

BACHELOR IN BUSINESS ADMINISTRATION AND MANAGEMENT

Main Language of Instruction:

French English Arabic

Campus Where the Program Is Offered: CFDSS

OBJECTIVES

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

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

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

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

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

PROGRAM REQUIREMENTS

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

Fundamental Courses (174 Cr.)

Required Courses (150 Cr.)

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

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

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

Open Elective Courses (6 Cr.)

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

Code	Course Name	Credits
	ENGLISH OR OTHER LANGUAGE	4
008INBAL3	Introduction to Business	4
	ARABIC	8
	<i>Arabic Language and Culture</i>	2
435LALML2 or 435LRCTL2	Arabic Language: Arabic Language and the Media or Arabic Language: Contemporary Novels, Cinema and Theater	2
	<i>Other Course Taught in Arabic</i>	6
008DRTAL1	Company Law	6
	HUMANITIES	8
064VALEL1	USJ Values in Daily Life	2
	<i>Ethics</i>	2
008CETAL4	Ethics and Company Culture	2
	<i>Civic Engagement and Citizenship</i>	2
015ABC2L3 or 015CDHOL3	Volunteer and Civic Action or Citizenship and Human Rights	2
	<i>Other Humanities Course</i>	2
008DPCAL2	Development of the Person and Organizational Behavior	2
	SOCIAL SCIENCES	12
	<i>Professional Integration and/or Entrepreneurship</i>	2
008ETINL5	Innovation and Entrepreneurship	2
	<i>Other Social Sciences Courses</i>	10
008POLAL6	Economic Policy	6
008WRNKL3	Work Ready Now	4
	QUANTITATIVE TECHNIQUES	8
008TQIAL3	Quantitative Methods	4
008STAAL2	Statistics	4
	COMMUNICATION TECHNIQUES	4
008MTRAL2	Methodology of University Work	2
008PBSPL3	Public Speaking	2

SUGGESTED STUDY PLAN

This plan lists the 150 credits required courses, without the 24 credits for Institution's Elective Courses and 6 credits for Open Elective Courses.

Semester 1

Code	Course Name	Credits
008DRTAL1	Company Law	6
008INTAL1	Introduction to Accounting	4
008MAOAL1	Management and Organization	6
008MATAL1	Mathematics	6
008INFAL1	MS Excel	4
008ENTAL1	Entrepreneurship	2
	Total	28

Semester 2

Code	Course Name	Credits
008COMAL2	Accounting II	6
008DPCAL2	Development of the Person and Organizational Behavior	2
008MTRAL2	Methodology of University Work	2
008ECOAL2	Microeconomics	6
008MSOAL2	MS Office	2
008PRMAL2	Principles of Marketing	4
008STAAL2	Statistics	4
Total		26

Semester 3

Code	Course Name	Credits
008COAAL3	Cost Accounting	4
008AFFAL3	Financial Analysis	6
008MACAL3	Macroeconomics	6
008TQIAL3	Quantitative Methods	4
Total		20

Semester 4

Code	Course Name	Credits
008DRAAL4	Business Law	6
008CETAL4	Ethics and Company Culture	2
008INTEL4	Internship	10
008CONAL4	Management Control	4
008MATAL4	Mathematics for Finance	4
008MARAL4	Operational Marketing	4
Total		30

Semester 5

Code	Course Name	Credits
008EJCAL5	Contemporary Issues	2
008COMAL5	Corporate Accounting	6
008SYSAL5	Information Systems	4
008ETIAL5	Innovation and Entrepreneurship	2
008MASAL5	Strategic and International Marketing	6
008FINAL6	Public Finance	4
Total		24

Semester 6

Code	Course Name	Credits
008BUSAL6	Business Simulation	2
008BASAL6	Database	4
008POLAL6	Economic Policy	6
008GESAL6	Financial Management	6
008FIMAL6	Financial Markets	2
008DGMAL6	Digital Marketing	2
Total		22

COURSE DESCRIPTION

008DRTAL1	Company Law	6 Cr.
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This course focuses on the basic concepts of law, with a primary emphasis on company law. It provides an analytical introduction to the foundations of private law.

