them to positively contribute to the building of a better society.