

# Program Structure: General Management (MBA)

## Students 2025–26

<b>Semester 1</b>		
<b>Course Name</b>	<b>Managerial Finance</b>	This course examines the financial environment in which organizations operate and the financial decisions required to achieve organizational objectives. It explores key concepts in managerial finance, including financial markets and institutions, interest rates, taxation, the time value of money, risk and return, valuation, capital budgeting, project cash flow analysis, and financial statement analysis. The course develops students' ability to evaluate financial alternatives and make informed managerial decisions in complex business environments.
<b>Code</b>	FINA 801-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Marketing Strategy</b>	This course provides a strategic and practical overview of marketing management. It examines core concepts such as segmentation, targeting, positioning, the marketing mix, competitive strategy, branding, pricing, and marketing communications. Through the analysis of real-world business cases, students learn to assess market opportunities, develop marketing strategies, and evaluate performance using relevant metrics. The course also introduces contemporary topics, including digital marketing, analytics, and responsible marketing practices, preparing students to design and assess effective marketing strategies in diverse business environments.
<b>Code</b>	MRKT 810-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Business Statistics and Data Analysis</b>	This course develops students' ability to critically analyze and interpret information encountered in business, research, and everyday decision-making. Through practical applications and real-world examples, students learn to apply statistical methods to solve business problems and support data-driven decisions. Topics include descriptive statistics, hypothesis testing, correlation analysis, simple and multiple regression, logistic regression, and scale validation. The course also introduces data analysis using SPSS, enabling students to interpret statistical outputs and translate results into actionable business insights.
<b>Code</b>	STAT 800-EC00	
<b># of Credits</b>	3 Credits	
<b>Semester 2</b>		
<b>Course Name</b>	<b>Managerial Accounting</b>	This course examines the principles and practices of managerial accounting and its role in organizational decision-making. It focuses on the analysis and use of financial and non-financial information to support planning, control, performance evaluation, and strategic decision-making. The course explores how managerial accounting assists managers in assessing business strategies, allocating resources, and improving organizational performance in competitive environments. It also highlights the role of managerial accounting in communicating results and supporting informed decisions that contribute to long-term organizational success.
<b>Code</b>	ACCT 801-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Technology and Operations Management</b>	This course examines the principles and practices of technology and operations management in the creation and delivery of goods and services. It explores how people, processes, and technology are integrated within business systems to create value for customers and other stakeholders. The course emphasizes the role of operations management in improving efficiency, quality, productivity, and organizational performance while supporting sustainable business practices. Students also gain an understanding of the operational processes that contribute to customer satisfaction, workforce development, and long-term organizational success.
<b>Code</b>	MGMT 805-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Leadership and Decision Making</b>	This course examines the relationship between leadership and decision-making in organizational contexts. It explores key leadership theories, styles, and practices, and their role in influencing organizational performance and management effectiveness. Topics include power and influence, national culture, gender and diversity in leadership, and the dynamics between leaders and followers. The course also addresses team leadership, organizational change, and decision-making in complex and dynamic environments.
<b>Code</b>	MGMT 850-EC00	
<b># of Credits</b>	3 Credits	
<b>Semester 3</b>		
<b>Course Name</b>	<b>Strategic Management</b>	This course examines the principles and practices of strategic management and their role in achieving organizational success. It explores how senior managers allocate resources, formulate and implement strategies, and position organizations effectively in competitive markets. The course focuses on the development of sustainable competitive advantages through strategic analysis, decision-making, and the alignment of organizational capabilities with market opportunities. Through applied frameworks and case studies, students develop the skills needed to evaluate strategic options and guide long-term organizational performance.
<b>Code</b>	MGMT 895-EC10	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Entrepreneurship</b>	This course examines the process of transforming business opportunities into viable ventures that create value. Through a project-based approach, students work in teams to identify opportunities, develop business concepts, and design strategies for launching and growing entrepreneurial ventures. The course covers business model development, business planning, resource acquisition, venture growth, and value creation for stakeholders. Emphasizing experiential learning, it combines practical projects, mentoring, field research, and prototype development to help students acquire the entrepreneurial skills needed to create, manage, and sustain successful organizations.
<b>Code</b>	MGMT 890-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Corporate Finance</b>	This course examines the principles and practices of corporate finance, focusing on the financial decisions made by companies and their interactions with investors and financial markets. It explores how organizations raise capital, allocate financial resources, and create value for shareholders. Topics include risk and return, diversification, bond valuation, cost of capital, capital budgeting, capital structure decisions, dividend and share repurchase policies, and company valuation using discounted cash flow (DCF) analysis. Through these concepts, students develop the skills needed to evaluate financial opportunities and make informed corporate finance decisions.
<b>Code</b>	MGMT 830-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Managerial Economics</b>	This course addresses the unique experience of understanding, evaluating and combining economic concepts and theories through their application into some real examples. It will allow students to integrate economic theory with business practice for the purpose of facilitating decision-making and planning. It considers both microeconomics and macroeconomics. Microeconomics provides the tools to be used in analyzing and making managerial decisions while macroeconomics helps the students understand how changes in the environment influence the firm's decision making. The emphasis in this course will be on demand analysis, production and cost estimation and theories. In addition, the course will provide a general overview of the main macroeconomic issues regarding national income, unemployment, taxes and inflation. The course relies on classroom discussion, participation, case analysis, and problem solving.
<b>Code</b>	ECON 803-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Management of innovation</b>	This course examines the application of economic theories and concepts to managerial decision-making and business planning. It integrates microeconomic and macroeconomic perspectives to help students analyze business challenges and evaluate strategic alternatives. Topics include demand analysis, production and cost theories, market behavior, national income, unemployment, taxation, and inflation. Through case studies, discussions, and problem-solving exercises, students develop the analytical skills needed to apply economic reasoning to real-world business situations.
<b>Code</b>	MGMT 825-EC00	
<b># of Credits</b>	3 Credits	
<b>Semester 4</b>		
<b>Course Name</b>	<b>Contemporary Challenges in HRM</b>	This course examines contemporary issues and emerging challenges in human resource management. It explores topics such as employee relations, labor law in Lebanon and comparative contexts, employee engagement, ethics, HR technologies, workplace bullying, and talent management. The course also addresses employee involvement, work-life balance, organizational restructuring, and downsizing. Through the analysis of current trends and practices, students develop a deeper understanding of the evolving role of HRM in modern organizations.
<b>Code</b>	MGMT 223-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Organizational Structure and Strategy</b>	This course examines the relationship between organizational structure and strategy and their impact on organizational performance. It explores how managers formulate and implement strategies to create value and achieve competitive advantage. The course analyzes strategic decision-making at the organizational level, including business selection, competitive positioning, and the design of structures that support strategic objectives. Through the study of strategic frameworks and real-world cases, students develop the skills needed to evaluate organizational performance and align structure with strategy in dynamic business environments.
<b>Code</b>	MGMT 845-EC00	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Field Project</b>	This field project requires students to apply business knowledge and research skills to the development of a new product or service, or the improvement of an existing offering, for a local organization in Lebanon. The course emphasizes the use of primary and secondary research, close collaboration with partner organizations, and the practical application of business concepts to real-world challenges. Through this experience, students develop analytical, problem-solving, and project management skills while creating solutions that generate value for organizations.
<b>Code</b>	MGMT 898-EC00	
<b># of Credits</b>	3 Credits	