# Table of Contents

## Certificate Programs
- Accounting Studies Certificate .......................................................... 6
- Digital Media ......................................................................................... 6
- Community Health Nursing .................................................................. 7
- Critical Care Nursing .......................................................................... 8
- Leadership and Management in Nursing ............................................. 8
- Nursing Informatics ........................................................................... 9
- Acoustics and Audio Technology ......................................................... 10
- The Strategy & Balanced Scorecard .................................................... 11
- Early Childhood Education ................................................................. 12
- Essentials of Business ....................................................................... 13
- Financial Management ....................................................................... 13
- Human Resource Management ......................................................... 14
- Interior Design .................................................................................. 15
- Marketing Management ..................................................................... 16
- Office Management Certificate .......................................................... 16
- Project Management .......................................................................... 17
- Culinary and Personal Nutrition ......................................................... 17
- Aviation Management ........................................................................ 19
- Web Apps Development ..................................................................... 19
- Mobile Apps Development ................................................................ 20
- Cultural Diplomacy ........................................................................... 20
- Pharmaceutical Sales for Medical Representative .......................... 21
- Pharmaceutical Sales & Marketing Management ............................. 23
- Pharmaceutical Leadership ............................................................... 24
- Building your Lean Startup (For Entrepreneurs) .............................. 25

## Diploma Programs
- Aviation Management .......................................................................... 27
- Human Resources Management (HRM) ............................................. 27
- Marketing Management ...................................................................... 29
- Project Management .......................................................................... 30
- Track I: Engineering Project Controls ............................................... 30
- Track II: Business Development and Entrepreneurship .................... 31
- Track III: Project Management Office and Program Management ........ 32
- Track IV: Enterprise and Project Risk Management .......................... 32
- Track V: Managing Projects in the Health Sector .............................. 33
- Track VI: Telecomunication and IT ..................................................... 33
- Track VII: Education ......................................................................... 33
- Track VIII: Oil and Gas ...................................................................... 33
- Track IX: Developing Organizations and NGOs .................................. 34

## Non-Certificate Courses
- Workshops ......................................................................................... 37

## Other Programs
- The AUB Summer Program for AUB Alumni Children (SPAAC) .... 48
- University for Seniors ........................................................................ 49
- Petroleum Education Program ............................................................ 50
FIT FOR LIFE Camp ................................................................. 50
Step Up Program ................................................................. 51
Citizenship Education Program .................................................. 52
Health related courses and workshops .................................. 54
Scholarships ................................................................. 62
  Kamil Sadeddin Continuing Education Scholarship .................. 62
  Arab Student Aid International ............................................. 62
CEC Rules and Regulations .................................................. 62
Continuing Education Center (CEC)

Background
In line with its mission to serve the region and its commitment to life-long learning, AUB offers a variety of certificate and diploma non-credit programs, non-credit courses, intensive professional courses, workshops, as well as special programs as part of the University for Seniors and children of AUB alumni. The Continuing Education Center (CEC) at the American University of Beirut is a division of the Office of the Vice President for Regional External Programs (REP), which represents the external and consulting arm of AUB in the region and beyond. CEC promotes AUB's motto “so that they may have life and have it more abundantly” and stands at the heart of AUB’s strategic plan in extending the resources of the University into the community by providing high-quality educational opportunities for people of all educational and professional levels. CEC programs are designed to cater to the personal and professional growth needs of practitioners in a wide variety of specializations areas including business, information technology, education, project management, nursing, interior design, and languages among others. Harnessing the expertise of AUB’s six faculties, CEC offers non-credit courses and programs that can lead to professional certificates and diplomas.

Mission
The mission of CEC is to meet the lifelong educational and training needs of all learners in the local community and the region. Harnessing AUB’s resources in various fields of knowledge, CEC offers a variety of standard and customized certificate programs, non-credit courses, and workshops in Lebanon and the region. CEC aims to enhance professional and technical skills while addressing the needs for personal development and cultural enrichment.

Vision
CEC aspires to become a center of excellence in providing quality education and training in a variety of fields to a diverse population of learners in Lebanon, the Middle East and North Africa (MENA), and beyond.

Programs of Study

CEC students may also consider enrolling in individual courses to continue their professional development without earning a certificate. These students will be provided with attestations of courses completed.

In addition to the certificate courses, CEC offers non-credit courses in various areas including: languages, information technology, SAT, MCAT, GMAT, radiography, photography, interior design, leadership skills, project management, and green building; develops intensive professional courses tailored to corporate clients in Lebanon and the region; and organizes public workshops that aim at helping participants maintain a competitive edge throughout their career path. CEC also oversees a special program designed for older people (University for Seniors), and, in collaboration with the Office of Alumni Relations and the Worldwide Alumni Association of the American University of Beirut (WAAAUB), offers a special summer program to children of AUB alumni throughout the world to strengthen the ties between AUB and all of its alumni.
General Criteria for Admission

Students applying to one of the certificate or diploma programs should submit a secondary school or university certificate. Also, a minimum score of 400 in EEE (TOEFL: CBT 163 or IBT 57) is required for admission. Applicants who are graduates of an English speaking university are exempted from the English language test. An applicant might also be required to report for an interview with the program coordinator.

A student with an EEE score of 350-399 (TOEFL: CBT 155 or IBT 50) will be allowed to take a maximum of two courses in one of the certificate programs provided that s/he sits for the EEE/TOEFL at the end of the first and/or second course and meets the minimum requirements. If the student does not meet the minimum required English score for entry into that program by the end of the second course, s/he will be disqualified from the certificate program and will not be allowed to register for another course in that certificate. The student will have to take more English courses before being allowed to re-register to complete the courses in that certificate program and become eligible for a certificate upon completion of course requirements.

Students applying for enrollment in English language courses are required to sit for a placement test given at CEC to all new applicants before the semester begins.

Enrollment in all other courses is generally open to all learners from diverse educational backgrounds.

Graduation Requirements for Certificate and Diploma Programs

A certificate or a diploma is offered upon the successful completion of all the required courses and attaining a minimum grade of 60 over 100 in each course, with a minimum cumulative average of 70 over 100. If the academic requirements change before the student finishes a specified program of study, the student may follow the new requirements upon the approval of the program coordinator.
Certificate Programs

Accounting Studies Certificate

Objective
The objective of this program is to provide learning opportunities in selected aspects of accounting with emphasis on modern developments.

Certificate Requirements

CACT 101 - Principles of Accounting I
This course introduces students to principles of recording transactions, the preparation of financial statements, and completion of the accounting cycle.

CACT 201 - Principles of Accounting II
This course is a continuation of Accounting I. It covers depreciation policies and procedures, depletion and amortization, income determination, partnership accounts, corporate capital accounts, dividends and retained earnings.

CACT 301 - Cost Accounting and Control
This course focuses on the nature and purpose of cost accounting; basic techniques of process and job costing; accounting of materials, labor and overhead; development and use of cost budgets and standards for planning and evaluation of performance; cost classification in relation to behavior; and cost condition statements as tools for evaluating alternative courses of action.

CACT 302 – Auditing
This course focuses on the principles and procedures covering the public accountant's responsibilities in examining and reporting on financial statements of business concerns, including professional ethics, legal responsibility scope, and application of audit procedures.

Digital Media

Objective
Will be added soon

Certificate Requirements

MCOM 295D - Media Entrepreneurship
The rapid developments of the Internet, open source technologies and lower barriers to entry have prompted a shift in the power of the press away from large media companies toward smaller organizations and individuals. This course examines the entrepreneurial nature of this power shift in the news business. The students will learn how to work in small, interdisciplinary teams to conceptualize and plan digital media ventures with sustainable business models. May be repeated for credit. Prerequisite: Instructor permission

MCOM 295E - Online Content Management
Engaging content, active online communities and the efficient management of the two are at the heart of the future of digital media. With the emergence of open source and low cost content management tools, digital media has shifted from corporate dominated industry to industry run by individuals able to attract followers, build communities and dynamically manage their communities with engaging content and adequate content management tools. The students will learn how to create and implement efficient content and community management strategies and how to select the right tools and platforms for various types of online content. May be repeated for credit. Prerequisite: Instructor permission
MCOM 295F - Online Visual Identity
The increasing number of popular online publishing platforms and social networks with a wide variety of different user interfaces has increased the importance of maximized and consolidated online visual identity. The students will learn how to maximize the impact of visual identity across online publishing platforms and social networks, how to create and optimize logos and headers, how to standardize images and other embedded media while learning how to use cutting edge design software packages. *May be repeated for credit. Prerequisite: Instructor permission*

MCOM 295G - Information Architecture
*(Information needed from Jad)*

**Community Health Nursing**

*Objective*
The post basic certificate program in community health nursing is designed to provide students with theories of nursing and principles underlying current community health nursing practice. The focus of care is on clients who may be represented as individuals, families, and small groups or larger aggregates and community. The nursing role is developed with emphasis on health maintenance, health promotion, and disease prevention as facilitated by health teaching and appropriate use of community resources. Critical inquiry using nursing research and epidemiological processes is fostered by didactic and clinical learning experiences. Clinical experiences are designed to enhance collaborating effectively with interdisciplinary team members in health care settings.

Concepts and theory are learned through various combinations of classroom discussions, lectures, and seminars, case studies, independent study and guided application in practice. The faculty will carry responsibility in the area of clinical practice by consultative services and participating in demonstrations. Emphasis is placed on the use of community sites including ambulatory care centers, homes, and schools, collaborative activities with Community Institutions and group teaching. The program includes 90 theory contact hours and 180 clinical contact hours.

**Certificate Requirements**

**CNRS 311 - Introduction to Theories and Concepts in Community Health Nursing**
This course is designed to introduce students to theories of nursing and principles underlying current community health nursing practice, public health and primary health care. The focus of care is on clients who may be represented as individuals, families, and small groups or larger aggregates and community.

**CNRS 312 - Practicum I: Application of Theories and Concepts**
The practicum course provides students with field practice experiences through collaboration with other health professionals in primary health care settings, clients’ homes and schools. The focus of interventions is health promotion, health maintenance and the prevention of illness and disability.

**CNRS 313 - Advanced Concepts and Issues Relevant to Community/Public Health Nursing**
This course addresses advanced concepts and issues relevant to community/public health nursing. Students are provided with advanced knowledge and skills in population, family and individual needs assessment. Areas of focus include health promotion, health education, and management of chronic diseases.

**CNRS 314 - Practicum II: Planning and Evaluation of Community Based Interventions**
This course provides field experiences designed to enhance collaborating with interdisciplinary team members in planning, organizing, delivering and evaluating population-focused programs to achieve health goals, including health promotion and disease prevention activities.
Critical Care Nursing

Objective
The program is designed to build on the knowledge and clinical experience of nurses. It consists of 90 theory contact hours and 90 clinical contact hours. The theory part tackles concepts and issues related to assessment, care, and evaluation of critically ill adults. The practicum part includes application of critical care concepts in assessing and managing evidence-based care to critically ill clients. Areas of emphasis include nursing assessment, interventions, and evaluation in critical illness, ventilator assistance, hemodynamic monitoring, dysrhythmias, and EKG interpretation.

The program is based on the nursing process as a framework for building theoretical knowledge and applying nursing care. Concepts such as critical care environment, relationship with patient and family, end-of-life care, infection control and safety, communication, documentation, and critical thinking will be integrated in this course. Reading and understanding nursing research, doing library search and using information technology to enhance learning will be incorporated.

Certificate Requirements

CNRS 315 - Fundamental Concepts and Skills in Critical Care Nursing: Assessment and Evaluation
This course gives an overview of critical care nursing: critical care environment, relationship with patient and family, end-of-life care, infection control and safety, communication and documentation. It also focuses on dysrhythmia interpretation, ECG interpretation, hemodynamic monitoring, and ventilator assistance.

CNRS 316 - Nursing Care Management of the Critically Ill Adult
This course aims at enhancing the participants’ knowledge in cases of shock, cardiac alterations, nervous system alterations, acute respiratory failure, and acute renal failure.

CNRS 317 - Nursing Management of Acute Medical Surgical Emergencies
This course aims at enhancing the participants’ knowledge in cases of hematological and immune disorders, gastrointestinal alterations, endocrine alterations, trauma, and burns.

CNRS 318 - Practicum I: Critical Care Nursing: Assessment and Evaluation

CNRS 319 - Practicum II: Critical Care Nursing: Management

CNRS 320 - Practicum III: Code Management

Leadership and Management in Nursing

Objective
This program helps build the managerial capacity of nurse managers or nurses in charge in leading and managing skills to ensure success in today’s dynamic healthcare environment. It emphasizes the use of creativity in problem solving and decision-making thus promoting critical thinking, an essential element in the nursing process. It introduces nurses to the change process and control measures which contribute to the improvement of nursing practice. This program allows the nurses to examine their role as leaders in today's rapidly changing healthcare environment.

Certificate Requirements

CNRS 301 - Foundations of Leadership and Management in Nursing
This course focuses on the requisites and foundations of successful and effective leadership and management. The topics that will be discussed include: problem solving, decision-making, critical thinking, communication, ethical issues, and emotional intelligence.
CNRS 302 - Leading Towards Effective Patient Care Management
This course focuses on the various leadership skills. Organizational structure, strategic and operational planning, time management, staffing, conflict management, delegation, and performance appraisal will be discussed.

CNRS 303 - Managing Quality Improvement
In this course, students will be provided with the basic concepts and tools necessary to manage quality improvement. Topics include: quality management and utilization, accreditation and risk management, patients relations and patients satisfaction as quality indicator, development of policies and procedures, human resource management, and evidence based nursing management.

CNRS 304 - Advanced Management Practice
This is an advanced short course that concentrates on the following major areas: development of policies and procedures, human resource management, and evidence based nursing management.

CNRS 305 - Practicum
The practicum would be divided into clinical rotation with hands on or observation depending if the participants are Lebanese or not. Other rotations would be to Human Resources department, patient relation department, quality and risk management office, and nursing office for observation. This course includes a project writing related to improvement initiative or clinical problem.

Nursing Informatics

Objective
The post basic certificate in Nursing Informatics is designed to provide students with the knowledge and skills necessary to take a leadership role in the selection and implementation of health care information management systems, and in applying the knowledge gained from the information generated from these systems. This program entails five courses, which focus on concepts and issues surrounding technology and information management in today’s rapidly changing health care environment.

Certificate Requirements:

CNRS 306 - Data, Information and Knowledge
This course focuses on the nature of data, the concepts of information and knowledge, principles of relational database systems, operations, information systems, data sets, data standards and classification systems. During the course, students will be able to gain knowledge about developing a database.

CNRS 307 - Informatics and the Health Care Delivery System
This course is designed to introduce students to the field of health care informatics. It focuses on the history of health care informatics, basic informatics concepts and health information management applications. During the course, students will discuss and compare information management applications related to administration, education, practice and research.

CNRS 308 - System Lifecycle
This course focuses on a structured approach to the selection and implementation of an information system. The course includes four sections corresponding to the five phases of the life cycle: planning, analysis, design, implementation and evaluation.

CNRS 309 - Issues in Health Care Informatics
This course is designed to encourage students to engage in a dialogue among themselves and with experts in the field of health care and health care informatics in order to come to some understanding of current issues. Using a single broad case study, students view the issues engendered by the case through the many-colored lenses of ethics, politics, society and law.
CNRS 310 - Data Standards, Terminologies and Implications for Practice
This course focuses on Knowledge Representation: data standards, terminologies, and their implications for practice. The terminologies component provides an overview for nursing, and other health care terminologies in use. The data component describes the functions of data standards and implications for informatics as well as professional practices.

Acoustics and Audio Technology

Objective
Will be added

Certificate Requirements

CAAT 201- Applied Acoustics using EASE
The course covers an overview of acoustical wave properties, measurement systems, psychoacoustics, basics of architectural acoustics and room modeling, in addition to an introduction to electro-acoustical sound system design (speakers, and clusters).
EASE and the accompanying modules (Reflex, SoundFlow, SpeakerLab) are introduced throughout and used as tools to model room and speaker interaction, in addition to the design, simulation, and visualization of acoustical properties. Acoustical properties such as frequency response, acoustical levels and distribution, reverberation times, and indices (sound transmission, clarity, etc.) are also presented and explained. Ray tracing and AURA are introduced, in addition to auralisation concepts.

