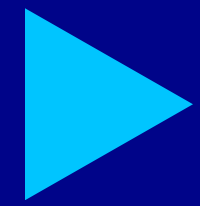


Université Saint-Joseph de Beyrouth
Faculté de gestion et de management

MASTER 2023-2024



OBJECTIVES OF THE MASTER'S PROGRAM AT THE FGM

1

Prepare managers and specialists in various business fields within the enterprise

2

Develop analytical mind and critical thinking through research

3

Develop students' knowledge and skills required in the labor market

► Master's first year admission

FGM Alumni

- 1 Complete and sign the master's **application form** and send it by email to fgm@usj.edu.lb or submit it at the administrative office of the faculty on the 4th floor of building C of the Social Sciences Campus



► Master's first year admission

External Candidates

1

Submit your file via email or at the administrative office of the faculty on the 4th floor of building C of the Social Sciences Campus, Huvelin street.

Your file must include the following:

- Copy of the Baccalaureate (in case it's a French Baccalaureate, you'll need its equivalence from the ministry of education)
- Copy of the bachelor's degree and its equivalence!
- Copy of your bachelor's transcript
- Passport-sized photo
- Copy of your ID & recent family registry
- The **Master's application form** duly filled and signed Application fees
- 50 USD to be paid on campus, bldg A, 1st floor

2

Prepare for an interview with the Dean and the Master's coordinator



► Program & schedule



120 credits distributed over 4 semesters (full-time) or 8 semesters (part-time)

Courses are given from Monday till Friday, from 5 to 7:45 p.m.

Attendance is mandatory with a maximum of 30% of authorized absence rate

Registration is possible for the second semester

Students enrolled in the 1st year of the Master's program - English section, have access to the below specialization in the 2nd year.

The specialization choice is accepted is based on students file and depending upon availability

Management

**International Marketing in
a Digital Environment**

**Industrial
Management**

Dual Degree Programs

▶ 1st year's courses

Semester 1

4 crédits

Business Plan

4 crédits

Corporate communication

4 crédits

Business Policy

4 crédits

Human Resources Management

4 crédits

Decision making in Business

Semester 2

4 crédits

Research Methodology

2 crédits

Academic Writing

2 crédits

Data Treatment and Analysis

4 crédits

Specialization Seminar

8 crédits

2 elective courses

20 crédits

Thesis Project

► Specialization Seminars

- Specialization seminars are 4 credits courses given during the second semester of the master's 1st year.
- The student choose which seminar to attend.



► Specialization seminars

Diversity & Inclusion in Global Business Management

Customer Focused Innovation



► Elective courses

- To complete his first year, every student must validate 8 credits of elective courses.
- Elective courses are given during the 2nd semester of the 1st master's year and are of two types: Soft Skills & Hard skills.



► Elective courses



Digital Transformation Management

Data Management & Business Analytics

Mastering the Professional Environment

Master's Business Seminars

Business Coaching and growth

Corporate Governance & Change Management

Pre-Thesis at the end of the 1st master's year

Students' start their final thesis project during the 1st master's year, and complete it at the end of the second year with the same tutor.



► Master's 2nd year admission

- Admission to one of the specialization of the master's 2nd year is based on students file and depending upon availabilities.
- For the international programs, the selection an interview with the partner university may take place.



► Management

Presentation & Objectives



This program aims to develop students' management skills and prepare them to assume management positions in companies in any sector with a particular focus on aspects of general management.

In this specialization, students will have lessons with professional speakers and lecturers-researchers.

At the end of this program of 120 ECTS credits, students obtain a Master's degree in Business and Management

► Management



Cursus

1st year courses

Semester 1

- 4 crédits **Business Plan**
- 4 crédits **Corporate communication**
- 4 crédits **Business Policy**
- 4 crédits **Human Resources Management**
- 4 crédits **Decision making in Business**

2nd year courses

Semestre 3

- 4 crédits **Organization Design**
- 4 crédits **Innovation Management**
- 4 crédits **Situation Analysis**
- 4 crédits **International Management**
- 4 crédits **Market Strategy**

Semester 2

- 4 crédits **Research Methodology**
- 2 crédits **Thesis structure and writing**
- 2 crédits **Data Treatment and Analysis**
- 4 crédits **Specialization Seminar**
- 8 crédits **2 elective courses**
- 20 crédits **Pre-Thesis**

Semestre 4

- 4 crédits **Negotiation**
- 4 crédits **Operations Management**
- 4 crédits **Business Processes & Company Structuring**
- 4 crédits **Projects Management**
- 24 crédits **Thesis**

▶ Management

Career Opportunities



Job prospects: Executive positions in all types of companies, Company Director, Recruitment and Training Manager, Team Manager, Business Developer, Sales Engineer, Account Manager, Business Analyst, etc.

