

MBA Courses

Fall 2014-2015



Core Courses

CourseNo	Description	CRN	Date	Time	Professor
ACCT301	Finan.Reporting & Analysis	11811	TH	6:00-8:30	Khalil, Samer
BUSS349	Advanced Seminar in Strategic Management	11820	TH	6:00-8:30	Zbib, Imad
DCSN300	Models for Decision Making	11814	F	6:00-8:30	Osman, Ibrahim
MKTG306	Marketing Management	12248	TH	6:00-8:30	
MNGT306	Leadership & Behavior in Organization	11817	M	6:00-8:30	Sidani, Yusuf

Elective Courses

FINA340	Advanced Corporate Finance	12480	W	7:00-9:30	Ismail, Ahmad
MKTG350F	Strategic Marketing Measurement	12476			
MNGT332	Human Capital Management	12445	M	6:00-8:30	Afiouni, Fida
MFIN302*	Financial Statement Analysis	11792	W	4:00-6:30	Khalil, Samer
MFIN302*	Financial Statement Analysis	12455	T	4:00-6:30	Khalil, Samer
MFIN303*	Security Analysis	11801	TH	4:00-6:30	Saade, Samer
MFIN303*	Security Analysis	12456	TH	7:00-9:30	Saade, Samer
MFIN304*	Financial Strategy	11803	T	4:00-6:30	Safieddine, Assem
MFIN304*	Financial Strategy	12457	T	7:00-9:30	Safieddine, Assem
MFIN307*	Equity Valuation	12453	M	4:00-6:30	Dbouk, Wassim
MFIN307*	Equity Valuation	12454	M	7:00-9:30	Dbouk, Wassim

* Requires the approval of MBA Director

Core Courses



<http://www.aub.edu.lb/osb>

ACCT301-Financial Reporting & Analysis

Professor : Samer Khalil

From 03 Sep 2014 – 22 Dec 2014

Thursday at 6:00 till 8:30 pm

Description: Integrates contemporary corporate financial reporting issues with financial statements analysis, interpretation, and performance evaluation using a case approach. It presents an in-depth discussion of factors affecting analysis of business organizations and business strategy, and explores measurement of items on financial statements, disclosures, standard setting issues, financial reporting internationally, financial reporting implications and investment evaluation.



BUSS315-Advanced Business Analysis

Professor : Ibrahim Jamali

From 03 Sep 2014 – 22 Dec 2014

Tuesday at 6:00 till 8:30 pm

Description: Enhances understanding of how firms are influenced by the microeconomic and macroeconomic environments in which they operate. On the microeconomic level, topics include pricing decisions in practice, externalities and government regulation, and risk and uncertainty in managerial decision-making. On the macroeconomic level, the course discusses the IS-LM model and uses it to demonstrate the effect of fiscal and monetary policies on the economy; pays particular attention to the open economy; focuses on the balance of payments, exchange rate determination, and macroeconomic policy under both fixed and floating exchange rates; and concludes with a discussion of economic depression, hyperinflation and budget deficits.



BUSS349-Advanced Seminar in Strategic Management

Professor : Imad Zbib

From 03 Sep 2014 – 22 Dec 2014

Thursday at 6:00 till 8:30 pm

Description: An advanced course on strategic management philosophy, methodology and tools in local and global settings. Special emphasis is placed on competitive positioning and strategic analysis using an applied, hands-on approach. The course involves case writing and analysis.



DCSN300-Models for Decision Making

Professor : Ibrahim Osman

From 03 Sep 2014 – 22 Dec 2014

Friday at 6:00 till 8:30 pm

Description: Covers the modeling process in decision making; explains the various modeling approaches under conditions of certainty, uncertainty, and risk; and considers single and multiple-objective decision making scenarios. Business models are drawn from diverse applications in finance, marketing and operations. Emphasis is placed on the interpretation of the results of models and the managerial insights provided. In addition, students analyze real cases from their own work experience and the literature.



MKTG306-Marketing Management

Professor :

From 03 Sep 2014 – 22 Dec 2014

Tuesday at 6:00 till 8:30 pm

Description: Deals with the fundamental aspects of marketing as it relates to the whole business enterprise. Topics covered include marketing in the twenty-first century, analyzing marketing opportunities, developing and analyzing marketing strategies, making marketing decisions and managing and delivering marketing programs.