CAAT 202- Electro-acoustics and Sound System Design
The course covers various types of electroacoustical devices (dynamic, condenser, ribbon, and piezo microphones, near field and far field monitors, etc.) with applications for TV, broadcast, live sound reinforcement systems, and studio recording. Microphone preamps and speaker amplifiers are explained as part of the audio signal chain, in addition to audio mixers. Applications include voice and instruments miking techniques, monitoring considerations and placement in a room, in addition to live sound reinforcement system tuning. By the end of the course, trainees will be able to properly choose microphones for specific applications, understand the types of speakers, enclosures, and placements, in addition to the operation of audio systems for TV, broadcast, live, and studio applications.

CAAT 203 - Audio Production for Multimedia-I
The course covers digital audio technology and standards, with hands-on experience on how to acquire, record, process, and reproduce audio signals.
Industry standard ProTools is used as the main digital audio production console (mixer) in order to record audio files, edit, and process using various digital audio signal processors (DSP). Audio DSP plug-ins are presented such as gates and background noise suppressors, EQ, filters, compressors, and reverbs in addition to digital editing tools.
Musical Instrument Digital Interface (MIDI) is also explained with basic applications using Reason modules and samples for sound generation and synthesis. By the end of the course, trainees will be familiar with the process and tools needed for industry standard audio deliverables. They will also be ready to tackle more advance topics in Part II for the course.

CAAT 203 - Audio Production for Multimedia-II
The course covers digital audio production techniques, such as design of soundscapes, production of musical performances, art of audio digital signal processing, mixing techniques, soundtrack design for movies and commercials, and finally mastering. ProTools is used as the main digital audio production console (mixer) in order to record audio files, edit, and process using various digital audio signal processors (DSP). Specific applications of EQ,
filters, limiters, gates, compression, artificial reverberations and delays for studio recording and live performance situations are explained. DSP automation techniques are also explained.

Musical Instrument Digital Interface (MIDI) is used with advanced applications using Reason modules and samplers for sound generation and synthesis. By the end of the course, trainees will be able to produce industry standard audio deliverables for various multimedia purposes.

**The Strategy & Balanced Scorecard**

*Objective*

You will learn from experienced strategists, practitioners and outstanding faculty members at the American University of Beirut.

You will be able to formulate the strategy of your organization and ensure its successful execution using the Balanced Scorecard (BSC) methodology. In particular, you will:

1. Learn about fundamentals of strategy formulation
2. Understand key concepts of BSC as an effective tool for strategy execution
3. Learn through practical cases
4. Practice using the BSC templates
5. Become the BSC champion at your organization

*Certificate Requirements*

**CSBS 200 - Strategy Formulation**

Topics to be covered:

- Mission statement
- Core values
- Customer value proposition
- SWOT analysis
- Vision
- Strategic themes
- Principles of the strategy focus organization

**CSBS 201 - Balanced Scorecard Development**

Topics to be covered are:

- Strategic objectives
- Strategy map
- Measures and targets
- Strategic initiatives
- Prioritization and project management

**CSBS 202 - Balanced Scorecard Implementation**

Topics to be covered are:

- Balanced Scorecard roll out and communication
- Information collection and reporting
- Balanced Scorecard automation
- Cascading to Department Level
- Cascading to Position level
- Evaluation
Early Childhood Education

Objective
The purpose of this certificate is to expose practitioners and prospective teachers in various Early Childhood Education contexts to both theoretical and practical knowledge regarding current trends in the area of early childhood education, child development and teaching and practices in the field, and to develop the related skills for better performance. New educational programs and approaches are explored, in light of findings of new brain research regarding how children learn and develop. The implications for appropriate practices are studied in various areas: curriculum, methods of instruction, classroom management, parental involvement and the changing role of the teacher. Special emphasis will be placed upon the inquiry method and the development of creative and critical thinking.

Certificate Requirements

CECE 201 - New Trends in Early Childhood Education
This course explores contemporary trends in the field of Early Childhood Education, including major theories, models, programs, approaches and best practices. Special emphasis will be laid on findings of New Brain Research in regard to how children learn, important factors that contribute to their learning and their implications for developmentally appropriate practice in Early Childhood Programs.

CECE 202 - Integrated Curricular Practices in ECE
This course examines the integrated curriculum, including its nature, characteristics, the rationale behind its application in relation to the way children learn, the nature of content areas and the aims of education in addressing all aspects of children’s development. Illustrations will be taken from various content areas (science, math, language, and social studies) relevant to the children’s different spheres of development (physical, cognitive, emotional and social). The course dwells upon the two major forms of its application: the thematic unit and the project approach with special emphasis on inquiry based learning.

CECE 203 - Managing the Early Childhood Program
This course explores how developmentally appropriate Early Childhood programs are managed, including planning the learning experiences, organizing the learning environment and guiding children’s behavior. It encompasses both concepts and principles underlying this management and their practical applications to motivate children’s development and learning, considering both their needs and rights in accordance with the aims of education. Along with the theoretical background, this course equips students with practical skills necessary for the organization and management, with special emphasis on assessment of children’s development and learning.

CECE 204 - Creativity and Creative Skills in ECE
This course explores theoretical and practical aspects of creativity, stages of its development, relevant skills and means for fostering them in early childhood programs. The practical use of children’s creative experiences in art, music, play, literature, and drama are dubbed to foster children’s creative, critical and higher thinking skills and social development. Special emphasis is laid on play as this course equips students with theoretical background and practical skills necessary for facilitating the natural playfulness in young children, as it presents different theoretical frameworks that study the role of play in children’s development and learning, its characteristics and stages. The
course also explores how the teacher’s roles and responsibilities enhance children’s growth through creative experiences.

**Essentials of Business**

**Objective**
The objective of this program is to provide learning opportunities in selected aspects of business with emphasis on modern developments. Some may consider enrolling in individual courses to continue their professional development and will be given attestations of courses completed.

**Certificate Requirements**

- **CACT 101 - Principles of Accounting I**
  This course introduces students to principles of recording transactions, the preparation of financial statements, and completion of the accounting cycle.

- **CMKT 101 - Principles of Marketing**
  This course is an overview of the scope of the marketing function and the environment affecting marketing managers. Topics covered include the marketing environment and planning and developing of the marketing mix.

- **CECN 101 - Introduction to Economics**
  This course is a survey of economic principles that includes national income accounting and analysis, monetary and fiscal policies, and demand and supply analysis.

- **CMGT 101 - Principles of Management**
  This course focuses on the functions of management: planning, organizing, staffing, directing, and control.

- **CECN 301 - Money and Banking**
  This course focuses on management of commercial banks, the structure of commercial banking, management of bank funds and the role of money in the economy.

- **CFIN 101 - Principles of Finance**
  This course is an introduction to the field of financial management, including the institutional framework of finance, the role of finance in the business firm, financial analysis, planning and control, working capital management, cash budgeting, and elements of capital budgeting.

**Financial Management**

**Objective**
The objective of this program is to introduce participants to the process of financial decision-making to serve various business objectives in different settings. The program enables participants to deal with financial decisions facing businesses, household savers, and institutional and individual investors. Participants cover the areas of financial management, financial reports, security analysis, and banking activities.

**Certificate Requirements**

- **CFIN 101 - Principles of Finance**
  This course is an introduction to the field of financial management, including the institutional framework of finance, the role of finance in the business firm, financial analysis, planning and control, working capital management, cash budgeting, and elements of capital budgeting.

- **CFIN 301 - Financial Statements Analysis**
  This course focuses on the description and interpretation of reported and audited financial statements, limitations of company reports, analysis of financial ratios, examinations of professional practices regarding measurement and
disclosure of financial information, and development of skills needed to read, analyze and evaluate financial statements. Prerequisite: CFIN 101

CFIN 302 - Corporate Finance
This course focuses on the description and analysis of the sources of investment information, various investment vehicles, operations of security markets, trading environment, security valuation models, investment objectives, and modern techniques of investing in securities. Prerequisite: CFIN 101.

CFIN 303 - Commercial Banking
This course is an introduction to banking regulations, evolution of banking activities, description of banking accounts and lending practices, functions and operations of commercial banks, credit analysis, liquidity management, assets and liability management, profitability and adequacy measures. Prerequisite: CFIN 101.

Human Resource Management

Objective
The objective of this certificate is to offer instruction on practical, current issues in the human resource field for professional development. Increasingly, companies in Lebanon realize that a motivated, appropriately selected, trained, appraised and compensated workforce is critical to improving company financial performance and success. Human resource professionals facilitate this process through effective management of human resource issues.

Certificate Requirements

CHRM 101 - Overview of Human Resource Management
This course introduces the main concepts of managing human resources in organizations, discusses the various roles that HRM departments play and demonstrates how HR policies and practices help support the business strategy. Topics include the strategic role of HRM, job analysis and personnel planning, recruitment and selection, training and development, performance management, compensation and retention as well as the ethical aspect of HRM.

CHRM 201 - Workforce Planning and Staffing
This course explores how organizations plan for changes in their workforce, create recruitment strategies, and develop selection systems to identify the best talent for their businesses. It encompasses planning for, establishing, and maintaining a quality work force; identifying critical specifications for filling positions; recruiting a pool of talent; developing methods for selecting from the talent pool; and creating desirable person/job and organization fit.

CHRM 202 - Total Compensation and Benefits
This course conveys applied knowledge about compensation systems for aspiring HR professionals. The course objective is to provide a solid understanding of the art of compensation practice and its role in promoting companies’ competitive advantages. It is assumed that students will be best prepared to assume the role of competent compensation strategist if they possess a solid understanding of compensation practices. Thus, we will examine the context of compensation practice, the criteria used to compensate employees, compensation system design issues, employee benefits, and contemporary challenges that compensation professionals will face well into the 21st century.

CHRM 203 - Employee Training and Development
Rapid changes in technology and job design, along with the increasing importance of learning- and knowledge-based organizations make training and development an increasingly important topic in human resources development. In this course, the student will learn how to identify training and development needs through needs assessments, analyze jobs and tasks to determine training and development objectives, create appropriate training objectives, design effective training and development programs using different techniques or methods, implement a variety of different training and development activities, and evaluate training and development programs.
Interior Design

Objective
The Interior Design Certificate Program equips students with the methods and skills needed to temper the urgent problems generated by a rapidly growing demography and to create a friendly urban environment. The courses will address the different types of living spaces, the different concepts of interior design, and the different methods for combining aesthetic factors with cost and functional concerns. Graphic illustrations, sketches, case studies, AutoCAD, and real models will be used.

Certificate Requirements

CINR 101 - Principles and Basic Skills for Interior Design
This course teaches the student to develop skills and techniques in order to visualize interior design idea; develop critical thinking and creativity in relation to space with the ability to draw sketches and learn survey of sites. Read existing structures, scaled plans, elevations and sections with a hint of presentations and renderings with knowledge of volume and proportions. It also teaches interior perspective according to studied area.

CINR 102 - Elements and Principles of Design
This course introduces the elements that affect the interior spaces, discovers color and its implications, and learns the fundamentals of lighting design and studies all of the major finish materials used in today's interiors from fabrics to wall coverings and hard surface materials. Graphical colored expression leads students to show areas of visual interest using basic steps to create a comprehensive drawing. 12 hours are dedicated for survey of different design styles, site visits to galleries, art spaces and work sites are organized. Prerequisite: CINR 101.

CINR 201 - Presentation Techniques for Interior Designers
This course teaches the ability to present a technical drawing, basic floor plan and develop interior elevations, then transform the ideas and drawings into a polished presentation. Using a combination of lecture, demonstration and hands-on exercises, this course will introduce the basic tools necessary to translate drafting skills into a digital format using AutoCAD, the leading drafting software for the construction and design industry. Prerequisite: CINR 101.

CINR 202 - Practice of Interior Designs
Students will enhance their problem-solving capabilities using basic AutoCAD skills while increasing their speed. Gain proficiency in computer-assisted drafting through progressively complex applications. This course develops a more professional and creative approach to design by presenting a complete project from its programming to its presentation using technical drawings. Guided visit to galleries and factories and worksites will be organized. Prerequisites: CINR 102 and CINR 201.

CINR 301 - Advanced Interior Architecture Project
This course deals with large scale projects emphasizing: spatial problem-solving and influence of human factors on the design process; developing and expanding abilities to tackle challenges of more complex design issues of varying scales; renovating and refurbishing spaces adapted to new needs; Presentation of interior project in graphic colored expression; studying quantity survey; mood board or model for created space. Preparation of final project: each student chooses a project then submits his research and study on real similar cases. Prerequisite: CINR 202.

CINR 302 - Supervised Research Project
This course develops the research skills of the student in undertaking a supervised project from concept to readiness for execution. Emphasis is on methodology, structuring of ideas and final presentation of a complete rendered project. Prerequisite: CINR 301.
Marketing Management

Objective
The objective of this program is to provide participants with an understanding of the marketing-management process. The basic components of marketing, such as consumer behavior, marketing research, product distribution, promotion, and price planning will be emphasized.

Certificate Requirements

CMKT 101 - Principles of Marketing
This course is an overview of the scope of the marketing function and the environment affecting marketing managers. Topics covered include the marketing environment and planning and developing of the marketing mix.

CMKT 202 - Marketing Research
This course covers the entire research process: problem definition, data collection methods, sample design, and collection of data, tabulation and analysis, and presentation of results.

CMKT 301 - Marketing Communications and Advertising
This course is an overview of promotion management and integrated marketing communications. Topics covered include behavioral foundations of marketing communications, environmental influences on marketing communications, and the promotion management process and its execution.

CMKT 302 - Sales Management
This course focuses on the activities of first-line field sales managers. It covers sales management functions and strategies, developing the selling function, sales goals and structure, building a sales program, and leading and motivating the sales force.

Office Management Certificate

Objective
The objective of this program is to develop efficient executive secretaries to facilitate the complex and demanding jobs of today’s executives.

Certificate Requirements

CBUS 101 - Introduction to Business
The purpose of this course is to provide students with the opportunity to study many dimensions of the business system. Subjects covered include management and organization, human resource management, information for business decision-making, financial information, and business and its environment.

CBUS 102 - Business English
The purpose of this course is to focus on the communication requirements of participants in business situations in order to project a professional image and avoid costly mistakes. Guided activities include problem-solving, information transfer tasks, role playing and transfers to participants’ work environments to develop confidence in applying common uses of language structures, business terminology, and expressions.

CBUS 202 - Office Procedures and Routines
The purpose of this course is to present fundamental principles and successful practices for completing office work effectively and efficiently. Subjects covered include techniques for general secretarial duties, such as filing, information processing skills, preparing and publishing reports, handling mail and electronic messages, using effective telecommunication practices, making meeting arrangements, making travel arrangements, keeping company books and records, and maintaining good human relations proper etiquette.
CBUS 203 - Office Automation
This course is intended to introduce students to computer office automation systems which are designed primarily to improve office productivity and efficiency. It focuses on topics like managing documents, electronic filing systems, electronic mail, maintaining calendars and appointments, and word processing using Microsoft Word (advanced features like manipulating tables, merging documents, using style, outline, footnotes, pictures) and spreadsheets using Microsoft Excel (advanced features like formulas, functions, charts, page setup, database management, filtering).

Project Management

Objective
This certificate program provides participants with the knowledge and skills needed to deliver even the most complex project. The courses reflect a mix of hard and soft skills that the managers need to deliver. The material used in all classes is drawn from existing, real-life, and current project management tools.

The certificate will also allow organizations to make the best use of resources and provide a career path for project managers to grow.

Certificate Requirements

CPRM 202 - Project Leadership and Communication Skills
This course is designed to help project managers become better team leaders by honing their skills and improving their knowledge in key areas of communication, motivation, expectation setting and problem solving. Participants will be equipped with practical knowledge, skills, and tools that empower them to lead teams towards successful projects.

CPRM 203 - Project Management Scheduling Tools and Techniques
This course provides hands-on project management training using a project scheduling application, and leads participants through the entire project life cycle. The instructor will walk the participants through the various project management processes with a special focus placed on the planning process group as per PMI’s standards. Participants will gain in-depth practical knowledge about creating work breakdown structures, activity lists, scheduling activities, resource leveling, and base-lining.

CPRM 204 - Stakeholder Management
This course is designed to enable the participant to effectively gain an essential understanding of stakeholder communications and management. Project managers will learn how to identify, assess, and manage stakeholders’ expectations. Various elements of the course are built from a practitioner’s perspective.

CPRM 316 - Project Risk Management
This course will cover risk management from basic to advanced processes. The course is an excellent preparation for those interested in applying for the challenging PMI-RMP Risk Management Professional Certification.

In addition to the above courses, students are required to acquire a PMP or CAPM certification.