008INTAL1	Introduction to Accounting	4 Cr.
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This course introduces students to the organization of accounting, fostering a comprehensive understanding of the basic principles (foundations) of general accounting and accounting mechanisms. It enables students to:

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

008MAOAL1	Management and Organization	6 Cr.
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This course introduces students to the fundamental concepts of organizational behavior, resource management, and decision-making in modern organizations. It explores the four major managerial functions of planning, organizing, managing, and controlling, providing a practical framework for student comprehension. The course also presents global learning concepts that encourage the adoption of global best practices, effective action, and enhanced performance.

008MATAL1	Mathematics	6 Cr.
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This course provides students with the mathematical tools necessary to develop reasoning and logical thinking skills essential for managerial decision-making.

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

008INFAL1	MS Excel	4 Cr.
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This course covers the major and important features and functions of MS Excel, starting from the basics and progressing to more advanced ones.

By the end of the course, students will be able to create professional Excel sheets with all the necessary calculation details for business tasks.

008ENTAL1	Entrepreneurship	2 Cr.
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This course introduces students to the foundations and contemporary dynamics of entrepreneurship. It examines the entrepreneur's profile, motivations, advantages, and challenges, as well as the cultural diversity and economic impact of entrepreneurial activity. Students will explore how entrepreneurs identify opportunities, mobilize resources, manage risk, and create value in a rapidly changing world. Through case studies, entrepreneur testimonials, and group projects, the course emphasizes critical thinking, creativity, ethical awareness, and innovation. It also aims to develop an entrepreneurial mindset based on curiosity, initiative, and resilience, enabling

students to recognize opportunities, take calculated risks, and transform innovative ideas into sustainable economic and social projects.

008COMAL2	Accounting II	6 Cr.
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This course aims to familiarize students with general accounting inventory and the accounting evaluation following inventory work at the end of a company's fiscal year, leading to the preparation of financial statements. International accounting standards, specifically the IFRS Conceptual Framework, are briefly covered at the end of the course.

008DPCAL2	Development of the Person and Organizational Behavior	2 Cr.
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This course aims to provide students with the necessary tools to optimize their personal abilities and fully utilize resources to overcome challenges and achieve personal and professional objectives. It aims to introduce the general process of organizational behavior and cover various themes. To be more specific, students will explore motivation at work, leadership in company management, accountability, and delegation. Finally, this course identifies the fundamentals of teamwork, common sources of conflict in the workplace, and primary methods for overcoming them.

008MTRAL2	Methodology of University Work	2 Cr.
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This course aims to introduce first-year students to written expressions and techniques. It enables them to efficiently understand textual content, take effective notes, and proficiently write various forms of commercial correspondence in both English and French (such as letters, memoranda, reports, etc.). Additionally, students will learn how to professionally communicate via online platforms, including email, and learn to conduct research effectively, both in terms of substance and presentation.

008ECOAL2	Microeconomics	6 Cr.
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This course provides students with an understanding of the fundamentals of microeconomics and how they apply to policy issues. At its core, microeconomics analyzes individual choices and decisions made by rational consumers and firms interacting in different market structures. Students will develop a range of skills enabling them to use economic concepts in solving specific questions related to the nature of supply and demand, consumer and producer behavior, and the optimization of utility and profit under budgetary constraints.

008MSOAL2	MS Office	2 Cr.
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This course aims to teach students how to use the major and important features of Microsoft Word and PowerPoint, starting from the basics and progressing to more advanced ones.

By the end of the course, students will be able to create professional documents and stunning slideshows, particularly suitable for business purposes and presentations.

