



# MASTER IN BUSINESS AND MANAGEMENT

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## Academic Advisors

### First year graduate coordinator M1-M2 :

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### Second year graduate coordinator master M3-M4 :

prof. Abdallah Farhat- prof. Carole Doueiry Verne (for Ramon Lull)

prof. Hilda Bairamian (for audit accounting control)

**Administration :** Mrs Marie Gemayel marie.gemayel@usj.edu.lb

## Master program structure

Master in business and management 120 credits. All USJ-FGM Masters include a Research dimension to train students in critical thinking and a systematic study of problems logic. All Masters in Business and Management have common courses (mandatory) especially at the first year and all intend to train responsible and competent executives.

## Opportunities for all masters

Executives in companies and financial institutions, entrepreneurs

## Partnership

The Masters in “International Marketing in a Digital Environment” and “Industrial Business Management” lead to a double diploma (Spanish and Lebanese). The first year, the students will be in Lebanon at the FGM and the second master year they move to IQS Barcelona. Students will be selected based on an interview. This Master is offered in partnership with IQS School of Management at Ramon Llull University in Barcelona (Spain) and the program comprising 2 semesters in Lebanon and two other semesters in Spain where students can have a work-study internship in Barcelona.

## Admissions

All FGM BA holders are admitted to M1 after validating the 180 BA credits. File study for students coming from other universities (submission of applications from February - end of June)  
Campus of Social Sciences  
Building C - 4<sup>th</sup> floor  
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## Master concentration

4 options are given in English

- **Master in International Marketing in a Digital Environment (double degree)**
- **Master in Industrial Business Management (double degree)**
- **Accounting, Audit, and Control**
- **Master in Business and Management**

The choice of Master option is made upon validation of the 60 credits required for the first year of the master (when you finish M1 and M2 semesters).

## Master program objectives and curriculum

### Common core semesters M1-M2

The first year of a master's degree in business is open to anyone who has obtained a bachelor in business or its equivalent. It allows to perfect training in business since it is oriented towards the general and transdisciplinary aspects of management. Within this first year of the master's degree, the student studies business ethics, corporate finance, performance management, marketing, human resources or even entrepreneurship, according to teaching units of Common core given at the level of the first and second semester as well as certain elective courses.

The first year of the master's degree ends following the validation of 60 credits including a business plan project. The transition to the second year of the master will be based on the averages obtained and the students' choice of concentration.

### Master in Business

This program is to educate and prepare students with the knowledge, analytical ability, and management perspectives and skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workforce. Upon completion of their master in Business, students will be able to apply best practices to solve managerial issues and implement leadership skills to work effectively within diverse teams.

### Master in business and management - option: Accounting, audit and control Description

The purpose of this Master's degree is to develop the student's competence in managing the dynamics of numbers in the company and other institutions, and prepares him in a versatile way for executive functions in accounting, internal audit or management control. While it allows the manager to apply for key positions with accounting censorship companies, it is not to be confused with a degree of accounting expertise because the management dimension is fully present in this curriculum in all its aspects (marketing, human resources, etc.).

### Courses M1-M2

- Economics analysis (4 credits)
- Business plan (4 credits)
- Institutional Communication (4 credits)
- Business policy (4 credits)
- Human resources Management (4 credits)
- Business research (4 credits)
- Digital technologies for Business (4 credits)
- Decision making in business (4 credits)
- Corporate Project: Business Plan (20 credits)

### Elective (8 credits)

- International trade (4 credits)
- Corporate governance & change management (4 credits)
- Risk management (4 credits)
- Economics of Innovation (8 credits)
- Marketing, e-business, e-commerce (8 credits)

### Semestre 3 and 4 (second year) Mandatory or compulsory courses

- Organization design (4 credits)
- Market strategy simulation (4 credits)
- Financial markets (4 credits)
- Information system (4 credits)
- Multimedia development (4 credits)
- Operations management (4 credits)
- Business processes and company structuring (4 credits)
- Portfolio management (4 credits)
- Projects management (4 credits)
- Thesis (24 credits)

### Mandatory courses

- Accounting theories and financial information
- Advanced corporate finance analysis
- Advanced cost accounting
- Advanced course in finance
- Advanced Financial Accounting
- Audit and assurance services
- Business firm assessment
- Internal audit and risk management
- Taxation and legal aspects of the firm
- Thesis

**Total number of credits 60**