Culinary and Personal Nutrition

Objective
With the media constantly bombarding individuals with a heavy load of nutritional facts and fads, it can be confusing to decide what to eat and what not eat. More importantly translating this knowledge into action can be difficult as knowing what to eat without the proper culinary skills to apply what you have learned will not help you move forward. Therefore the objective of this course is to:

• Help individuals gain better knowledge about food nutrition and health
• Teach necessary cooking skills to be able to implement this knowledge
Certificate Requirement

CCPN 101 Introduction to nutrition
This course is targeted at defining what the science of nutrition is and provides an evidenced based foundation of nutritional knowledge. It will also tackle important concepts in the field through several workshops including:

- Food Composition- The Essential Nutrients
- Healthy Eating Guidelines
- Weight Loss and Fad Diets
- Eating to Optimize your Energy
- Diet, Exercise and Sports Nutrition
- Understanding Food labeling and Nutritional Claims
- The Secret to Weight Loss- Anthropometric Measurements

People can sign up for these workshops separately as well other than those already enrolled in the course.

Introduction to food science and food safety
In this course, participants will learn about proper food HANDLING as well as the systems and procedures necessary to maintain a top quality food business. From staff hygiene practices to maintaining a stringent pest prevention system, this course will ensure that you participants have the knowledge necessary to manage a hygienic food setup whether in the home or a large scale food operation. It will consist of several workshops including:

- Basic Food handling food storage techniques
- Properties of Food contaminants viruses and toxins
- How to manage food poisoning

People can sign up for these workshops separately as well other than those already enrolled in the course.

CCPN 102 - Healthy cooking and dessert preparation
Knowledge about healthy food is not enough to help promote healthy eating habits. Learning how to cook healthy and palatable food is essential to be able to sustain a healthy lifestyle. Many workshops can be given as part of this course including:

- Basics of healthy cooking
- Cooking for kids
- Cooking gluten free
- Cooking for diabetes
- Cooking heart healthy recipes
- Cooking for kidney disease
- Diabetic sweet preparation

People can sign up for these workshops separately as well other than those already enrolled in the course.

CCPN 103 - Health awareness
In this course, general healthy awareness sessions are given such as:

- How to boost immunity
- What causes forgetfulness and how to avoid it
- Anemia, fatigue and how boost your energy
- How to deal with Stress emotional eating

And many more answers to common health concerns and considerations that are needed for better health in everyday life.
Aviation Management

Objective
The objective of this program is to provide the participants with thorough grounding in aviation-related topics: managerial, operational and regulatory. The courses are carefully selected to equip the participants with the skills required to pursue a successful career in various sectors of the aviation industry.

Certificate requirements
The certificate program consists of the following four courses; each course is delivered over a 3-day period (24 teaching hours)

CAMC 123 - Air transport fundamentals
Study how the air transportation system relates to airlines, airports, Civil Aviation Authorities (CAAs) and Air Navigation Services (ANS).

CAMC 123 - Aviation policy and regulation
Obtain the necessary skills to understand and manage civil aviation policy and regulation.

CAMC 123 - Aviation operations management
Strengthen your understanding of the key airline and airport management principles by drawing on the best practices shared by industry experts.

AMC 123 - Aviation safety management systems
This course will help learners understand the function, role and importance of developing and implementing a Safety Management System (SMS).

Web Apps Development

Objective
The objective of this certificate is to enable students with the skills needed to advance in a career of web application design and development, and eventually architecture. The Web Application Development Certificate consists of six courses and provides comprehensive coverage of both client-side and server-side development. The latest topics in HTML5, CSS3, Web Services, PHP, jQuery and .NET (C#, ASP.NET, MVC, WEB API, LINQ, and WCF) are widely covered. Building web applications using JavaScript will also be covered with NODE.JS. Students will be creating high standard, performance and secure real-world web application projects that will involve interacting with databases, such as MySQL and MS SQLSERVER as well as Cloud Databases.

Certificate Requirement

CWAD 200 - Programming in HTML5 with JavaScript and CSS3
This course provides an introduction to HTML5, CSS3, and JavaScript and helps students gain HTML5/CSS3/JavaScript programming skills. This course is an entry point into the Web applications courses.

CWAD 201 - Developing PHP/Node.js Web Applications
In this course, students will learn the essentials for creating web-based PHP applications. Students will also be introduced to Node.js, including writing asynchronous code with callbacks and streams, and modularizing applications with NPM and require (). We also look at built-in API's for building and scaling web applications as well as a few key third party modules.

CWAD 203 - Developing Single Page Applications with AngularJS
In this course students will learn how simple it is to use AngularJS to create maintainable and testable single page applications. You will learn how to: bootstrap your AngularJS application; use AngularJS markup and expressions; create and use controllers; use built-in services and create custom services; turn your application into a SPA using...
Mobile Apps Development

Objective
More people access the web via mobile devices than from personal computers. As mobile devices become more prevalent, organizations in Lebanon and the region are increasingly in need of developing both in-house and public applications to improve the services they provide and to maintain a competitive edge. This has resulted in a significant increase in demand for developers with experience using multiple platforms, such as iOS, Android, and Windows Phone. The objective of this certificate is to teach students the skills needed to advance in a career of mobile application design and development.

Certificate Requirements

CMAD 200 - Developing Android Apps
This course is designed to get you started with Android development. During the course students will define, design and scope Android apps for mobiles and tablets. Students will draw and analyze storyboards and refine the user experience. The course will allow students to develop Android apps of simple to medium complexity with the ability to connect to the cloud.

CMAD 201 - Developing iOS Apps
This course is designed to get you started with iOS development. During the course students will define, design and scope iOS apps for mobiles and tablets. Students will draw and analyze storyboards and refine the user experience. The course will allow students to develop iOS apps of simple to medium complexity with the ability to connect to the cloud.

CMAD 202 - Developing Hybrid Mobile Apps with PhoneGap
This course is designed to get you started with PhoneGap by teaching you the basics of creating a PhoneGap application. In this course we will develop a PhoneGap application using the Windows Phone 7 tools and JQuery Mobile. You will also learn how to use some of the PhoneGap native APIs to access the native libraries of various mobile platforms. Finally, you will learn how to use PhoneGap Build to build our application for iOS, Android and more!

Cultural Diploma

Objectives
Provide participants with an in-depth understanding of the theory and practice of International Relations within the contemporary interdependent world, while placing a particular emphasis on Cultural Diplomacy within this framework.

- Educate participants about Cultural Diplomacy within the context of the political, economic, and cultural foundations upon which sustainable international relations are based.
- Analyze soft power and hard power strategies within the international relations discourse.
- Examine contemporary obstacles to peaceful international relations using historical and modern case studies, while considering how Cultural Diplomacy can be used to mitigate tension and conflict in the international community.
- Equip participants with the relevant skill sets and knowledge required to embark on a career in the highly competitive international arena.
- Provoke individual thought and reflection on new issues surrounding the rapidly developing field of Cultural Diplomacy and analyze strategies that can be applied and implemented in students’ professional careers.
Certificate Requirements

CCADC 101 - International Relations & Cultural Diplomacy
The Certificate Program in International Relations & Cultural Diplomacy is comprised of specialized courses designed to provide participants with the fundamental knowledge needed in the field of Cultural Diplomacy and International Relations, with a particular emphasis on the application of Cultural Diplomacy in the framework of foreign policy and as practiced by the private sector and civil society. The program provides a thorough background in International Relations and Cultural Diplomacy, using a historical and case study approach and addresses the most important contemporary international issues.

CCADC 102 - Global Governance & Cultural Diplomacy
The Certificate Program in Global Governance & Cultural Diplomacy is comprised of specialized courses designed to provide participants with a substantial knowledge of Cultural Diplomacy as practiced by global governance institutions and international organizations around the world. A particular emphasis of the program is Cultural Diplomacy's role in global governance to improve the ways in which the diversity of cultures can properly understand each other and to facilitate cooperation more effectively at the political, economic and cultural levels. The program provides analysis of the practice of Cultural Diplomacy at the multilateral level by examining specific case studies of global governance organizations and international organizations.

CCADC 103 - Cultural Diplomacy & Conflict Zone Mediation
The program provides a thorough background in Cultural Diplomacy, using a historical and case study approach, while further accentuating the role and potential of Cultural Diplomacy in conflict resolution and mediation, with the end goal of strengthening international relations. The program addresses contemporary international issues, with classroom lectures and seminars supplemented by lectures and briefings at international and non-governmental organizations; educational events, conferences, tours, and meetings with foreign officials are further incorporated into the curriculum. In addition, the program allows participants the opportunity to attend all ICD conferences, events, presentations, and other activities.

CCADC 104 - Cultural Diplomacy, Sustainable Development & the Global Markets
The Certificate Program in Cultural Diplomacy, Sustainable Development & the Global Markets is comprised of specialized courses designed to provide participants with the fundamental knowledge needed in the field of Cultural Diplomacy and International Economics, with a particular emphasis on the role of Cultural Diplomacy in the economic policies of Nation States; the encouragement of sustainable tourism; the use of Cultural Diplomacy in the development of national brands; the international dimension of Corporate Social Responsibility (CSR) and Socially Responsible Investment (SRI); and the global economics and Environmental Responsibility. In particular the program provides a thorough background in the practice of Cultural Diplomacy in international trade, nation branding, tourism, the engagement of international corporations & business, fostering entrepreneurship and building cultural economic bridges between nations and groups of nations.

CCADC 105 - Cultural Diplomacy by the Arts, Music and Cinema
The Certificate Program in the Implementation of Cultural Diplomacy through the Arts, Music & Cinema is comprised of specialized courses designed to provide participants with core knowledge in the field of Cultural Diplomacy, with a special emphasis on the use of the arts, music and cinema as methods of cultural diplomacy. The program combines both theory and practical case studies from a wide variety of fields, such as international relations, diplomacy, the humanities, and culture. The program provides a thorough analysis of a diverse selection of cultural diplomacy institutions and the application of cultural diplomacy in the framework of foreign policy, domestic policy and multiculturalism

Pharmaceutical Sales for Medical Representative

Objective
The objective of this program is to provide the necessary skills and knowledge needed to succeed as medical representatives.
In this program, participants will receive the proper foundational training and preparation necessary to succeed as medical representatives. The program is composed of a multitude of exercises, role plays, and guidelines designed to help the delegates in mastering sales skills by better understanding customers’ profiles and needs. The program will develop a specialized set of soft skills needed for participants to overcome challenging situations, such as solving problems under pressure and time constraints.

Through explaining the role and need of marketing in the pharmaceutical industry, participants will learn key marketing techniques, which will allow them to effectively reach and engage their target customers.

Moreover, participants will learn how to better understand key decision makers, as well as identify the right opinion leaders, which they can target by acquiring an ability of tailoring communication strategies towards different audiences.

**Certificate requirements**
The certificate program consists of the following four courses; each course is delivered over a 4-day period (28 teaching hours):

**CPSR 101 - The Art of Selling**
This course introduces different selling techniques and prepares the participants for a variety of sales environments. An emphasis is given for mastering specific sales skills that pertain to pharmacies and hospitals. Participants will learn how to identify the customers’ real needs based on their social styles, develop a specific sales plan and know how to communicate it in order to achieve their sales goals.

**CPSR 102 - Keys to Communication Excellence**
This course is designed to enable participants to communicate with precision and clarity. It equips them with presentation skills through which they will develop their own presentation style and enhance their techniques for eliciting audience involvement. Moreover, participants will learn powerful negotiation techniques that have maximum impact in daily negotiations with different parties; along with tools necessary for managing emotionally charged work situations. Participants will also learn about the factors that hinder productivity and will analyze their own response to pressure; upon which they will develop action plans to mitigate such factors and reduce stress.

**CPSR 103 - Optimizing Sales Effectiveness**
In this course, participants will learn how to plan and manage their time and territory through handling work effectively, prioritizing visits and dealing with interruptions. Participants will be able to identify the real problem when facing challenges and come up with potential innovative actions to make the right decision and obtain the best results. In addition, participants will learn how to build strong professional relationships, including the Adoption Ladder strategy, which is based on using the proper sales dialogue to swiftly reach an advanced stage in the adoption process when communicating with doctors. The course also enables participants to have a systematic approach to manage and grow the organization’s key accounts to maximize value and achieve goals.

**CPSR 104 - Fundamental Marketing Dynamics**
During this course, participants will learn what marketing is, ranging from creating promotional material for various market segments to ultimately market measure their success. Second, attendees will be exposed to different tools and exercises needed to understand how event management is properly done in terms of preparation, follow up and feedback. Third, the course explains how to identify, prioritize, segment, profile and validate the right key opinion leaders (KOLs) and use a well-conceived activity planning process to develop healthy, long-term relationships with these KOLs. Fourth, attendees will gain a deeper understanding of how to offer high-value prospective customer experiences and the crucial need of integrating sales with marketing activities to align resources and communication towards the company’s objectives and vision.
Pharmaceutical Sales & Marketing Management

Objective
The objective of this program is to enable participants to successfully lead their teams while taking into consideration the overall business operation. To successfully lead teams, participants will acquire supervisory skills needed to achieve greater productivity by infusing energy, self-reliance and drive within their employees. The program will equip participants with the necessary techniques required to negotiate and minimize the risk of conflict while effectively resolving it.

In parallel, participants will learn about the interaction between the different departments and their functions, such as supply chain management and regulatory affairs, and how their decisions and actions affect other stakeholders. The program will also equip participants with advanced marketing tools, brand management strategies, as well as forecasting and data analysis techniques.

The richness of this program will not only help the participants successfully fulfill their tasks but also be the key to advancing to the next level.

Certificate requirements
The certificate program consists of the following four courses; each course is delivered over a 4-day period (28 teaching hours)

CPSM 200 - Team Leading Foundations
This course is intended to equip the participants with managerial and supervisory tools needed for the successful implementation of their responsibilities in various processes. Through acquiring leadership and motivation skills, managers and supervisors will be able to lead a high performing team under pressure and maintain solid group dynamics, which will increase business efficiency and decrease the amount of time lost as a result of both conflict and stress. In addition, they will acquire conflict management skills where they can manage disputes and disagreements in a positive manner. This is done by teaching participants to lead rather than just manage their teams through inspiring commitment and motivating performance for maximum impact.

CPSM 201 - Tools for Enhanced Performance
This course teaches how to adopt a situational leadership style by discovering techniques on how to be assertive communicators that results in heightened performance and improved productivity. Also, through improving their ability to coach and mentor, participants will be able to maximize their individual effectiveness and enhance the potential of their team to become more effective, productive and committed. Moreover, the course equips participants with the tools needed to organize and analyze the overwhelming amount of data they are daily inundated with, so they can make decisions to the best advantage of their business and career. In order to understand how the company is performing in relation to its strategic goals, attendees will use a variety of performance management tools and techniques to generate value through Key Performance Indicators (KPIs) management.

CPSM 202 - Mastering Marketing Tactics
Using a powerful marketing strategy, attendees will be able to strengthen the sustainability of their products/services in the market by identifying the internal and external factors needed to determine a successful marketing mix, targeted segmentation, positioning and resources. In addition, attendees will learn how to analyze, plan and manage their brand and identify their target market, with a special emphasis given on the power of social media platforms in shaping brand communication and advocacy. Moreover, this course explains the exact role of portfolio management and how to identify and allocate marketing resources in order to manage work more effectively and efficiently which is based on three essential pillars: leading business, leading people and leading self.

CPSM 203 - Building Blocks for Successful Management
This course provides participants with the necessary techniques and confidence to forecast sales, effectively manage their budget and reduce risk in decision making through qualitative and quantitative analysis. It also covers basic accounting principles and guides non-financial professionals on how to read and interpret key financial statements.
and how to transform them into decision-making tools they can successfully utilize in their day-to-day operations. It then introduces the major building blocks in supply chain (SC) networks where attendees will develop capabilities in logistics, inventory management, risk pooling, procurement, sales orders fulfillment and process design. In addition, this course provides the attendees with a clear and concise understanding of the role played by Regulatory Affairs for better coordination between different departments. Moreover, participants will learn how to identify the forces driving the need for change and be equipped with skills needed for them to design and lead successful change in the organization.

**Pharmaceutical Leadership**

*Objective*

The objective of this program is to enable participants to develop the skills and knowledge needed to successfully manage the business in all its aspects and ensure it meets its goals.

Participants will gain an understanding of all aspects of the business operation which include managerial skills, marketing, financial analysis, human resources, as well as accurate usage and analysis of data for decision making. Executives will develop a grasp of organizational design and the interrelations between individuals, teams, structures and their environment from a leader’s perspective. Also, they will build on their communication expertise and acquire advanced negotiation skills which will allow them to recognize and build strong and effective teams. Moreover, they will learn to lead, strategize, assess and ensure the proper implementation of strategies.