008PRMAL2	Principles of Marketing	4 Cr.
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This course introduces students to different marketing strategies and provides them with a systematic framework for understanding marketing and strategy. It focuses on formulating and implementing marketing strategies and policies, tasks typically undertaken at the strategic business unit level in most companies. The marketing process is important at all levels of the organization, regardless of the title applied to the activity. Through this marketing approach, students will be systematically led to adapt to customers' perspectives and points of view, which helps them analyze their needs and adapt more quickly to the environment and market competition.

008STAAL2	Statistics	4 Cr.
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This course introduces the basics of descriptive statistics and provides students with the statistical tools necessary for analyzing one-variable datasets or identifying relationships between two statistical variables, potentially enabling the forecasting of future values or identifying general trends in time series. Additionally, it covers the relevant use of index numbers. All tools are then discussed concerning their application in business and economics.

008COAAL3	Cost Accounting	4 Cr.
This course aims to demonstrate how information from general accounting can enhance business management efficiency. It enables students to:		
<ul style="list-style-type: none"> - Understand the different types of costs and their practical applications. - Acquire the fundamental techniques of cost analysis. 		
008AFFAL3	Financial Analysis	6 Cr.
This course provides tools for diagnosing the economic situation and financial statements of a company using information from its management documents summary (balance sheet, income statement, and appendix). To be more specific, it aims to explain concepts and methods for assessing the financial health and profitability of a company. The course covers:		
<ul style="list-style-type: none"> - Methods for transitioning from accounting logic to economic and financial logic. - Calculation methods and interpretation of analysis indicators (rates, ratios, balances, etc.). 		
008MACAL3	Macroeconomics	6 Cr.
This course aims to teach second-year students the fundamental concepts of macroeconomics. Macroeconomics focuses on the economy as a whole and concerns itself with the measurement and determination of major economic aggregates: aggregate demand and aggregate supply, GDP, business cycles, employment and unemployment, inflation, etc. Additionally, it covers key indicators of the economy, explains the sources of economic growth, and helps in interpreting and predicting government fiscal policies and central bank monetary policies.		
008TQIAL3	Quantitative Methods	4 Cr.
This course aims to ensure that students acquire, understand, and apply quantitative techniques used in business decision-making. Using output from mathematical and statistical models, students will analyze, interpret, and derive potential outcomes from quantitative information. The course covers a variety of topics, including descriptive statistics, probability distributions, sampling theory, hypothesis testing, and linear regression, while emphasizing the most useful applications for modeling business problems.		
008DRAAL4	Business Law	6 Cr.
This course provides students with sufficient knowledge, mathematical reasoning, and a practical understanding of the institutions and techniques used in the business world.		
008CETAL4	Ethics and Company Culture	2 Cr.
This course introduces students to topics related to ethics and culture. It helps them become aware of the importance of ethics, its concepts and main definitions, as well as the importance of culture in its various aspects and the impact of ethical culture on business development. Examples from international companies provide a better understanding of the impact of ethics on individual behavior and on institutional and state bodies. Additionally, it explains the impact of ethics on company development through technology and innovation, creativity and marketing, quality control processes, and management. The general objectives are to:		
<ul style="list-style-type: none"> - Raise students' awareness of the importance of culture and ethics. - Explain the link between culture and ethics. - Explain the impact of ethics and culture on decision-making and business development. - Introduce students to forms of corruption. 		
008CONAL4	Management Control	4 Cr.
This course aims to demonstrate how information from general and analytical accounting can enhance the efficiency and performance of companies. It aims to:		
<ul style="list-style-type: none"> - Acquaint students with the fundamental techniques of budget construction. - Familiarize them with the calculation and analysis of different types of deviations. 		

008MATAL4 Mathematics for Finance 4 Cr.

This course exposes students to the mathematical concepts and techniques used in the financial industry. Its objectives are to:

- Familiarize students with the main concepts of financial mathematics.
- Provide them with the tools and techniques necessary to solve problems related to capitalization, discounting, annuities, and loans.
- Help students understand the fundamental concepts of financial mathematics and their application in calculating present and accumulated values for various cash flow streams.
- Serve as the foundation for more complex financial operations and as a tool to understand simple banking operations.