MNGT306-Leadership & Behavior in Organization

Professor : Charlotte Karam & Yusuf Sidani
From 03 Sep 2014 – 22 Dec 2014
Monday at 6:00 till 8:30 pm

Description: An analytical excursion into the behavioral aspects of the modern workplace, including such processes as leadership, communication, motivation, conflict resolution and team building. Particular attention is accorded to leadership as a focal point of group processes and as a critical ingredient in successful organizational endeavors and transformations.



Electives Courses



<http://>

FINA340-Advanced Corporate Finance

Professor : Ahmad Ismail
From 03 Sep 2014 – 22 Dec 2014
Wednesday at 7:00 till 9:30 pm

Description: Emphasizes strategic financial policies in theory and practice, and the formulations and implementations of financial policies through the case study approach. Case analysis covers issues such as management of short-term and long-term assets, raising capital, distribution and retention of earnings, agency problems, mergers and acquisitions, corporate failure and restructuring.



MFIN302-Financial Statement Analysis

Professor : Samer Khalil

From 03 Sep 2014 – 22 Dec 2014

Wednesday at 4:00 till 6:30 pm

Tuesday at 7:00 till 9:30 pm

Description: Integrates contemporary corporate financial reporting issues with financial analysis, interpretation, and performance evaluation using a case approach. It presents an in-depth discussion of factors affecting analysis of business organizations and business strategy issues, and explores measurement of items on financial statements, disclosures, standard setting issues, financial reporting internationally, financial reporting implications, and investment evaluation

* Requires the approval of MBA Director



MFIN303-Security Analysis

Professor : Samer Saade

From 03 Sep 2014 – 22 Dec 2014

Thursday at 4:00 till 6:30 pm

Thursday at 7:00 till 9:30 pm

Description: Provides institutional elements of capital markets, mechanisms of securities trading; analytical techniques for evaluating investment management. This course also puts emphasis on the behavior of security prices, efficient diversification, techniques for measuring performance of securities and portfolios, security valuation, and portfolio selection

* Requires the approval of MBA Director



MFIN304-Financial Strategy

Professor : Assem Safieddine

From 03 Sep 2014 – 22 Dec 2014

Tuesday at 4:00 till 6:30 pm

Tuesday at 7:00 till 9:30 pm

Description: Provides students with the conceptual framework necessary to appreciate and understand the problems facing the financial manager. Readings, case analysis, and problem sets focus on the basic tools used by financial analysts and financial decision makers. This course is devoted to the two basic financial questions that all companies face: (1) where should funds be invested (i.e., investment decisions)? and (2) from where should funds be obtained (i.e., financing decisions)?

* Requires the approval of MBA Director



MFIN307-Equity Valuation

Professor : Wassim Dbouk

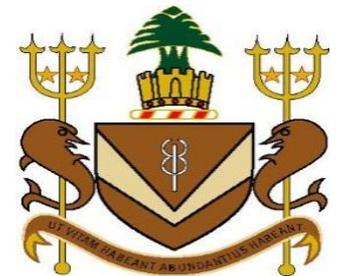
From 03 Sep 2014 – 22 Dec 2014

Monday at 4:00 till 6:30 pm

Monday at 7:00 till 9:30 pm

Description: Provides students with a deep understanding of the relevant issues that financial analysts, firms, and investors must deal with when valuing a firm. Topics to be covered will include the role of valuation, discounted cash flow valuation, understanding the basic of financial statements, the basic of risk analysis, cost of capital, comparative analysis, valuing private firms, and other related topics.

* Requires the approval of MBA Director



MKTG350F-Strategic Marketing Measurement & Tactical Pricing Management

Professor : Skander Esseghaier

Saturday 25 Oct 6 hours

Tuesday 28 Oct 3 hours

Thursday 30 Oct 3 hours

Saturday 01 Nov 3 hours

Tuesday 04 Nov 3 hours

Thursday 06 Nov 3 hours

More 15 Hours to be covered by Victor Aramen



MNGT332-Human Capital Management

Professor : Fida Afiouni

From 03 Sep 2014 – 22 Dec 2014

Monday at 6:00 till 8:30 pm

Description: An advanced analysis of the human resource function and the challenge of managing human capital in a modern corporation. The course highlights the interrelationships of the different human-resource-management functions and the strategic role of HR in today's environment, and capitalizes on new trends and actual case examples to illustrate current HR best practices.