In order to cover all the business operations, participants will also learn how to efficiently oversee the whole supply chain process, ranging from accurate forecasting and budgeting to the delivery of their products at the right time, cost and quantity.

*Certificate requirements*

The certificate program consists of the following four courses; each course is delivered over a 4-day period (28 teaching hours)

**CPSL 300 - Mastering Leadership**

This course teaches how to adopt a situational leadership style that results in improving the participants’ communication and assertiveness skills to become more trusted and credible leaders and to take control of a situation without alienating others. It also provides attendees with the necessary skills to be effective negotiators and use appropriate interpersonal skills to communicate effectively during conflict and how to minimize its risk. In addition, using the art of coaching, this course helps executives raise their potential and level of performance and get the most out of their team. Furthermore, participants will learn how to leverage a variety of techniques to stay focused and act more decisively under pressure; they will learn how to develop a solid action plan to keep their head above water, make immediate improvements and achieve measurable results.

**CPSL 301 - Pyramid of Marketing**

In this course, delegates will develop a full understanding of the function of marketing, its value, role and purpose in order to deal effectively with its integration with other organizational forces. Moreover, when being overloaded with information, attendees will learn how to identify the most relevant parts, make sense of seemingly contradictory facts and come up with the best solutions. In addition, the course equips participants with the necessary skills needed to operate at an advanced level within their organization through an enhanced understanding of the role of forecasting and budgeting methods in strategic planning and how these can greatly affect the bottom line. Lastly, the course describes the main role of Market Access in maintaining an active intelligence of pricing trends and reimbursement/funding in the market in order to anticipate risks and opportunities.
CPSL 302 - Strategic Financial Management
This course enables participants to understand the relationship between financial planning, forecasting and budgeting within the strategic management process. The course also explores a range of techniques for enhancing strategic thought to improve the decision-making process in situations that are directly related to the company’s strategic objectives. Moreover, this course allows non-financial executives to gain a greater understanding of how to work out the financial implications of their day-to-day decisions which allows them to take decisions that have a positive impact on financial objectives of the business.

CPSL 303 - Keys to Best Operational Performance
In this course, participants will acquire the importance of Human Resources from a strategic perspective and learn the core components of the employee lifecycle needed for the proper acquisition and retention of talent to sustain growth. In addition, this course provides the attendees with a clear and concise understanding of the role played by Regulatory Affairs and how they can interfere to improve matters. Moreover, participants will examine the design and performance of supply chain categories and processes in different business contexts and know their benefits and risks, which help them in lowering the incurred cost of each. The course will also equip participants with the skills needed to strategically manage change by understanding the organization’s competitive environment and align it with its performance expectations.

Building your Lean Startup (For Entrepreneurs)
Objective
The objective of this program is to provide a world-class learning opportunity in key aspects of the entrepreneurship cycle, and to build a talented pool of aspiring and potential co-founders and early startup employees to drive startup formation and growth in Lebanon and the MENA region. The course emphasizes project-based and applied learning in order to absorb and apply the various tools and strategies that are critical to the startup process. This course covers the basics of the lean startup method (a system of tools and strategies that have revolutionized the startup formation process), plus includes other global best practices, tools, and strategies, along with local and regional adaptations, models, examples, and expertise. These approaches to entrepreneurship are not one particular skill, but a suitcase of skills combined with a specific mindset that helps people start new ventures, mobilize resources, compete, and grow in a way that reduces risk and increases potential for success. This program will culminate in a certificate demonstrating that participants have fundamental skills that can contribute to building scalable, regionally and/or globally competitive and profitable enterprises. All courses under this certificate will focus on both standard for-profit entrepreneurship and for-profit social entrepreneurship in the MENA region.

Certificate Requirements
CBL 101 - Ideation & Startup Formation: From Your Light bulb Moment to Viable Startup Idea
This course introduces the fundamentals of coming up with and developing a startup concept and business model. These tools include: learning early-stage ideation strategies and tools, developing a business model canvas, building business/revenue models (that focus on scalability), understanding core concepts around the MVP (minimum viable product), and conducting effective market assessments / validation methods. The course also includes an introduction to basic concepts of design thinking and human-centered design.

CBL 102 - Marketing & User Acquisition: Using Marketing Techniques to Develop and Grow Your Startup
This course addresses the fundamentals of developing and launching a marketing campaign using the proper application of lean marketing methodologies. Students will acquire the skills needed to create high-quality tested marketing content for various social media platforms, develop growth hacking techniques, assess key metrics (measurable marketing), and identify influencers and target audiences. Students will launch both testing and real campaigns for an early-stage startup (hypothetical or real, depending on student interest).
CBLS 103 - Building the Startup Dream Team: HR, Team Cohesion Issues, Shared Values & Skills
The quality, organization, and cohesion of the team is perhaps the most essential element in determining the potential success (or failure) of a startup. This course will focus on developing and managing the right team to develop, launch, and grow a startup. Topics include understanding the key aspects of building a strong team of co-founders from the start, team attributes related to entrepreneurial personality, appropriate human resources techniques, project management tools and strategies, outsourcing, legal/investment considerations as they relate to HR (stock options, etc.), building an advisory team for high growth, and other key issues that can help drive a startup towards success.

CBLS 104 - Financial & Legal Fundamentals for Building a Scalable Startup
The course will cover fundamental financial concepts that startups will need to fully understand their business model and/or successfully pitch to and raise capital through investors or other funders (angel, venture capital firms, etc). Core activities will focus on financial frameworks including: financial statements, cash flow projections/analysis, capital structure, equity/debt options, and critical financial metrics and ratios. Along with a financial overview, we will discuss the essential legal issues that startups face during the fundraising stage with focus on company registration, term sheets and shareholder agreements. The course will also address acquisition trends across MENA and globally.
Diploma Programs

Aviation Management

Objective
The diploma program equips the participants with the skills required to pursue a successful career in various sectors of the air transport industry including airlines, airport companies and authorities, civil aviation departments, air transport consultancies. The program provides the managerial and practical skills required to assist the participants to become more valuable employees or potential employees to international aviation businesses.

Diploma requirements
The diploma program consists of ten courses divided over 2 parts: the Aviation Management Certificate (4 courses) plus the Diploma focus (6 courses). The following are the Diploma focus courses; each course is delivered over a 3-day period (24 teaching hours):

CAMD 321 - Aviation strategic management
Learn the latest in strategic planning for aviation authorities and aviation related industries and benefit from comprehensive case studies.

CAMD 321 - Air transport economics
This course will provide you with the know-how to look deeper into economic and policy developments affecting the global air transport industry. Examine financial forecasts, industry outlooks, profitability, and regulations.

CAMD 321 - Aviation marketing
Growing uncertainty and competition in the global aviation industry is forcing airlines and airports to reinvent their marketing strategies. This course looks at the latest airline and airport marketing and commercial trends to assist participants in revamping their marketing practices.

CAMD 321 - Airport design and master planning
This course provides the principles of airport master planning and demand forecasting. It presents common approaches to design and implement reliable ground access, airside facilities, passenger processes, as well as security and baggage systems.

CAMD 321 - Airline business management
This course provides an analytical perspective of various airline strategies and business models. Participants learn how airlines are managed and operated in a competitive global environment.

CAMD 321 - Research methods and forecasting in aviation
This course provides participants with the theories and methods of research in the aviation industry. A range of both quantitative and qualitative methodologies is explored, and various techniques for aviation research are examined.

Human Resources Management (HRM)

Objective
This diploma program provides a comprehensive overview of HRM roles and responsibilities in the workplace from a strategic perspective. It fosters and develops the participants’ professional expertise and competencies. This diploma program involves an intensive education program using traditional classroom instruction, hands-on case studies, and executive presentations.

Diploma Requirements
This program consists of the following eight courses to be completed in four years:
CHRM 101 - Overview of Human Resource Management
This course introduces the main concepts of managing human resources in organizations, discusses the various roles that HRM departments play and demonstrates how HR policies and practices help support the business strategy. Topics include the strategic role of HRM, job analysis and personnel planning, recruitment and selection, training and development, performance management, compensation and retention as well as the ethical aspect of HRM.

CHRM 201 - Workforce Planning and Staffing
This course explores how organizations plan for changes in their workforce, create recruitment strategies, and develop selection systems to identify the best talent for their businesses. It encompasses planning for, establishing, and maintaining a quality workforce; identifying critical specifications for filling positions; recruiting a pool of talent; developing methods for selecting from the talent pool; and creating desirable person/job and organization fit.

CHRM 202 - Total Compensation and Benefits
This course conveys applied knowledge about compensation systems for aspiring HR professionals. The course objective is to provide a solid understanding of the art of compensation practice and its role in promoting companies’ competitive advantages. It is assumed that students will be best prepared to assume the role of competent compensation strategist if they possess a solid understanding of compensation practices. Thus, we will examine the context of compensation practice, the criteria used to compensate employees, compensation system design issues, employee benefits, and contemporary challenges that compensation professionals will face well into the 21st century.

CHRM 203 - Employee Training and Development
Rapid changes in technology and job design, along with the increasing importance of learning- and knowledge-based organizations make training and development an increasingly important topic in human resources development. In this course, the student will learn how to identify training and development needs through needs assessments, analyze jobs and tasks to determine training and development objectives, create appropriate training objectives, design effective training and development programs using different techniques or methods, implement a variety of different training and development activities, and evaluate training and development programs.

CHRM 301 - Managing Human Behavior in Organizations
This course introduces students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. These include theories relating to individual differences in abilities and attitudes, attribution, motivation, group dynamics, power and politics, leadership, conflict resolution, organizational culture, and organizational structure and design.

CHRM 302 - Managing the Employment Relationship: HRM, Society and the Law
The purpose of this course is to increase student knowledge of legislation and practices related to employment and labor law in the work environment and to provide an introduction to the basic elements of the relationship between employers and their employees. This course provides an overview of legal issues affecting human resources management. It focuses on the impact of law on individuals in organizations, recognition of legal problems, and the legal impact of human resources decisions. It also integrates employment and labor laws with social and economic forces shaping the current diverse management-labor environment.

CHRM 401 - Strategic Management
This course highlights the systematic approach that companies use to plan, develop, execute and evaluate the functional decisions that will enable them to achieve their long-term goals. It focuses on the process of delimiting the company’s mission, vision, strategies and corporate goals as well as developing the internal plans, policies and procedures to successfully accomplish all projects and programs. Throughout this course, students will learn how to understand the competitors’ positioning, set clear goals and review the business strategies in order to better cope with various changing factors (i.e. political, economic, social, technological, environmental and legal) which may directly and indirectly impact the company’s overall performance and business operations. The course will also address the SWOT concept and how to align all divisional/departmental/unit goals to a well-defined business mission.
and vision, and tackle McKinsey 7S model and how to strategically manage the company’s overall assets and business operations including monitoring of business results, benchmarking, evaluating the efficacy and efficiency of the processes, controlling factors and dealing with change.

CHRM 402 - Advanced Topics in Human Capital Management
This course is designed to give the student insights into contemporary and future HRM issues. It addresses leading-edge human resource management theories and practices in terms of their ability to have a positive impact on organizational results and encourage desired employee attitudes and behaviors. This course will help the student understand the diverse aspects of HRM, while providing knowledge of the tools and techniques of the modern Human Resource Manager. Main topics cover the importance of managing intangible assets, knowledge management and learning organizations, flexibility, empowerment and ethics.

Marketing Management

Objective
The objective of this diploma is to provide an advanced and comprehensive overview of marketing from basic to strategic. The components of marketing, such as consumer behavior, sales management, marketing communication, marketing research, market segmentation, and strategic marketing planning will be emphasized.

Diploma Requirements
The program consists of the following eight courses to be completed in four years:

CMKT 101 - Principles of Marketing
This course is an overview of the scope of the marketing function and the environment affecting marketing managers. Topics covered include the marketing environment and planning and developing of the marketing mix.

CMKT 202 - Marketing Research
This course covers the entire research process: problem definition, data collection methods, sample design, and collection of data, tabulation and analysis, and presentation of results.

CMKT 301 - Marketing Communications and Advertising
This course is an overview of promotion management and integrated marketing communications. Topics covered include behavioral foundations of marketing communications, environmental influences on marketing communications, and the promotion management process and its execution.

CMKT 302 - Sales Management
This course focuses on the activities of first-line field sales managers. It covers sales management functions and strategies, developing the selling function, sales goals and structure, building a sales program, and leading and motivating the sales force.

CMKT 401 - Services Marketing
This course is an overview of the process of marketing services. It includes a study of the characteristics of services and their marketing implications, developing marketing strategies, creating value, pricing and promoting the service performance, and ensuring a positive customer experience.

CMKT 402 - Public Relations
This course focuses on the communication between an individual or organization and the public to promote stakeholder acceptance and approval. Students explore traditional and emerging components of the public relations process through mass media, as well as the needs of different types of businesses, such as corporations, non-profit organizations, and governmental offices.
CMKT 403 - Consumer Behavior
This course focuses on the customer as the key to market success. Topics covered include the roles of a customer, market values a customer seeks, determinants of customer behavior, the customer’s mind-set, customer decision-making, and customer-focused marketing.

CMKT 404 - International Marketing
This course is an overview of the scope and challenge of international marketing. Topics covered include the cultural environment of global markets; assessing global market opportunities; and developing and implementing global marketing strategies.

Project Management

Objective
The Project Management (PM) Diploma is a practical, hands-on program with a clear focus placed on advanced project management knowledge and skills enabling the participant to deliver complex projects based on best practices. The curriculum draws heavily on a long, acknowledged experience of practitioners and trainers in project, program, portfolio, and risk management.

Diploma Requirements
The PM diploma is composed of ten components, divided over two parts: PM Certification (four courses) and a Diploma Focus (three required courses + two elective courses + CPRM 334 or equivalent) from among 4 possible tracks:

- Engineering Project Controls
- Business Development and Entrepreneurship
- Project Management Office and Program Management
- Enterprise and Project Risk Management
- Health Management
- Telecommunication and IT
- Education
- Oil and Gas
- Developing Organizations and NGOs

Track I: Engineering Project Controls
The objective of the program is to provide students with the perspectives of major stakeholders of real estate, design, and construction management: owners/developers, consultants/designers/supervision consultants, and contractors. It will provide them with a deeper understanding of how to manage all parties and design projects by taking into consideration the deep impact of quality design on successful implementations. Estimation, planning, contract management, extension of time analysis, and construction management topics will be covered in a practical manner.

Track I consists of the following courses:

CPRM 302 - Design Project Management
In this course, the enrolled candidate will be introduced to processes and procedures governing the project management aspects of the design phase according to current industry standards, principles and international best practices. Moreover, the concepts are examined at multiple levels ranging from early phase conceptual design to the final and detailed stage of the design process. This gives the participant a more global approach to the management of any project or design task, and it leads to a better integration of efforts towards the project objectives.
CPRM 303 - Construction Project Management
This course will provide participants with the required skills needed to be a successful and effective construction or site manager. It provides a general overview of construction management with emphasis on inspection, contract writing, and material testing. It also provides an in-depth discussion of construction management with emphasis on cost estimation, safety/risk management and claim handling.

CPRM 304 - FIDIC Contracts, Claims and Disputes
This course is designed for the participant to effectively gain an essential understanding of FIDIC contracts, and it outlines the various elements of the FIDIC 1999 suite of contracts with emphasis placed on the Conditions of Contract for Construction 1999 (The “Red Book”). Besides, in the second part of the course, topics covered will include the basic concepts of delays, tracking delays, mitigating delays, base-lining schedule, as well as analyzing the effect of delay(s) on the baseline schedule. In addition, it includes a detailed guide on the preparation of a comprehensive Extension of Time Request including the prolongation and disruption cost, claims avoidance, parties good and bad practices, and other focal issues in claims and disputes.

CPRM 334 - Business Research Methods
The course encompasses understanding essential concepts of research and methodology, identifying appropriate research topics, selecting and defining appropriate research problem, preparing a project proposal, organizing and conducting a research, writing a research report and thesis, and writing a research proposal.

Two more electives are required (see below elective courses).

Track II: Business Development and Entrepreneurship
This program covers a wide spectrum of project management initiatives including business expansion into new geographical areas, marketing management, promotional projects, and internal development planning. The program is ideal for those wishing to establish a business, and it will cover all the competencies required for sponsoring projects, and identifying and managing requirements to equip participants to develop projects/business plans.

Track II consists of the following courses:

CPRM 306 - Project Sponsorship
This course is an eye-opener on the to-dos and expectations of project and PMO sponsorship. As good sponsorship is critical to the success of projects, the professional filling the position should remove the guess work and be ready to take on this leading position. The participant will learn and practice sponsorship best practices at a project, program, and portfolio level.