008MARAL4 Operational Marketing 4 Cr.

This course introduces students to the components of the marketing mix and the process by which companies establish this mix in the market.

008INTEL4 Internship 10 Cr.

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

008EJCAL5 Contemporary Issues 2 Cr.

This course aims to foster the understanding and analysis of the current challenges facing our world, considering economic, political, and social developments. It examines the challenges and opportunities presented by the evolution of globalization and the future of our societal systems.

008COMAL5 Corporate Accounting 6 Cr.

This course introduces the legal framework governing commercial companies. It covers their creation in compliance with legal, tax, and accounting regulations, and the generation of financial results at the end of each accounting period, which may be either profits or losses. Additionally, students will explore various corporate actions such as capital increases, mergers, and partial asset contributions, as well as the dissolution and liquidation processes that may lead to the cessation of these entities. Topics include:

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

008SYSAL5 Information Systems 4 Cr.

This course introduces students to the discipline of Management Information Systems (MIS), covering essential aspects of information technology, management structures, and basic business operations. It explains how to use and manage information technologies to enhance business processes, improve business decision-making, and gain competitive advantages. Topics covered include understanding the components of information systems and systems thinking; leveraging information systems for strategic advantage; exploring key components of information technology such as hardware, software, data resource management, and telecommunications; examining business applications like electronic commerce and enterprise systems; and addressing ethical and social considerations in information systems.

008ETIAL5 Innovation and Entrepreneurship 2 Cr.

This course introduces students to the entrepreneurial mindset and highlights the role of innovation as a cornerstone of sustainable business success.

008MASAL5	Strategic and International Marketing	6 Cr.
This course is divided into two parts: the first part covers strategic marketing, while the second part addresses international marketing concerns for multinationals operating worldwide.		
008BUSAL6	Business Simulation	2 Cr.
This capstone course is taught during the last semester of the Bachelor in Business Administration and Management program. It is based on a business simulation game and requires the application of knowledge acquired in various courses such as marketing, finance and accounting. The main objective is to develop decision-making skills in a competitive environment.		
008BASAL6	Database	4 Cr.
This course provides business students with an overview of database management system architectures and environments, an understanding of basic database design and implementation techniques, and practical experience in designing and building a relational database.		
008POLAL6	Economic Policy	6 Cr.
This course offers a theoretical approach to economic policy and sheds light on the debates it engenders. It illustrates how economic policy choices are represented, demonstrating how the convictions of different schools of economic thought are formed and the actions taken by decision-makers in addressing macroeconomic problems. Students will develop a range of skills enabling them to use economic concepts to analyze various alternative views of how macroeconomic policies function.		
008GESAL6	Financial Management	6 Cr.
This course provides an understanding of the main techniques for making long-term financial decisions. It specifically addresses financial forecasting, criteria for investment selection, company financing, and approaches to various financing methods with banks or markets.		
008FIMAL6	Financial Markets	2 Cr.
This course introduces students to the world of investments, particularly focusing on international financial markets.		
008FINAL6	Public Finance	4 Cr.
This course provides students with knowledge of various techniques of budgetary operations, a key element in public finance. It also presents a fundamental approach to the “fiscal culture” and fiscal policy of the State, as well as the means implemented. Finally, the course introduces students to the importance of budgetary balance in the preparation of the national budget and the adverse effects of excessive budgetary imbalance.		
008DGMAL6	Digital Marketing	2 Cr.
This course aims to provide students with a solid understanding of digital marketing fundamentals, strategy development, and best practices in implementation. It equips students with both theoretical insights and practical skills necessary to develop and manage effective digital marketing strategies in today's digital environment.		