► International Programs

The international Master's programs at the FGM allow students after two years of study to obtain two Master's degrees.

Admission to international programs is based on file review following an interview and depending on availability.

2 International Programs available for the English Section

- 1** International Marketing in a Digital Environment
- 2** Industrial Management



► International Marketing in a Digital Environment



Presentation & objectives

This program is in partnership between the Faculty of Business and Management of Saint Joseph University of Beirut and IQS - Barcelona Ramone Llull Univerity.

The Dual Master Program in International Marketing in a Digital Environment / International Marketing & Sales Management gives ans specialization in international marketing, digital marketing and sales management, combining academic rigor with practical application.

Students will develop skills so that they can start developing their professional career in marketing in international companies.



Program & Degrees

International Marketing in a Digital Environment



A 2-Years program

- The 1st year at the Faculty of Business and Management: Management / Marketing / Entrepreneuriat / Distribution
- The 2nd year at IQS - Barcelona: International Marketing in a Digital Environment

At the end of this program, students will be receiving 2 diplomas:

- Master's degree in Businss and Management - Option : Marketing from FGM
- Master's degree in International Marketing in a Digital Environment from IQS

International Marketing in a Digital Environment



Courses

1st year courses

Semester 1

- 4 crédits **Business Plan**
- 4 crédits **Corporate Communication**
- 4 crédits **Business Policy**
- 4 crédits **Human Resources Management**
- 4 crédits **Decision Making in Business**

Semester 2

- 4 crédits **Research Methodology**
- 2 crédits **Thesis Structure and Writing**
- 2 crédits **Data Processing and Anlysis**
- 4 crédits **Specialization Seminar**
- 8 crédits **2 Elective Courses**
- 20 crédits **Pre-Thesis**

2nd year : International Marketing in a Digital Environment

- | | |
|--|---|
| International Marketing Strategy | Digital Marketing Strategies |
| Advanced Market Research | Mobile Markating |
| International Product Development | International Sales Management |
| Marketing Planning | International Account and Channel Management |
| Competitive Intelligence | Retail Management |
| Community Management | Master thesis |

► Industrial Management



Presentation & objectives

Due to its clearly defined professional nature, the aim of the Master's Degree in Industrial Management is to offer additional education to recent university graduates with technical or scientific degrees. For their future professional careers this Master's Degree will enable them to access employment opportunities in business administration and management, particularly in industrial companies.

As the Master's Degree in Industrial Management broadens students' business knowledge, it is an opportunity to apply the technical and scientific skills acquired during their undergraduate studies into practice in the business world.