CPRM 309 - Business Development Project Management
The course will cover key concepts of winning business through proposals, bids, tenders, and presentations in line with APMP standards and merged with the best practices of project management in line with PMI standards. It will provide a new structured approach for managing any new business development initiative as a project in order to increase its chances of success.

CPRM 329 - Innovation Management
In this course, participants will be introduced to the concept of innovation management and to some proven tools and techniques. They will also have the opportunity to innovate around the “Business Opportunity Map” and present their innovative ideas to the facilitator and other participants.

CPRM 334 - Business Research Methods
The course encompasses understanding essential concepts of research and methodology, identifying appropriate research topics, selecting and defining appropriate research problem, preparing a project proposal, organizing and conducting a research, writing a research report and thesis, and writing a research proposal.
Two more electives are required (see below elective courses).

**Track III: Project Management Office and Program Management**
The program features some of the most advanced topics in organizational project management, including Organizational Project Management Maturity Model (OPM3), Portfolio Management, Program Management, and Governance, in addition to PMO setup and enhancement. The program provides sophisticated competencies that will leverage the development of strategic, tactical, or unique program management offices, as required by semi-government, public-private-partnership (PPP), infrastructure, and organizational development initiatives.

Track III consists of the following courses:

- **CPRM 311 - Project Management Office Setup and Implementation**
The objective of this course is to help participants understand Project Management Office setup and implementation phases, requirements, and steps. It covers topics related to the role of a PMO in an organization and the development of processes, guidelines, and related templates. The course will also focus on how to transfer the developed processes and material to operations with the proper training, mentorship, evaluation, and control.

- **CPRM 312 - Program Management Professional**
This course is designed for the participants to effectively gain an essential understanding of, and/or formalize, program management skills and concepts. The course addresses a layer above project management where benefit management is central. It was developed according to the new PMI delineation of a Program Management Professional.

- **CPRM 313 - Project Feasibility and Portfolio Prioritization Techniques**
This course focuses on analyzing the expected status of every initiative by conducting a feasibility study, and optimizing the selection in order to maximize the return on organizational capacity. The course capitalizes on the Portfolio PMI standard and highlights some portfolio selection and balancing tools and techniques.

- **CPRM 334 - Business Research Methods**
The course encompasses understanding essential concepts of research and methodology, identifying appropriate research topics, selecting and defining appropriate research problem, preparing a project proposal, organizing and conducting a research, writing a research report and thesis, and writing a research proposal.

Two more electives are required (see below elective courses).

**Track IV: Enterprise and Project Risk Management**
The track will focus on performing risk management at portfolio, program, and project levels, as well as on enterprise risk management when adopting it as a strategic decision-making tool to optimize performance across all business functions. The risk management track provides a logical and systematic method of establishing risk methodology: identifying, analyzing, integrating, evaluating, treating, monitoring, and communicating risks in a way that allows organizations to make sound decisions and timely responses to risks and opportunities as they arise.

Track IV consists of the following courses:

- **CPRM 317 - Quantitative Risk Analysis**
The course explores the Perform Quantitative Risk Analysis process by performing a numerical analysis on the effects of identified risks on overall project objectives and prioritizing those risks in order to better plan the responses.

- **CPRM 318 - Enterprise Risk Management using ISO-31000**
This course offers a sound understanding of the International Organization for Standardization (ISO) risk standard released in 2009. It helps to address the needs for understanding the enterprise risk management ins and outs, and for selecting the appropriate risk response plan while adhering to an international standard.
CPRM 319 - Practical Risk Workshop
This is a workshop meant to give participants who have completed the “Achieving Risk Management Professional Certification” course extensive hands-on through activities carefully planned to contribute intensively to reinforcing risk management knowledge.

CPRM 334 - Business Research Methods
The course encompasses understanding essential concepts of research and methodology, identifying appropriate research topics, selecting and defining appropriate research problem, preparing a project proposal, organizing and conducting a research, writing a research report and thesis, and writing a research proposal.

Two more electives are required (see below elective courses).

Track V: Managing Projects in the Health Sector

CPRM 401 - Health Care Systems: A Project Management Perspective
Health care systems are complex entities that require a methodological approach for effective and efficient management. This course highlights the main components, resources, and functions of health care systems. In addition, it identifies organizational and health system opportunities & challenges, and introduces techniques to handle them. Participants will engage in real life case studies of health system projects and participate in formulating solutions.

CPRM 402 - Managing Health Accreditation Projects
Accreditation and similar systems of assessment against international standards- such as WHO guidelines, JCI, ISO, GMP, GPD, GLP, GCP, and -ICH are developed as an effective strategy for continuous improvement of healthcare institutions with benefits for consumers, regulators, managers, professionals, and other stakeholders. However, the technology of accreditation does not always transplant satisfactorily to different institutions and settings, or bring them the same beneficial outcomes.

The aim of this course is to introduce the concept, and to evaluate the impact of accreditation programs and other Supportive national policies on quality assurance on the quality of different healthcare services.

CPRM 403 - Patient-Centered Care (PCC)
This course will be a proactive journey into Patient Centered Case (PCC) as participants will be let into the secrets of quality health care. PCC is a strategy that has proven to create value for health at the grassroots level. Participants will explore the guiding principles, know-how, and value of health from the perspective of the patient, and community. Here, patients are considered active partners, not simply passive recipient of health services.

CPRM 404 - Quality Management on Projects
The lack of clarity and focus on quality is often the source of project failures. Managing Quality on Projects shines the spotlight on this aspect of project management that can often be overshadowed by the pressure to deliver on time and on budget. The workshop focuses on dimensions of quality in project management, identifying sources of measurement for project excellence, tools and process that can be effectively used in the quest for achieving and sustaining project excellence, Lean Thinking and Six Sigma.

Track VI: Telecomunication and IT
Will be added soon

Track VII: Education
Will be added soon

Track VIII: Oil and Gas
Will be added soon
Track IX: Developing Organizations and NGOs
Will be added soon

Elective Courses
Electives can be any of the focus courses listed above, in addition to the following courses:

CPRM 201 - Best Practices in Managing Small to Medium Projects
The course is focused on practicing how to successfully manage small to medium projects. Participants will practice applying best practices and will receive immediate feedback from the expert.

CPRM 205 - Green Project Management
The Green Project Manager (GPM®) certification embodies the commitment of a project management professional to act as an agent of change by managing and directing efforts to maximize sustainability within the project life cycle, improving the construct and delivery of goods and services produced as a project deliverable, and thoroughly considering and accounting for environmental impacts in the project management roles assigned using measurable standards. Green Project Manager (GPM®) certification is the first project management credential for individuals demonstrating competency in delivering projects using sustainable methods.

CPRM 301 - Cost Estimating, Budgeting and Control
The course will introduce the modern methods and techniques of cost estimating, budgeting and control. It will help in understanding the requirements for the different stages of the project pre-construction phases and how to comply with developing estimates for different project stakeholders (owners, consultants, contractors). The course will tackle the level of detail and information needed to be able to monitor and develop metrics against initial estimates during the project execution. The participant will learn for what indices and what warnings to look for during the execution to avoid cost overruns and to deliver projects on budget and on time.

CPRM 307 - Project Management for Entrepreneurs
This course will allow participants to effectively gain an essential understanding of what value integration between business development and project management can add. It will also guide participants through a solid business development roadmap empowered by project management best practices.

CPRM 308 - Certified Business Analysis Professional
This course provides a detailed review of all knowledge areas of IIBA®’s Business Analysis Body of Knowledge (BABOK®) key concepts, terms, and principles of business analysis. The BABOK is a globally recognized standard for the practice of business analysis and acts as a baseline for practitioners so that it defines the profession of business analysis with its best practices.

CPRM 314 - Organizational Governance for Enabling Portfolio/Program/Project Management
This course provides participants with an understanding of enablers to project/program/portfolio maturity in an organization. An objective assessment of the level of maturity of project, program, or portfolio management matched with a sound improvement plan is central to carrying out those projects or programs, or even portfolio. Presentations and case studies will be used to illustrate such scenarios.

CPRM 321 - Strategic Project Management for Executives
The objective of this course is to help students understand project management science and how it is used to successfully deliver strategically aligned projects to achieve the company’s ultimate vision. Participants will learn how to incorporate the art and science of project management into new and exciting ways to do business. The course focuses on consolidating project principles across the organization.
CPRM 322 - Extension of Time Analysis and Time Request
This course will provide in-depth understanding of the concepts and art of preparing and defending Time Extension Requests. Topics will cover the basic concepts of delays, tracking delays, mitigating delays, and analyzing the effect of delay(s) on the baseline schedule. In addition, it is extended to give a detailed guide about preparing a comprehensive Extension of Time Request including the prolongation and disruption costs.

CPRM 323 - Contracting and Procurement
This course is meant to give professionals a comprehensive set of tools and techniques to handle contracting procedures as well as procurement cycle for an optimization of the organization benefits.

CPRM 324 - Earned Value Management
This course is designed to provide the essential understanding of Earned Value Management to facilitate improvement in project performance outcomes by encouraging the use of EVM on projects. It will focus on EVM’s contribution to provide early warning, achieve cost goals, improve communication, achieve schedule goals, and improve scope management.

CPRM 325 - Contract Administration and Claim Management
This course focuses on the importance of contract administration and claim management in any construction project. Most disputed issues in the construction industry initially rise because of a lack of awareness and in-depth know-how about this essential part. Participants will learn how to combine the understanding of the contract clauses and the civil law interpretation in relation with the project’s contract and the construction environment.

CPRM 326 - Effective Submittal Management in Construction Projects
This course will familiarize participants with the standards and procedures for managing different types of project submittals (i.e. RFIs, drawings, material submittals, action items, punch lists...) whether from a contractor, a consultant or an owner perspective. The content of the course is tailored to cater to the needs of the construction and engineering industries; in addition, participants will be introduced to several project management software applications used to automate the submittals in construction projects.

CPRM 327 - Cost Engineering Certification
This course reflects the sophistication of individuals in today’s cost control industry and it improves one’s knowledge and adherence to best-cost management practices. Participants can then apply to CCC/CCE certification with the Association for Advancement of Cost Engineering International (AACEI).

CPRM 328 - Project Planning and Scheduling
This course will provide participants with a thorough background in Planning and Scheduling projects. It addresses how to identify, monitor, and balance crucial information for the successful management of projects, and covers the development of a baseline performance management plan (PMP) for the project that will allow the efficient compilation and the timely generation of quantitative performance comparisons. The comparisons highlight significant performance departures (“actual vs. baseline”) and allow for preventive and early corrective actions. The course will also enable participants to apply for the Scheduling Professional (PSP) certification from AACE-International as well as PMI-SP certification of the Project Management Institute (PMI).

CPRM 329 - Innovation Management
In this course, participants will be introduced to the concept of innovation management and to some proven tools and techniques. They will also have the opportunity to innovate around the “Business Opportunity Map” and present their innovative ideas to the facilitator and other participants.

CPRM 330 - Project Lessons Learned
This course focuses on the importance of having lessons learned in project context. Moreover, it assists participants in understanding when lessons learned should occur and the framework to document project lessons learned. In addition, it provides practical steps to improve project processes through lessons learned.
CPRM 331 - Project Controls for Engineering and Construction
The course is aligned with the best practices and standards of the Project Management Institute (PMI) Project Management Body of Knowledge (PMBOK), AACE International and Construction Specification Institute (CSI). It provides extensive knowledge of the core elements for controlling projects and covers Project Management Control System overview, project planning and scheduling, cost management, risk management, document management, and performance reporting.

CPRM 332 - Workshop on the Preparation for the PMP Certification Exam
This course will provide participants with the knowledge needed for the PMP examination; how to apply for it; how to prepare for it, and how to pass the exam. The seminar will provide the basic knowledge required, and it will cover all the steps needed to pass the exam and attain the PMP certification. The course is designed for professionals seeking to refresh their knowledge on the PMBOK before taking the PMP exam, as well as for those who are interested in understanding the science of project management.

CPRM 333 - Project Management for NGOs
This course is designed to provide participants with key tools and techniques for people involved in project management in NGOs. It covers the basics of project management in alignment with PMI’s standards as well as topics like the Logical Framework Approach. The instructor will also map PMI’s terminology to the PM terminology used by NGOs.
Non-Certificate Courses

CEC offers non-certificate courses in languages, arts, and information technology; it also offers exam preparatory courses and a variety of special courses.

Languages

English language courses are offered at all levels of proficiency, as well as specialized courses for members of various professions and students preparing for the TOEFL and SAT. CEC also serves non-native speakers of Arabic by providing classes in Modern Standard Arabic and colloquial Arabic. Students may also take classes in a variety of other languages.

English Language

Courses are offered at all levels from beginners to advanced with emphasis on communication competence. Students who complete Level 6 are often able to pass the AUB English Entrance Exam (EEE) or the Test of English as a Foreign Language (TOEFL). Each student's level is determined by a placement test given to all new applicants before the session begins.

CENG 100 English Language for Beginners
CENG 101 English Language Level 1
CENG 102 English Language Level 2
CENG 103 English Language Level 3
CENG 104 English Language Level 4
CENG 105 English Language Level 5
CENG 106 English Language Level 6

CENG 201 - Conversational English
This course offers students the opportunity to speak in formal and informal situations. Throughout the course, students will participate in discussions, group activities, and simulated role-playing. They will also give and evaluate presentations.

Applicants eligible for this course must have a score of 450 on the EEE; otherwise, candidates will sit for a placement test at the CEC.

CENG 202 - Creative Writing
This course provides participants with the opportunity to apply and extend their creative writing skills in a workshop setting through a series of directed writing activities and in-class discussions. Genre-specific writing will be addressed allowing participants to pursue specific interests in writing fiction, creative non-fiction, memoir and/or poetry. Developing voice and revision will be important components of this course. Participants will also learn how to prepare a piece of writing for publication and will examine the publishing opportunities available to writers.

CENG 203 - Public Speaking
This course focuses on the fundamentals of oral communication which involves preparation and presentation of conventional forms of public address, such as expository and persuasive speaking. Emphasis is placed on the use of correct and effective language and organizational skills in preparing, delivering and evaluating different types of oral presentations. Prerequisite: CENG 105 or equivalent.
CENG 204 - Communication Skills
This course is designed to teach participants different communication techniques and skills in the areas of time management, note-taking, proofreading, editing and copywriting of business, medical, legal, journalistic and economic texts and writings. Participants will practice their communication skills by listening to lectures and dialogues among professionals. They will also write, edit and proofread various documents, abstracts and short papers; and will learn to present orally using latest technology. *Prerequisite: CENG 105 or equivalent.*

Arabic Language

*Standard Arabic Language*

CARB 101 - Standard Arabic Beginner
This course introduces students to the language through a proper acquisition of the alphabet, pronunciation of the sounds, connection of letters, and formation of words and simple sentences.

CARB 102 - Standard Arabic Intermediate
This course focuses on basic grammar structures and vocabulary; and on comprehension and articulation of simple statements, questions, and paragraphs.

CARB 103 - Standard Arabic Advanced
This course stresses complex grammar structures and vocabulary needed to comprehend and compose written and oral material.

*Colloquial Arabic Language*

CARB 201 - Colloquial Arabic Beginner
This course focuses on pronunciation and vocabulary needed to engage in simple dialogues such as, greetings, directions, traveling, and shopping.

CARB 202 - Colloquial Arabic Intermediate
This course focuses on the basic principles of expression and builds the students’ vocabulary to enable them to comprehend and compose simple sentences needed in day-to-day conversations.

CARB 203 - Colloquial Arabic Advanced
This course offers students the opportunity to practice their communication skills in different settings to achieve a comfortable level of verbal interaction in business, social, and formal environments.

*Other Languages*

CFRN 101 - French
This course provides students with the chance to use the language in familiar contexts both orally and in writing. In Level One, the emphasis is on conversations using basic structures.

CFRN 102 - French II
36 hrs.

This course provides students with the chance to use the language in familiar contexts both orally and in writing. In Level Two, the student will be able to read and write simple texts.

CGER 101 - German I
In this course, students will learn basic vocabulary and sentence formation that would enable them to participate in simple conversations.

CGER 102 - German II
In this course, students will learn the basics for writing and conversing in a more professional way. *Prerequisite: German I.*
CHNS 101 - Chinese I
This course provides students with basic working knowledge of Chinese (Mandarin). The course exposes beginners to Chinese Pinyin (spelling with one tone), Chinese characters, Chinese grammar, commonly-used sentence structures, and simple situational dialogues.