Institution's Elective Courses Description

008AIAML3	Artificial Intelligence Applied to Management	2 Cr.
This course introduces students to artificial intelligence and its applications across various industries, with a focus on its use in management to support decision-making. Students will learn how AI tools and techniques enhance efficiency, analysis, and strategic decisions in business contexts.		
008CPBUL3	Contemporary Business	2 Cr.
This course is a Business English course for upper-intermediate to advanced students. It prepares them for the professional environment by developing skills for career success, including understanding entrepreneurial ventures, small business operations, global market competition, key economic and banking processes, and strategies for mergers and acquisitions. Students will broaden their knowledge of the business world through varied processes and learning activities.		
008DBTRL3	Digital Banking Transformation	4 Cr.
This course familiarizes students with the different distribution channels in financial institutions, particularly digital channels such as ebanking and mobile banking. A large part of the course is devoted to the digital transformation underway in the banking sector, the involvement of tech giants GAFAM and BATX (Google, Apple, Facebook, Amazon, Microsoft...) and the threats posed by fintechs. Finally, the impact of cryptocurrencies and digital currencies on the economy will be discussed during the semester.		
008HTDVL3	Human Talent Development	2 Cr.
This course explores talent development, guiding students in self-discovery and leadership empowerment while learning to nurture the talents of others. It covers personal growth, team dynamics, and organizational success. Students will examine key behaviors for workplace success, explore their personality traits, and actively engage with case studies, real-life examples, and role plays.		
008IREML3	Introduction to Real Estate Management	2 Cr.
This course examines the transformation of the real estate industry under global trends that are reshaping traditional development approaches. Students will learn to integrate various industry parameters to produce real estate projects that are commercially viable, socially trendy, aesthetically pleasing, environmentally friendly, technologically advanced, economically robust, functionally optimal, operationally efficient, and legally sound.		
008MPHPL3	Management and Planning of Humanitarian Projects/Operations	2 Cr.
This course provides a hands-on exploration of humanitarian work, tracing its history from the early 19th century to the present. Students will examine major humanitarian crises, including Biafra, Haiti, Syria, Afghanistan, Cambodia, Ebola, COVID-19, and Ukraine. The course explores organizational structures and cultures of UN agencies, Anglo-Saxon INGOs, and continental (mainly French) INGOs. Students will study key functions within humanitarian agencies, including HR, logistics and security, operations, grants, and MEAL. They will learn to write proposals, develop log frames, set general and specific objectives, design monitoring schemes, create advocacy strategies, and produce reports. Finally, students will explore the fundamental principles of launching and managing humanitarian interventions during major crises.		
008METRL3	Media Training	2 Cr.
This course prepares students to interact effectively with the media. It examines conceptual foundations for engaging with traditional and new media and provides practical applications of these principles. Students will develop confidence in delivering clear messages while maintaining control over content during media exposure, interviews, or public speaking. The course covers body language, audience analysis, message creation and delivery, and evaluation tools.		

