

PRINCIPLES OF BUSINESS MANAGEMENT

A certificate in business for non-business professionals



Lebanese American University
Continuing Education Program
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Open to:

Working adults

- Business entrepreneurs
- Fresh graduates with professional degrees including lawyers, doctors, engineers, Pharmacists, and others

Program Overview

The changes in today's economic landscape have altered the way we conduct business, making professionals with specialized skills particularly valuable. The demand for skilled labor is growing and increasingly becoming a critical requirement in order to succeed in today's business world. The Continuing Education Program (CEP) at the Lebanese American University is designed to aid both working and aspiring professionals to attain the necessary skills to excel in the workplace.

The Business Management Program is composed of nine fundamental courses, and topics are updated on a regular basis to address the new challenges and trends in the business environment. The candidate must complete six of the nine classes in order to be eligible for the certificate.

Why LAU? We Offer:

- Instruction from highly respected and knowledgeable CEP faculty members
- Supportive and well-trained staff, counselors, and advisors
- Professional career guidance and advising services
- Quality control and assurances
- Afternoon flexible schedule to meet the needs of working participants
- Small class size for direct interaction with the participants

Who should attend?

- Working professionals seeking fundamental knowledge of business
- Entrepreneurs seeking a basic understanding of business principles
- Individuals majoring in a professional degree (lawyers, doctors, engineers, pharmacists, etc.) and wanting to expand their knowledge of the business world
- Individuals interested in improving their general business knowledge

Program Certificate and Special Designations:

- Certificates of Achievement are issued to candidates who complete all program requirements and maintain regular classroom attendance
- Certificate with Honors Designation is presented to students with an overall average between 80%-89%
- Certificate with Distinction Designation is presented to students with an overall average above 90%

Eligibility Requirements

In order to be eligible for admission, the candidate should:

- have completed the Baccalaureate I or its equivalence
- get a passing grade on the English placement test

Program of Studies

Program courses can be taken individually without the need to register for the whole program.

Required Core Courses:

Introduction to Business Principles (3 hours/week - 12 weeks)

This course studies the overall business environment, focusing on the various processes, and functions.

Key topics include the organization of a business, business environment, management, managing employees, marketing, and financial management.

Accounting for Non-Accountants (3 hours/week - 12 weeks)

This course introduces the Generally Accepted Accounting Principles (GAAP): assets, liabilities and owner's equity, preparation of financial statements, and completion of the accounting cycle.

Key topics include the building blocks of accounting, GAAP assumptions-basic accounting equation, the recording process, account adjustment, completion of the accounting cycle, accounting for merchandising operations, and inventories.

The ABC of Economics (3 hours/week - 12 weeks)

This course introduces students to the principles of supply and demand, monetary and fiscal policies, and national income.

Key topics include the nature and scope of economics, consumer behavior, theory of the firm, price determination, and allocation of resources.

Business Statistics (3 hours/week - 12 weeks)

This course provides an understanding of statistical data, time series, frequency distributions, probabilities, charts, and surveys.

Key topics include probability, random variable, sampling theory, estimation, hypothesis testing, correlation and regression, time series, and index numbers.

Elective Courses:

Basic Management Skills (3 hours/week - 12 weeks)

This course studies the functions of business management including planning, organization, leadership, decision making, and controlling.

Key topics include the dynamic new workplace, the decision making process, environment and diversity, global dimensions of management, planning and decision making, strategic management, organizing as a management function, organizational structures, and leadership.

Fundamental of Human Resources Management (3 hours/week - 12 weeks)

This course provides a practical and realistic approach to the study of human resource management with emphasis on the interrelationship between various human resource functions.

Key topics include strategic human resource management, social responsibility and business ethics, job analysis and human resource planning, recruitment, training and development, career planning, performance appraisal, and compensation and benefits.

Basic Marketing Skills (3 hours/week - 12 weeks)

This course familiarizes students with the marketing environment covering the marketing mix (product, price, promotion, and distribution).

Key topics include elements of the marketing mix, marketing process, and legal and social environments.

Consumer Behavior (3 hours/week - 12 weeks)

This course focuses on the understanding of various factors that influence consumer buying behavior.

Key topics include an overview of current trends in the field, an in-depth analysis of consumer motivation, a focus on buying behavior and how it influences marketing strategies, a review of the internal and external environments, and the strategic initiatives that can be developed to address these issues.

Finance for Non-Financial Managers (3 hours/week - 12 weeks)

This course provides an overview of the different applications of tools and techniques to analyze businesses' financial problems.

Key topics include working capital management, capital budgeting, organizational financial policies, and conduct of business enterprises.

Registration

Tuition Fee: \$530 per course

Refund Policy:

Refunds will be granted according to the following schedule:

Cancellation prior to start of classes	100%
Cancellation within the first week of classes	70%
No refunds will be given after the first week of classes	