CHNS 102 - Chinese II
This course is a continuation of Chinese I. Students will learn more characters, grammar, sentence structures, and dialogues; and they will practice simple applied writing. Prerequisite: Chinese I.

CITL 101 - Italian
This course provides the student with a basic knowledge of Italian and foundation for speaking, reading, and writing the language.

CSPN 101 - Spanish I
This course is designed to provide the student with a basic knowledge of Spanish, both of its conversational form and of the elementary grammatical structure. By the end of the course, the student will be able to engage in simple conversation, read short articles and write letters and simple compositions.

CSPN 102 - Spanish II
This course aims to enhance the students’ skills of speaking, listening, reading, and writing. Students who complete this course should be able to communicate in a more professional way. Prerequisite: Spanish I.

Exam Preparatory Courses

CGMT 201 - English for GMAT
This course aims to prepare students for the English (Verbal) component of the Graduate Management Admission Test (GMAT). It helps students improve their essay writing skills, their grammar skills, their ability to read and understand short complex passages, and be able to develop their critical reasoning skills.

CGMT 202 - Math for GMAT
This course aims to prepare students for the Mathematical (Quantitative) component of the Graduate Management Admission Test (GMAT). It helps them understand how Computer Adaptive Testing (CAT) works, tackle effectively both types of multiple choice questions that are usually given on the Mathematical sections of the GMAT (i.e., standard multiple choice questions and data sufficiency questions), review in detail the fundamental Mathematical concepts to be tested on the GMAT, and finally help them develop their problem solving skills through extensive practice.

CMCT 201 - MCAT Preparatory Course
This course aims at improving the critical thinking and core knowledge of participants in the content of the Medical College Admission Test (MCAT) as determined by the latest editions of Kaplan and Princeton Review, and at enhancing their writing skills and test-taking skills in order to attain a competitive score in the MCAT. Participants will do practice tests in each segment of the MCAT biology, physics, chemistry, writing and verbal reasoning.

CNP 201 - Certified Nonprofit Accounting Professional
CNP is a turnkey training program that offers professional certification to nonprofit finance office staff. Initiated and developed through the National Association of Nonprofit Accountants and Consultants (NPAC), CNP is the gold standard training for nonprofit financial professionals. CNP is now offered in the Middle East by FMA and the FMA Institute, based in the US. The seminar covers practical skills that can be immediately applied to day-to-day operations, including: Financial reporting, internal controls, budget development, and governance. The seminar prepares participants to sit for the international exam and acquire the CNP certification.
CPRM 200 - The Certified Associate in Project Management
This course provides junior project managers with the basic knowledge and preparation required to pass the CAPM certification exam. It follows the outline of the Project Management Body of Knowledge (PMBOK). Each topic is introduced and discussed, with emphasis on the Inputs-Processes-Tools and Techniques-Outputs structure outlined in the PMBOK. This course is approved for credit (25 PDUs) by the Project Management Institute.

CPRM 300 - PMP Exam Preparation
This course introduces senior project managers to the science of Project Management and how it applies to their business; and refreshes the knowledge of those who want to sit for the PMP exam. The basic elements of project management will be discussed: PMP logistics, integration management, project scope management, project time management, cost management, quality management, human resource management, communication, risk, procurement, and professional responsibility. Each topic is introduced and discussed with emphasis on the Inputs-Processes-Tools and Techniques-Outputs structure outlined in the PMBOK. This course is approved for credit (35 PDUs) by the Project Management Institute.

CREC 201 - Real Estate Brokerage (With Certification)
This course is designed to equip those aspiring for a career in Real Estate Brokerage with the basic skills needed for the profession, as well as necessary information required for applying for, and passing, the Realtor Certification Exam that is a prerequisite for becoming a member of the Real Estate Association of Lebanon (REAL), the national realtors syndicate. The core courses content is developed to conform to best practices of realtor certification elsewhere in the world, particularly the USA, where REAL has an affiliation with the National realtors Association (NAR). Upon successful completion of the core curriculum, candidates will be asked to apply for the national certification exam. The course schedule is designed to fit the requirements of both full and part time professionals.

CSAT 201 - English for SAT
This course aims to familiarize students with the English component of the Scholastic Aptitude Test (SAT). It helps them practice their English language skills and vocabulary.

CSAT 202 - Math for SAT
This course aims to familiarize students with the mathematical and reasoning components of the SAT test. It reviews mathematical concepts and helps students practice their basic math and reasoning skills.

Technology in Practice

CAPP 200 - Apple iOS Development
In this course, students will learn how to develop fully operational iOS applications. It will provide an overview about mobile application rules and iOS, Objective-C language, Xcode tool, Story Board, View Controllers, Graphics, Animation, Data Management, Motion, Location, and Client-Server Applications; and real life examples on how to develop iOS applications.

CAPP 300 - MAC OS X Support Essentials (With Certification)
This course provides an in-depth exploration of troubleshooting on MAC OS X. It is designed to give a tour of the breadth of functionality of Mac OS X and the best methods for effectively supporting uses of Mac OS X systems. The course is a combination of lectures and hands-on case study exercises that provide practical real-world experience. Basic Knowledge of MAC OS X and troubleshooting experience are required.

CAPP 302 - Overview of Final Cut Pro 7
This course introduces students to the primary feature set and basic interface of Final Cut Pro. Students will learn how to perform basic editing functions while familiarizing themselves with the user interface. Topics include basic setup, adjusting and customizing preferences and settings, capturing video and audio, various editing and trimming techniques, Ripple, Roll, Slip and Slide tools, finishing and final output. Knowledge of Mac OS X, computer navigation, and editing terminology is required.
CAPP 303 - Introduction to Final Cut Pro 7 (With Certification)
This course focuses on the basic editing functions and aims at familiarizing students with the Final Cut Pro user interface. In this course, student will cut a scene from the TNT television series Leverage, create a promo for Seaworld’s Believe documentary, as well as master filters and effects as they edit a segment of Playing for Change, the international music-creation event. Students will start with basic video editing techniques and work all the way through Final Cut Pro’s powerful advanced features. They will also learn to mark and edit clips, mix sound and titles, create transitions, apply filters, and more. Topics include basic setup, customizing preferences and settings, capturing video and audio, various editing and trimming techniques, Ripple, Roll, Slip, and Slide tools, audio editing and audio creation, finishing and final output. Knowledge of Mac OS X, computer navigation, and editing terminology is required.

CAPP 304 - Introduction to DVD Studio Pro 4 (With Certification)
This course focuses on DVD authoring with DVD Studio Pro 4. It guides students through every aspect of DVD authoring, from initial storyboarding to burning and replication. Using compelling media and real-world production workflow, students will learn how to create amazing MPEG 2 video with Compressor as well as create eye-popping motion menus directly in DVD Studio Pro 4. They will also “author” a DVD by creating buttons, interactive links, slideshows, playlists and even adding alternate audio steam and camera angles. Basic knowledge of the Macintosh OS and Final Pro is required.

CTIP 101 - Digital Radiography
Digital radiography will acquaint the radiographers with the various digital image acquisition and display systems currently being introduced into the radiology departments. Radiographers will gain technical skills to help them in the transition from an analogue to digital imaging environment. This course will also focus on radiation protection techniques employed with digital systems. This course is approved for credit (38 credits) by the American Society of Radiologic Technologists.

CTIP 102 - Online Community Management
This course provides students with the knowledge and skills needed to effectively manage their online community in order to increase visibility and market share. It focuses on online visual identity, etiquettes, content research and creation, and best online practices of customer relations and public relations. Students will be trained to develop online marketing strategies, campaigns, and advertisements; derive analytics and metrics and build on them for best online results and client-facing reports; and advance digital engagement strategies across stakeholders.

CTIP 103 - Medical Information Literacy Skills
This course is designed to expose attendees to a wide variety of medical information resources/tools available on the Internet, which are useful for locating specific reliable medical/health information. The course relies heavily on hands-on training and focuses on how to use free and reliable Internet resources to do an efficient and productive search.

CTIP 104 - Sectional Anatomy
A study of the sectional anatomy of head, neck, throat, abdomen, pelvis and extremities. Medical imaging technologists/radiation therapists will apply the anatomical relationships to recognize structures and identify anatomical details presented in coronal, sagittal and axial planes. They will also learn how to identify anatomic structures on patient computed tomography (CT) and magnetic resonance (MR) images of the body. This course is approved for credit (24 credits) by the American Society of Radiologic Technologists.

CTIP 200 - Use of Technology in K-12 Classroom
This course is designed for K-12 school educators with basic computer literacy to effectively integrate technology as a tool to enhance teaching and learning. It aims to enhance the knowledge of our target teachers making them up to date with the most current applied technology in the modern classroom environment. Furthermore, this course will train enrolled educators in how to effectively and reasonably incorporate the technology they acquired as the
backbone of their instructional techniques. Educators will be able to use this new understanding to reinvent their classes, more specifically, the presentation of their class material, communication with their students, assessment of student performance, and increasing the involvement of students in their own instruction (such as virtual study/review rooms).

Special Courses

CEVP 101 - Event Planning
This course is designed to provide the necessary knowledge and skills an event planner should acquire. It focuses on the fundamentals of event planning, the communication process, and event branding and marketing. The course includes organizing and planning actual events taking place on AUB campus.

CGTC 101 - Gourmet Tasting Culture
This course introduces students to the quality, origin, characteristics, and vintage of wine, spirits, and cigars. Students will discover the major wine producing regions and will learn how to purchase wine at retail stores and restaurants. Wine tasting and flavor components, pairing food with wine, storage procedures, wine etiquette, wine service, and cigar production are among the topics that will be discussed. The course includes trips to wineries that will be charged separately.

CHST 101 - History, Conflicts, and Evolution
This course focuses on the major dates in human history starting with the middle age and the crusades which will cover historical events (the battle of Hittine to Marignane), and the consequences of the decisions taken on these dates. It will also cover the major scientific discoveries and their interpretations, the history and evolution of the major conflicts in the world and the resulting demographic changes.

CIPE 201 - Business Protocol and Etiquette
This course teaches students how to greet people, converse with them, understand their business and management styles while respecting their cultural attitudes. Topics include: first impressions and networking skills, dressing for success, communication at its best, business lunching and dining etiquette, hosting business potentials, and mastering business meetings.

CLDS 101 - Leadership Skills
The objective of this course is to introduce the participants to the essential skills needed for a successful leader. Participants will be able to determine their leadership qualities and personal leadership style. They will also understand their responsibility in developing further as leaders. Participants will learn how to set, evaluate, and follow up on short and long-term objectives. This course will use a practical approach emphasizing exercises, discussion, group work, and practical experience. A pre-test will be given at the beginning of the course and a post-test at the end so that participants will be able to evaluate their leadership skills and plan for improvement.

CLDS 102 - Extracurricular Activities Program
The purpose of this course is to introduce participants to the objectives, programs, organization and benefits of the Extra-Curricular Activities Program at various school levels (Elementary through Secondary level). It will emphasize practical activities that contribute to the development of the student’s personality and encourage creativity, voluntary work and good citizenship. It will also focus on the essential skills needed for the leaders and providers of these activities who can be teachers, counselors, NGO leaders and parents.

CLDS 201 - Emotional Intelligence
This course is designed to help participants understand the relationship between emotions and decision-making, and their role in developing their own emotional intelligence. The course focuses on the importance of emotional intelligence to our health and leadership qualities. Participants will learn to identify their emotions, express...
themselves clearly, and understand others. They will also learn how to motivate themselves and others, and how to plan for self-management in order to achieve a higher emotional intelligence.

**CMKT 501 - E-Commerce Management**
In this course and through a hands-on approach, students will learn how to develop, market, and manage an e-commerce business. Students’ personal laptops are required.

**CNRS 201 - Leading Quality Initiatives at the Bedside**
This course prepares direct-care nurses to be involved in quality initiatives and take the lead in transforming care at the bedside.

**CPFH 101 - Pursuit for Happiness**
This course provides students with a comprehensive guide to understanding the elements of happiness based on years of groundbreaking scientific research. It offers them a practical, empowering, and easy-to-follow workbook, incorporating happiness strategies, exercises in new ways of thinking, and quizzes for understanding their individuality, all in an effort to help them realize their innate potential for joy and ways to sustain it in their lives. This course is a powerful contribution to the field of positive psychology and a gift to people who seek to take their happiness into their own hands.

**CRBT 101 - Introduction to Robotics**
Introduction to robotics is a pre-engineering course offered to students aged 15+ in a track specially tailored for students interested in pursuing a degree in engineering. This course is one of the “bridge the gap” courses intended to fill the gap existing between school and university in the engineering domain. In this course students will be introduced to the world of robotics in a more detailed and experimental way where they will experiment the world of engineering and assess their decision in joining the engineering field.

**CSTM 201 - Stress and Time Management**
This course is designed to improve the students’ productivity and job satisfaction by developing their understanding of the causes and consequences of stress in their work environment. Students will also learn time management strategies such as workload planning and task prioritization. The course includes case studies, real-life examples, and practical sessions.

**CCRM 201 - Customer Relationship Management**
This course highlights the importance of a customer to the success of any business and discusses the cost of acquiring and/or retaining a customer and the evaluation of the monetary value of a customer. The training also covers the main business challenges that companies face at present, and how can CRM help them address such challenges. This is followed by a detailed discussion of CRM, including implementation strategies, how we can improve customer satisfaction / retention, and company profitability.

**Art Courses**

**CART 101 - Introduction to Arts Policy and Management**
This course introduces the main concepts related to arts policy and management, giving an overview of the fundamentals of arts policy as well as essential concepts related to third sector arts and cultural organizations management.

**CART 201 - History of Arts**
This course is an introduction to the art of the twentieth century. It focuses on the approaches and methodology used in the Dadaist and the Surrealist movements in visual art and literature. The course covers the sources and influences of the major artists. Styles and movements of this period are closely examined. Emphasis is on discussion of pioneering attitudes, theories, and concepts of the art world with topics ranging from a focus on artists and media, art politics, and various thematic concerns. Seminars, workshops and lectures diversify the course.
CDRW 101 - Life Drawing I
This course concentrates on “seeing” and rendering with pencil and charcoal. Special emphasis is placed on still life, taken from nature and landscapes.

CGRD 101 - Introduction to Graphic Design
This course is for beginners who seek an introduction to graphic design. The course helps students acquire the creative, conceptual, narrative and presentation skills necessary to integrate content with technical skills in the production of effective and evocative design. It emphasizes the principles of visual organization and the elements of graphic design that govern effective design and page layout. Topics include shape, color, and communication; visual hierarchy; word/image relationships and integration; typography; composition. It includes practical exercises in visual perception, visual organization, and visual communication.

CLGH 101 - Landscape Gardening for the Home
This 10-week course includes: horticulture skills (potting, propagation and transplanting of annuals and perennials) and landscape principles (plant selection and layout in small gardens, balconies and indoors) introduced through lectures, live demonstrations and hands-on application.

CPHT 101 - Basic Photography
This course is designed to familiarize the students with the photography equipment and build their basic skills in photography. It will focus on photographic methods and techniques, composition elements and theories, and the interdependence of medium and image. The course includes practical photography exercises.

CPHT 102 - Advanced Photography
This course is designed for students who want to develop their skills in the technical and artistic production of photography. It builds on previously acquired skills and guide students in developing personal outlooks towards specific applications of the photographic process Students will be challenged to explore the concept of developing a series of images that cultivate a personal vision while building a portfolio which illustrates an understanding of various processes and professional presentation. Prerequisite: CPHT 101.

CPHT 103 - People and Portrait Photography
This course helps students to acquire the necessary techniques for photographing people. It will focus on studio portrait, models, documentary portrait, and creative character. The course also includes: choice of appropriate equipment, best use of lighting, location selection and technical considerations for formal and environmental portraits. Practical assignments will be set and most classes include a photo shoot session.

CSKT 101 - Sketching
In this course, students will learn how to execute a free hand drawing that is not intended as a finished work. They will be introduced to perspective, proportions, scales and composition.
Workshops

Accounting Skills For New Supervisors

Many of us flinch when we hear terms like depreciation, cash flow, balance sheet, and (worst of all) budgets. However, these are all important concepts to understand if you're going to succeed in today's business world, particularly as a supervisor. Even better, financial terms are not as scary as they seem!

Advanced Writing Skills I & II

These workshops are designed for those who already are good writers. The focus will be on writing letters of recommendation, persuasion, refusal, and action, that reflect current word usage and up-to-date formats. You can also learn some basics about writing business cases, proposals, and reports.