Program & Degrees

A 2-Years program

Industrial Management

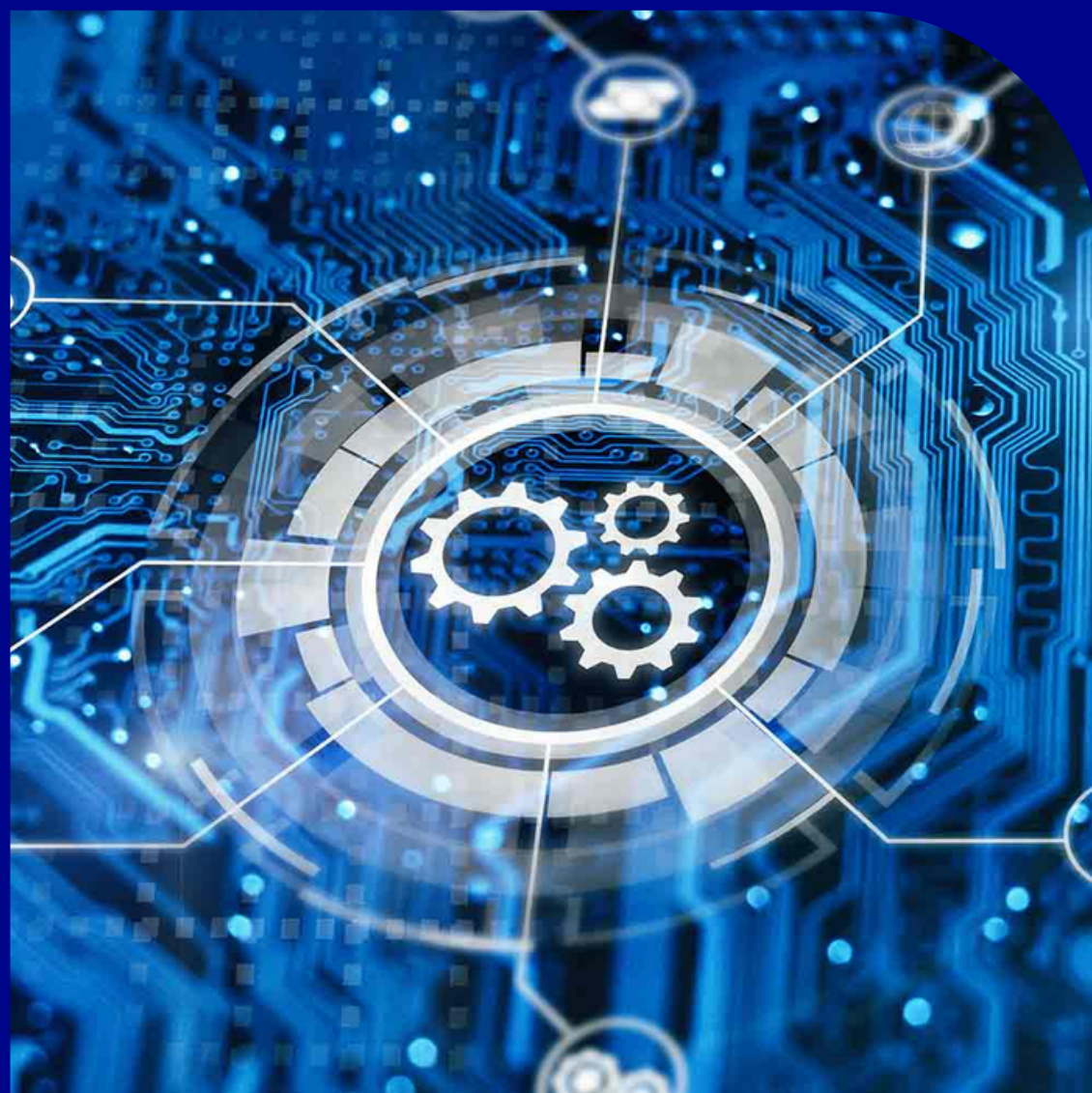


- The 1st year at the Faculty of Business and Management: Management / Marketing / Entrepreneuriat / Distribution
- The 2nd year at IQS - Barcelona: Industrial Management

At the end of this program, students will be receiving 2 diplomas:

- Master's degree in Business and Management from the FGM
- Master's degree in Industrial Management from IQS

Industrial Management



Courses

1st year courses

Semester 1

- 4 crédits **Business Plan**
- 4 crédits **Corporate Communication**
- 4 crédits **Business Policy**
- 4 crédits **Human Resources Management**
- 4 crédits **Decision Making in Business**

2nd year : Industrial Management

- Economic analysis**
- Cost analysis for Decision Making**
- Marketing**
- Financial Statement Planning**
- Ethics and SRC**
- International Economy**
- Strategic Analysis and Planning**

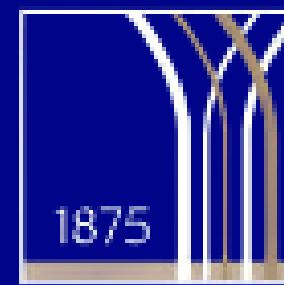
Semester 2

- 4 crédits **Research Methodology**
- 2 crédits **Thesis Structure and Writing**
- 2 crédits **Data Processing and Analysis**
- 4 crédits **Specialization Seminar**
- 8 crédits **2 Elective Courses**
- 20 crédits **Pre-Thesis**

- Business Law**
- Innovation Management**
- Analysis and Data Management**
- Financial Analysis**
- Logistics and Processes**
- Internship**
- Master Thesis**



USJ



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*Doors of the future are open
to those who know how to
push them*

For more information

fgm@usj.edu.lb

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