008PBSPL3	Public Speaking	2 Cr.
This course develops effective communication skills essential for leadership and professional success. Students will learn to resolve conflicts, foster harmony, and build stronger relationships while influencing others positively. The course focuses on public speaking in professional contexts, emphasizing confidence, clarity, and effectiveness in presentations, meetings, and other professional scenarios.		
008SICWL3	Sustainability in the Corporate World	2 Cr.
This course provides an introduction to the concepts of sustainability, Sustainable Development Goals (SDGs), and Corporate Social Responsibility (CSR). It explores the interconnectedness between environmental, social, and economic aspects of sustainability and equips students with the knowledge and skills to address global challenges through sustainable practices. This knowledge supports students in their corporate life and their entrepreneurial journeys through exposure to best practices in local and multinational corporations.		
008VILEL3	Virtuous Leadership	4 Cr.
This course explores authentic leadership as the development of character through the practice of virtues. Students will learn that while management focuses on accomplishing tasks, leadership is about fostering the growth of others. Leadership is presented as a way of being accessible to everyone, regardless of rank or position, and as a vocation open to all, not reserved for a select few.		
008BSCFL3	Business Conferences	2 Cr.
This course connects undergraduate students with influential business leaders from various industries. Students will attend conferences to build professional contacts, gain knowledge, learn methods and tools, and generate ideas in a professional context. Each conference provides a unique learning experience, helping students advance their career objectives. The course aims to bridge the gap between academic offerings and industry needs through continuous interaction with professionals. Students must attend at least seven conferences during the semester and will be evaluated based on their attendance.		
008CREAL3	Creativity	2 Cr.
This course explores creativity as a skill that can be learned, developed, and applied, even when students face stress, exhaustion, or emotional blocks. Students will learn how creativity functions, how to overcome creative blocks, and methods to refresh routines to unlock innovative ideas. The course provides tools and strategies to encourage creative flow and diversify approaches to work. Students will connect ideas and images through multiple disciplines, such as photography, design, writing, performance, film, music, engineering, business, or their own field, to discover their unique creative potential and personal mode of expression. They will also learn to navigate frustration and roadblocks, finding creative solutions to complete projects successfully, while emphasizing planning and effective communication. “Creativity is a skill that can be learned, developed and applied” (Edward de Bono).		
008EGVTL4	E-government	4 Cr.
This course examines the challenges and opportunities of open government as governments aim to increase transparency and strengthen ties with constituents. Students will explore fundamental concepts related to e-government data, the application of open government principles in various contexts, and the potential positive and negative effects of open government on the workplace.		
090MCPRF2	Mediation: Conflict Prevention and Resolution	2 Cr.
By the end of this course, students will be able to: <ol style="list-style-type: none"> 1. Identify a conflict situation 2. Prevent and manage conflicts 3. Apply mediation techniques 		

008PSKLL3	Personal Skills	2 Cr.
This course highlights essential 21st-century skills, with a focus on communication, conflict management, and negotiation.		
008INBAL3	Introduction to Business	4 Cr.
This course provides students with a general overview of the business world. It tackles topics from a contemporary perspective that links theory to practice. Key topics include: <ul style="list-style-type: none"> - Setting the stage: business of the business - Business ownership - Leadership, ownership and operation - Employee motivations - Marketing, sales and customer support 		
008WRNKL3	Work Ready Now	4 Cr.
This course equips students with foundational soft skills and work-based learning experiences to prepare for workplace success. Students will engage in participatory, hands-on learning, practicing new skills and building the self-confidence needed to secure and maintain employment aligned with their professional goals. Work-based activities include visits to real workplaces in the community and the use of free online digital tools to demonstrate learning. Throughout the course, students will create a career portfolio to support their transition from student to employee.		
015ABC2L3	Volunteer and Civic Action	2 Cr.
This course raises students' awareness of the importance of civic engagement by providing opportunities to participate in various voluntary activities. The course is divided into two parts: theoretical instruction and supervised practice.		
435LALML2	Arabic Language: Arabic Language and the Media	2 Cr.
This course introduces students to the Arabic language and culture through exposure to its use in visual, audio, and written journalism and advertising. Students will develop practical oral and written linguistic skills applicable in media contexts.		
435LRCTL2	Arabic Language: Contemporary Novels, Cinema and Theater	2 Cr.
This course introduces students to the Arabic language and culture through contemporary poetry, novels, cinema, and theater. Students will acquire practical oral and written linguistic skills for real-world application.		
015CDHOL3	Citizenship and Human Rights	2 Cr.
This course encourages USJ students to embrace fundamental rights and develop their civic commitment.		
064VALEL1	USJ Values in Daily Life	2 Cr.
This course raises students' awareness of Saint Joseph University's core values and guides them to integrate these values into personal life, interpersonal relationships, and professional conduct. Students will critically reflect on how the USJ Charter influences behavior and decision-making, recognize global issues and ethical responsibilities, and learn to contribute positively to society.		