The Art of Engagement in Meetings and Conversations

We spend so much time working together in groups. Doesn't it make sense to learn how to do it better, smarter, more authentically and elegantly? This workshop encourages your commitment to the formation of relationships at work and even at home.

Build a Mobile Responsive Web Application

This workshop will show different ways of building mobile applications that can run on multiple platforms (such as iPhone and Android). It will also show the Pro’s and Con’s of using such approach in mobile development and guide the students on the best way to develop/deploy such applications.

Build a Rich Internet Application

This workshop is intended for web developers who want to take their web applications to the next level from a user experience perspective. Using HTML5, CSS3 and frameworks like Bootstrap, JQuery and Angular, the workshop will show attendees how to leverage new web technologies to produce a pleasant experience for the end user.

Build a Single Page Web Application

This workshop is intended for web developers who want to build nice web applications that do not need to load more than one page over the web. This would be done using HTML5, CSS3, Web API’s and Angular.js. It will explain the concept of single page applications, how-to-ajax with rich experience, and how to best display results. it will be a hands-on lab to implement a well designed application from A to Z.

Building Relationships for Success in Sales I & II

In this workshop, you are going to discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships. Strategic friendships will make or break any business, no matter how big it is, and irrespective of the market type.

Business Ethics for the Office I & II

What exactly makes a decision ethical? The problem with ethics is that what may seem morally right (or ethical) to one person may seem appalling to another. These workshops will not provide you with an easy way to solve every ethical decision you will ever have to make. It will, however, help you define your ethical framework to make solving those ethical dilemmas easier. We'll also look at some tools that you can use when you're faced with an ethical decision. And, we'll look at some techniques you can use so you don't get stuck in an ethical quandary. Best of all, we'll look at a lot of case studies so that you can practice making decisions in a safe environment.
Business Etiquette I & II
If you’ve ever had an awkward moment where:

1. You aren’t sure which fork to use
2. You don’t know which side plate is yours
3. You’ve ever had to make small talk with a very important person and been lost for words...

Then you know just how agonizing such moments can be. Even worse are the social gaffes you aren’t even aware you make. This one-day workshop will help you handle most of those socially difficult moments.

Business Writing That Works I & II
We all know what good writing is. It is the memo that gets action and the letter that says what a phone call can’t. In business writing, the language is concrete, the point of view is clear, and the points are well expressed. Good writing is hard work, and even the best writers get discouraged. However, with practice you can feel more confident about your own writing. These workshops will give you the tools to become a better writer.

Competition
Competition surrounds all of us but is not visible to many, yet we are all impacted by its consequences. This workshop will provide a closer look at competition and guide attendees to develop themselves and their companies, to overcome its negative consequences and ride its thrust by elevating their survival quotient.

Conflict Resolution - Dealing With Difficult People I & II
Success in dealing with conflict comes from understanding how we behave, as well as how we can influence others. If we approach difficulties as needing to take place in one or a series of conversations, and we approach those conversations with a plan, we will find that we have less difficult people to deal with. More often than not, we will also have more meaningful and significant conversations. In these workshops, you will learn how to turn difficult situations into opportunities for growth.

Core Negotiation Skills I & II
Negotiation is a key skill that, when mastered, can enhance communications and provide better results. These workshops will teach participants the basics of negotiation, how to prepare to negotiate, and ways to respond to negotiation challenges, how to create win-win solutions, and how to create sustainable agreements.

Develop a Full iPhone Application
Learn how to develop a "Hello World" iPhone application using the latest technologies of Apple Inc. Within three hours, you’ll be able to know what iPhone application development looks like, and kick starts your development journey. The workshop will teach you how to build the skeleton of an iPhone application, ask the user for input, work with timers and messages, connect with web services, display multiple items in a table with details and navigation with some animation!

Develop a Full iPad Application
Learn how to develop a "Hello World" iPad application using the latest technologies of Apple Inc. Within three hours, you’ll be able to know what an iPad application consists of, and how is it different from an iPhone application. you’ll learn how to build a nice user interface for iPad with different orientations, display list and detail data in an Outlook look and feel, fetch data from the web and display it, and work with image galleries.

Develop a Full Android Application
Learn how to develop a “Hello World” Android application using the latest technologies. In this three hours workshop, you will learn the concept of Android applications development, how to customize your app for different types of devices and sizes, fetch data inputs from the user to display results, do basic utilities and display results from the web.
Employer and Employee Animosity
Employees and Employers are bound by a strong and important relationship. Overall it is governed by animosity, which leads to loss of productivity and profitability. With proper understanding and approach, which this workshop will focus on, the link between them can be developed into a happy win-win relationship.

Entrepreneurship 101 I & II
Wouldn't it be nice to be your own boss, work on your own schedule, and make money doing something that you're passionate about? Millions of people around the world are living that dream and running their own business. These workshops will teach you the basics of entrepreneurship. You'll consider if entrepreneurship is right for you and learn the basics of creating your own business. At the end of those workshops, you'll have a solid foundation to start your entrepreneurial journey.

How to be a Better Leader
An inspiring workshop to help you become the leader you want to be. It is enriched with invaluable case studies and exercise. It will help you change your ineffective or bad habits and guide you towards the leadership style that is right for you.

Increase Your Employability Score
Most new job seekers and current employees face great difficulty getting a job. This is mostly caused by a misunderstanding of the relationship between employers and the employees. One cannot successfully sell his product or service without understanding its advantages and relating it to his customer's needs - the employer, a rule that most employment seekers are not aware of. This workshop will focus on this theory and guide attendees to turn this concept to their advantage in getting employed.

Landscape Photography
This workshop helps you enhance your landscape photography skills to a higher level in one of the most beautiful places in Lebanon. You will learn basic techniques, pro tips, tricks and artistic secrets that will enhance your work.

Logistics and Supply Chain Management I & II
The supply chain is a crucial part of any business's success. Optimizing the flow of products and services as they are planned, sourced, made, delivered, and returned can give your business an extra competitive edge. These workshops will introduce you to the basic concepts of supply chain management, including the basic flow, core models, supply chain drivers, key metrics, benchmarking techniques, and ideas for taking your supply chain to the next level.

The Power of Change and Relationship Skills
This workshop deals with culture change, as well as personal change. It helps leaders develop a clear & compelling image of the future that inspires confidence and motivates personal change. As Joel Barker said "Vision with action can change the world". The workshop also discusses the quality of relationship skills that lead to synergy such as critique, initiative, resilience and others.

Value of a Customer
Your customers are key to your survival and success, whether you are in business - a company, or an employee. There is significant cost to acquire and retain a customer, which leads to a monetary value of a customer. This workshop explains the importance of a customer to the survival and success of any business and employees, and focus on the related challenges that companies and employees face, and how to address them.

Stress Relief and Stress Reduction I & II
Stress seems like an inevitable part of life. The demands of work, home, and society can place a lot of stress on just about anyone. These workshops will help you identify your personal stressors and will explore some ways to manage and prevent stress.
The ABCs of Supervising Others I & II
These workshops are designed to help you overcome many of the supervisory problems you will encounter in your first few weeks as a boss, whether you are a team leader, a project manager, or a unit coordinator. Dealing with the many problems a new supervisor encounters isn’t easy, but it doesn’t have to lead to discouragement.

Train-the-Trainer - Inspire, Motivate and Educate I & II
Training has become part of more job descriptions. Whether it's teaching a new employee what their role is or training 100 employees on how to manage their time better, some basic learning principles apply. These workshops will help you become the type of trainer that people really learn from.

Other Programs

The AUB Summer Program for AUB Alumni Children (SPAAC)

Overview
The American University of Beirut’s Continuing Education Center (CEC), in collaboration with the Office of Alumni Relations and the Worldwide Alumni Association of the American University of Beirut (WAAAUB), offers a special summer program to children of AUB alumni throughout the world to strengthen the ties between AUB and all of its alumni. SPAAC offers AUB alumni children the opportunity to experience campus life while learning about Lebanon’s rich history and culture. The summer program aims at deepening the students’ knowledge of their heritage, expanding their understanding of the modern Middle East, and strengthening alumni ties through the experiences of their children. This summer program is a rich and pleasurable educational experience and a unique opportunity to enjoy the summer, make new friends, get a taste of college life, and explore Lebanon.

The summer program is open for bright and highly motivated students from around the world between the ages 18 and 21. The participants’ stay on campus will be facilitated and carefully supervised by our highly qualified staff. All participants will be accompanied by our staff for all planned activities including on-campus activities and field trips to extraordinary historical sites throughout Lebanon.

Eligibility
All participants must be either high school or college students and must be at least 18 years of age. Priority will be given to children of AUB alumni. All other applicants will be considered based on availability of vacancies.

Program Structure

Academic Courses
Participants will learn classical and colloquial Arabic using a curriculum rich in social and cultural activities. Participants will also cover pre-history, contemporary history, and the archaeology of Lebanon through field trips and course work. The language of instruction is English, though Arabic will be used where it is found suitable.

The following academic courses will be offered to each participant:

Colloquial Arabic: Arabic for communicating in common day-to-day situations

Literary Arabic: An elementary knowledge of classical Arabic grammar, expanded vocabulary, and basic reading skills

Contemporary Lebanese Studies: This course aims at giving participants a better understanding of Lebanon from the pre-historic period till today. The archaeology program starts with a general introduction to the archaeological sites in Lebanon and surveys prehistoric Lebanon.
**Art Elective:** Students may choose to participate in one of three afternoon courses (photography, drama, or life drawing).

**Social Activities**
Afternoons on the scenic campus of AUB will be a time for a variety of extracurricular activities. Participants are at liberty to choose from the following social activities:

- Visits to museums, souks, and AUB libraries
- Extensive use of the Charles Hostler Student Center facilities including swimming, gym, basketball courts, and the soccer field
- Volunteer services at AUB Medical Center
- Dinner outings to various destinations in the country

**Country Excursions**
One-day and overnight trips to significant historical and cultural destinations throughout Lebanon will ensure participants’ exposure to the diversity Lebanon has to offer.

Field trips may include (among others):

- Visits to the archaeological and historical sites in Jbeil, Batroun, Beiteddine, Mousa Castle, Baalback, Jeita
- Hiking in the Cedars and Qadisha Valley
- Rafting on the Orontes River (Nahr-El-Assi) in Hermel
- Weekly visits to various Lebanese beaches
- Meals and transportation on our planned excursions are included in the program costs.

**University for Seniors**
The University for Seniors is an independent program for older adults in AUB’s Continuing Education Center. It aims to create a new and positive face of aging in Beirut, Lebanon and the Middle East Region; one where older adults remain intellectually and socially engaged, energized to learn new things, and actively contributing to their communities.

The University for Seniors is different from standard adult education programs. Three core principals underline the program: peer-learning, community-building, and intergenerational connections.

- **Peer learning:** Seniors learn from one another rather than from a paid professional instructor. Study group leaders and lecturers are all volunteers.
- **Community building:** The University for Seniors is a membership organization to reinforce the idea that one is joining a community rather than paying for one-off activities.
- **Intergenerational connections:** The program is for seniors who wish specifically to be connected to the regular AUB student body. These intergenerational connections are created through multiple academic and extra-curricular activities.

Anyone over 50 may become a member of the University for Seniors. The typical academic year is comprised of two twelve-week terms, one in the fall and one in the spring.

Activities include study groups, lectures, educational trips, social and cultural events, and projects with AUB students and more.

For more information about the University for Seniors, visit our website: www.aub.edu.lb/seniors and our Facebook page: www.facebook.com/aub.universityforseniors

You can also reach us by email: ufs@aub.edu.lb or by phone: 01/350000 ext. 2563 or 3632.
Petroleum Education Program

Objective
The aim of the program is designed to satisfy the needs of those who work or will to work with public or private sector operating in the oil & gas, banking and finance, management, legal, accounting, industries, mass media, leadership and politics, etc and like to dramatically expand and deepen their limited knowledge to be used in the various branches of the oil and gas industry. In addition the program can put for the government the educational and training methods to develop the culture of oil and gas industry and power in general, especially in schools, and to increase the public awareness inside the Lebanese society.

In this way the program is designed to help governments, petroleum companies and other sectors to develop the capability of their personnel to run efficient and profitable organizations.

Modules
1. Module 1: Petroleum Industry Orientation
5. Module 5: Strategic Management of Oil and Gas Contracts and International Petroleum Agreement Negotiation

FIT FOR LIFE Camp

Objective
Designed by a team of professional dietitians and wellness specialists, FIT FOR LIFE healthy boot camp aims at providing participants with a solid basis to develop habits for a healthier, longer and better lifestyle as this is a holistic approach that can prevent and decrease the risk of many illnesses such as diabetes, heart disease and elevated blood pressure.

Scope
Eating and being healthy isn’t just limited to your food plate. A well rounded approach is needed to create and sustain a healthy lifestyle. Therefore FIT FOR LIFE provides a holistic approach through the 3 important pillars of health which are awareness, physical activity and food preparation.

Academic Component
Nutrition and Health Awareness sessions
Learning about what goes on your food plate as well as developing a positive relationship with your food is essential for a long-lasting healthy lifestyle. Therefore, interactive workshops and sessions will be given about a variety of nutrition and health topics including:

1. How to read nutrition labels
2. How to count calories and know the nutrient content of food
3. How to deal with emotional eating and food cravings
4. Exercise Science and Sports nutrition
5. Learning to Cook healthy
6. Diet for diabetes and heart disease and other health conditions
7. How to assess your body composition
8. Educational field trips such as how to shop for healthy food and food production sites (such as visiting olive oil mills)

Participants will also be provided with a detailed nutritional assessment and body composition analysis by the dietitians prior to starting the with the FOR FOR LIFE program.

Healthy eating and food preparation workshops
Diet Center can provide healthy food catering to the participants of the camp, which is a full board meal that includes breakfast, lunch dinner fruit and dessert.

In addition it will conduct a series of healthy cooking lessons such as how to prepare healthy lunches, light desserts and much more. These cooking lessons can either be a demonstration to the participants or they can also have their own cooking stations.

Physical Component
Being active and fit is essential for a sound body and mind. For this program we have planned daily activities to help you burn the calories and stay motivated and energized including:

1. Indoor activities
   - Zumba - Oriental Dance - Body Combat - Basketball

2. Water sports
   - Swimming - Water Aerobics

3. Outdoor activities
   - Race Competitions - Track And Field - Full Guided Tour of AUB Campus - Tennis

4. Relaxation
   - Yoga and Meditation - Lifestyle Coaching – Painting

5. Evening programs
   - Dance Night - Karaoke Night

Step Up Program

Objective
Students with disabilities, graduating from high school programs, continue to find a hard time securing a job and maintaining it. Some students may find solutions in a technical/vocational school that may be inclusive. Still, however, the proper-guided services and support as well as a careful regard to a program or curriculum that caters to the needs of these students may not be accommodated for.

Our aim is to develop the appropriate programs needed for young adults as they emerge from schools and venture into real life challenges. The Lebanese curriculum does not address functional academics in the context of everyday life, although personal & social skills contribute towards proper career guidance and implementation.

The Lebanese Down Down Syndrome Association is seeking collaboration with the American University of Beirut to develop a vocational/technical program that will address the needs of students with special needs and allow them to contribute to their society as independent working citizens in their community.

Goals
1. To set up and build a program that provides students with special needs with a functional/career education that responds to their needs and prepares them for career attainment.

2. To provide students with special needs with a program that will offer them the knowledge & skills to be effective, independent productive individuals in the careers best suited to their likeness and strengths.
Citizenship Education Program

Objective
To develop and offer a Citizenship Education Program at the Continuing Education Center ‘CEC’ and provide for other offerings in line with CEC mission for Corporate Social Responsibility as a mode of outreach to the community at large, which includes but is not limited to workshops, seminars and structured training sessions whereby CEC will impact the educational aspiration of One-Lebanon in its activities.

Certificate Requirements

Presentation and Communication skills
This course will help the audience to present information clearly and effectively. It is a key skill to get your message or opinion across different disciplines.

Civic Engagement and Citizenship
The main objective of the course is to reintroduce the Citizenship philosophy among the new generation, to deepen their confidence in their Country, and be aware of their rights and obligations, and to focus on the proactive measures that prevent the crimes and keep citizens secure and safe.

Entrepreneurship
This course will offer young people the necessary skills for the successful launching and development of high impact entrepreneurial projects in Lebanon with the aim to promote national economic development, job creation and a reduction of the brain drain. Using team building and project management skills, the course will also provide participants with the knowledge and skills needed to deliver even the most complex project. It will also serves as a tool that use different types of team interventions that are aimed at enhancing social relations, as well as solving task and interpersonal problems that affect team functioning.

Building Constructive Dialogue
This new course allows students to evolve with ease and flexibility in a culturally diverse and challenging environment, while it also provides them with technical skills and strategic competencies to enable the youth generation of making a wider impact considering their active roles within their communities. By the end of this course, students should know how to identify the skills of dialogue, understand how to move to deeper dialogue by asking response questions and have experienced reflecting upon their own skills. This course will also includes the required negotiation and conflict management skills that introduce the way which people settle differences. It is a process that resolves the disagreements by methods that will lead to reconciliation while avoiding argument and dispute.

Elective courses

Art and Music's Role in Peace building
Encouraging exchange and discussion between Lebanese on the role of culture and art in peace building Lebanon, building networks of Lebanese artistes using music and the arts for reconciliation and peace building.
Valuing different cultures worldwide to promote greater understanding and social harmony. Sharing experiences on the effects of war and the role of culture and music as a creative and innovative approach to peace building among war-affected communities in Lebanon.
Generating new discussion on the potential of the arts and music in promoting peace and reconciliation in Lebanon.
This course will also provide event planning training that is designed to provide the necessary knowledge and skills an event planner should acquire. It focuses on the fundamentals of event planning, the communication process, and event branding and marketing.
Online Community Management

This course provides students with the knowledge and skills needed to effectively manage their online community in order to increase visibility and market share. It focuses on online visual identity, etiquettes, content research and creation, and best online practices of customer relations and public relations. Students will be trained to develop online marketing strategies, campaigns, and advertisements; derive analytics and metrics and build on them for best online results and client-facing reports; and advance digital engagement strategies across stakeholders.
Health related courses and workshops

Observership
Observership activities are provided in all clinical areas at AUBMC. Observership could be for one week or more.

Management and Strategic Planning

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Number of Days</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOW TO IMPROVE YOUR VERBAL AND PARA-VERBAL COMMUNICATION SKILLS</td>
<td>1</td>
<td>Physicians, medical students and residents</td>
</tr>
<tr>
<td>TIPS TO IMPROVE YOUR PRACTICE</td>
<td>2</td>
<td>Practitioners</td>
</tr>
<tr>
<td>HOW TO PROMOTE SERVICE EXCHANGE IN MEDICINE</td>
<td>2</td>
<td>Physicians, medical students, residents and hospital administration staff</td>
</tr>
<tr>
<td>START UP PRACTICE WORKSHOP TIPS &amp; PEARLS</td>
<td>2</td>
<td>Residents, newly graduate physicians, practitioners</td>
</tr>
<tr>
<td>STRATEGIC PLANNING IN MEDICINE</td>
<td>2</td>
<td>Physicians, medical students, residents and staff</td>
</tr>
</tbody>
</table>

Out Patient Clinic-Ward, Patient Room
Out Patient Clinic, Patients Suites and Ward, patient Management Course.

Topics covered:
- Training on modern Out Patient Clinics, and Patient Suites
- Nurse training on usage of Nurse Monitoring Systems General (System Related).
- Patient Admission.
- Pre Surgical Patient Preparation
- Post-Surgical Patient Care.
- Bed Ridden Patient Care
- Patient Follow up.
- Urinary Catheterization Patient Care.
- Bladder Urodynamic balance.
- Patient Discharge.
- Medication Storage systems.
- Surgical Theater area monitoring and follow up.
- Blood transfusion.
- Naso Gastric Tube Care and maintenance.

Consultation Room and Patient Suites equipment (General and Equipment Related).
- Lab Tests workflow.
- Radiology tests workflow (General and Equipment related)
- Patient Monitoring Systems (General and Equipment Systems)
- Consultation Services
- Setting up Committees and boards
- Reporting workflow
Hospital Management Course Focus

Topics Covered:
- Tracking Work hours and employee organization.
- Registering Patient admissions.
- Official Registrations and Patient organization.
- Tracking Purchasing of medical material and Store.
- Hospital Work plan and Employees Job descriptions.
- Tracking Store and Warehouse Records.
- Measurement and tracking of Patient Satisfaction.
- Tracking Quality Assessment.
- Racking Vital Medical Services?
- Tracking Medical Services.

Introduction to Installed Systems (Equipment/SW Sales related)

Legal Medicine:
Introduction to Running and organizing Medico legal aspects and Forensic Medicine and Utilization of installed equipment. Autopsy education Course. (This includes Country specific aspects that need to be covered in Iraq or using Iraqi lecturers marked country Specific).

- Funeral and Burial practice (Country, Religion Specific).
- Official Funeral work and Autopsy (Country specific).
- Containment Measures to prevent disease spread from Corpse.
- Registering Out Patient Corpses.
- Burrial Licenses (Country Specific).
- Introduction to used equipment.

Dialysis
Training on Dialysis unit management and patient workflow
- Dialysis Unit and departments.
- Peritoneal Dialysis units and departments.
- Dialysis unit tools and equipment.
- Patient Admissions and Record Keeping.
- Urgent Patient Treatment.
- Ventilation and Sterilization in Dialysis Unit.

Physiotherapy and Rehabilitation Education
Theoretical and Practical training for Physiotherapy Doctors and Nurses (Physiotherapists) Following Topics:
- Physiotherapy Patients Registration.
- Physical Assessment and Clinical Examination.
- Introduction to Physiotherapy equipment and its use (Partly Equipment Related)
- Physical Treatment delivery.
- Scheduling and tracking Patient Treatment.
- Hydrotherapy treatment.
- Traction.

Pharmacy
- Managing the Pharmacy and organization of patient medication. Hospital management plan.
- Pharmacy design.
- Job description and responsibilities of Pharmacist. Pharmacy workflow.
- Outpatient Pharmacy design. Pharmacy locations in hospital.
- Consumables and medications logistics and tracking. Medication and Consumables stock Inventory
- Total Parenteral Nutrition Adults, pediatrics and Neonates: Aseptic technique, USP 797 and Clinical application
- Handling Hazardous Drugs: Aseptic technique and USP 797
- Pharmacy Management (Formulary, Committees, Quality indicator, inventory control, dealing with shortages, lean management in Pharmacy...)
- Drug Utilization Review course
- Pharmacy Practice Model: Medication reconciliation, Pharmacist’s role in ICU and NICU, pharmacist’s role in ambulatory care area (Multiple sclerosis model)
- JCI accreditation requirements for Medication Management
- IV admixture course for technicians

Surgery and Anesthesia

**Surgery Theater management and patient flow.**
- Nurses functions in Surgery rooms.
- Patient Receival.
- Patient Transport
- Patient Transfer.
- Patient Rights.
- Patient Preparation: Physical, Psychological, legal.
- Operating theater Organization
- Operating room material.
- Surgery Suite preparation.
- Anesthesia equipment use (Equipment Sales related)
- Operating room Sterilization rules.
- Recovery Room patient Follow-up.
- Introduction to surgical tools in operating room.

Emergency Room

**Emergency room management and patient workflow**
- Modern Emergency Services.
- Patient Observation Records for ER Nurse.
- Patient Observation Records Use for Nurses.
- Patient Receival.
- Bladder Urodynamics tracking.
- Urinary Catheterization Follow-up and Maintenance.
- Electric Shock Training.
- CPR.
- Cardiac Rhythm.
- Oxygen Therapy Delivery Methods.
- Bed Sores Treatment.
- Feeding Pumps, Dosing Pumps, tools utilization, replacement and Sterilization. (Equipment Related)
- Patient Cleaning.
- Introduction to ER Equipment.

Laboratory:
- Introduction to Lab equipment and their use.
- Equipment Practical Training (Equipment related).
- Results interpretation and Display using HIS (Equipment related).
- Equipment calibration (equipment Related)
- Lab Records Statistical Analysis.
- Quality Management Workshop
- POCT Workshop
- Quality Assurance Workshop
- Safety Workshop
- Accreditation Preparation
Phlebotomy Workshop
Laboratory Financial Management
Writing Effective SOPs in Preparation for Lab Accreditation (ISO17025)
Blood Utilization

Equipment list for training on utilization and reporting: (Utilization is Equipment Related):
- Biochemistry Lab Equipment.
- Microbiology Lab Equipment.
- Immunology Lab Equipment.
- Blood Pathology Lab equipment.

ICU

ICU management and Patient workflow
- ICU patient Registration and data storage and assessment.
- ICU and equipment Sterilization.
- Patient Monitoring.
- Blood transfusions and Plasma.
- Catheter maintenance and replacement (Venous, Arterial, Central Line, Urinary).
- Venous Blood Gases and utilization of Blood Gas equipment.

Dietary

CARDIOVASCULAR NUTRITION
- evidence-based nutrition intervention and behavioral modification in the prevention and treatment of cardiovascular diseases

International Clinical Nutrition Training Program
- Nutrition support
- Renal nutrition
- Diabetes
- Bone marrow transplantation
- Pediatrics
- Cardiology
- Maternity
- Oncology
- Surgery

Scholars in health research program (SHARP)
SHARP is a novel curriculum and training program designed to prepare and graduate the human capital needed to conduct NCDs related research in general, and especially focusing on those that are most relevant to Lebanon and other countries in the region

Courses / Training services under CPDC
Moreover, AUBMC offers educational and professional training in areas that might be needed in Iraq and the region. A list of some of the available courses follows:
- Pediatric Oncology Course: Training in Children Cancer Institute
- Basic life support Provider Course
- Basic Life Support Renewal Course
- Advance Cardiac Life Support Provider Course
- Advanced Cardiac Life Support Renewal Course
- Pediatric Advanced life support Provider Course
- Pediatric Advanced Life Support Renewal Course
- Palliative and End-of-life Care Workshop
- Neonatal Resuscitation Program Course
- Wound Care Workshop
- Mentorship Course
- Preceptorship Course: Precepting the Future
- Nurse Residency Course
- Heartsaver Course
- Basic Critical Care Course
- Tranexamic Course
- Hemoglobin Disorders Course for Nurses
- Health Care Industry Representative (HCIR) Course
- Dealing with Psychiatric Patients Workshop
- Seminar on Advances in Anticoagulation and Thrombosis Management
- ANCC Nursing Skills Competency Program: Administration of Chemotherapy
- Neuro Science Core Course
- Hemoglobin Disorders: Thalassemia and Sickle Cell Disease IV
- Telemetry Course
- Application of Ethical Principles- ANA Bill of Rights for Nurses
- Trauma Course for Emergency Department
- Educational Observership in TRIAGE
- 46th Middle East Medical Assembly (MEMA) Nursing updates and Innovations
- Childhood Cancer: Advances And Regional Challenges “Supportive and Nursing Care in Pediatric Cancer”
- Acute Pain Course
- Leadership and Management in Nursing Certificate Program
  - Examine the roles and responsibilities of the nurse manager in a changing healthcare system
  - Utilize various leadership and management tools and techniques in successful problem solving, decision-making and conflict resolution.
  - Set a realistic agenda to implement learned leadership and management skills in the work area.
  - Relate the significance of ethical practice to professional nursing.
  - Relate the effect of organizational structure on organizing patient care.
  - Develop realistic plans and schedules for attainment of objectives through proper setting and prioritizing of goals and tasks.
  - Discuss strategies for managing change effectively.
  - Examine own organizational and management skills in terms of managing time efficiently to maximize productivity, meeting staff educational needs, delegating effectively, and improving own and staff performance.
  - Organize work group toward team effort through utilizing effective communication and group skills.
  - Develop appropriate motivational strategies to meet needs of subordinates and institutional goals.
  - Examine role of nurse leaders in effecting healthcare policy.
  - Explore the role of nurses in healthcare organization accreditation efforts.
  - Develop a plan of select quality improvement initiative at a unit and service level.

Moreover, the Department of Nursing Services at the AUBMC offers educational and professional training in various medical areas. Below are some examples of the courses provided:
- Adult Healthcare Physical Assessment
- Critical Care Course for Adults
- Renal
- Arrhythmia
- Basic Knowledge Assessment Tool for Critical Care Nurses (BKAT)
- Oncology
- Radiation Safety
- Leadership and Management
- Patient education Workshop
- Practical Nurse training program
- Licensed Maternal and newborn physical assessment
- Training primary healthcare workers in displaced areas
- Pediatric physical assessment
- Care of post-kidney-transplantation patients
- Mandatory requirements for JCAHO.

**Other Courses / Training services**

<table>
<thead>
<tr>
<th>Title</th>
<th># of days</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hemoglobin Disorders for MDs</td>
<td>2</td>
<td>دورة تدريبية للأطباء تركز على المعرفة والمهارات المهنية لإدارة المرضى الذين يعانون من مرض التلالاسيميا ومرض قفر الدم المنجي.</td>
</tr>
<tr>
<td>Cleft lip</td>
<td>2</td>
<td>دورة تدريبية للأطباء تركز على إدارة الشفه المشوق والحنك المشوق مع التركيز على المحاضرات التعليمية ونقل حي للجراحة.</td>
</tr>
<tr>
<td>Anesthesia</td>
<td>1</td>
<td>دورة تدريبية للأطباء متخصصي احترام النجح.</td>
</tr>
<tr>
<td>Acute Pain Course</td>
<td>1</td>
<td>دورة تدريبية تدريب العمل الطبي حول فحص وعلاج وتقييم الألم الحاد على أنواعه.</td>
</tr>
<tr>
<td>Radiology update</td>
<td>3</td>
<td>مستجدات في علم الأشعة. دورة تدريبية للأطباء حول المستجدات للعناية بالطفل.</td>
</tr>
<tr>
<td>Pediatrics Update</td>
<td>2</td>
<td>برنامج تدريبي لمدة 5 أيام يهدف إلى تحسين نوعية التعليم الحضور وإكسابهم الكفاءات اللازمة لتوجيه المعلمرين المتقدمين في جميع أنحاء العراق.</td>
</tr>
<tr>
<td>OSCE</td>
<td>3</td>
<td>مراجعة عن الإدارة الطبية والجراحية من الحالات الطبية الشائعة التي تؤثر على النساء.</td>
</tr>
<tr>
<td>Women's Health for MDs</td>
<td>2</td>
<td>دورة تدريبية تحليلية بتعمل على المواضيع الهامة في الوقاية من أمراض القلب والأوعية الدموية والعلاج وتتم تدريب حول تحليل تخطيط القلب.</td>
</tr>
<tr>
<td>EKG for MDs</td>
<td>1</td>
<td>دورة تدريبية تركز على الديناميكية والعلاج.</td>
</tr>
<tr>
<td>COPD</td>
<td>1.5</td>
<td>مراجعة يتم فيها التدريس على أساس المبادئ التوجيهية لمؤسسة Global Initiative for Chronic Obstructive Lung Disease (GOLD).</td>
</tr>
<tr>
<td>Head &amp; Neck Surgery Workshop</td>
<td>2</td>
<td>ورشة عمل للأطباء حول جراحة الأذن والأمراض والتفاعلات بين العين والمضاعفات.</td>
</tr>
<tr>
<td>Medical emergencies</td>
<td>3</td>
<td>ورشة عمل حول العناية النفسية عند الأطفال.</td>
</tr>
<tr>
<td>Child psychology</td>
<td>2-3</td>
<td>ورشة عمل حول العناية النفسية عند الأطفال.</td>
</tr>
<tr>
<td>Pediatrics NCPNN</td>
<td>3</td>
<td>ورشة عمل حول الأمراض والعنابة والجلدية.</td>
</tr>
<tr>
<td>Dermatology</td>
<td>2-3</td>
<td>ورشة عمل حول الأمراض والعنابة والجلدية.</td>
</tr>
<tr>
<td>Business for MDs</td>
<td>2-3 each</td>
<td>برنامج مؤلف من ورشة عمل يهدف إلى تدريب الأطباء في مجال إدارة أعمالهم.</td>
</tr>
<tr>
<td>Pathology</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Pathology Quality 10  
Pathology Hands-on 2-3  
Pathology for technicians 2-3  

**Nursing**

<table>
<thead>
<tr>
<th>Course</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hemoglobin Disorders for Nurses; several sessions</td>
<td>2</td>
</tr>
<tr>
<td>Anticoagulation Therapy</td>
<td>2</td>
</tr>
<tr>
<td>Pain management</td>
<td>2-3 days</td>
</tr>
<tr>
<td>Wound Care for Nurses</td>
<td>3</td>
</tr>
<tr>
<td>Cardiology for Nurses</td>
<td>2</td>
</tr>
<tr>
<td>MS nurses</td>
<td>2</td>
</tr>
<tr>
<td>Women’s Health for Nurses</td>
<td>2</td>
</tr>
<tr>
<td>Chemotherapy for Nurses</td>
<td>2</td>
</tr>
<tr>
<td>Critical care</td>
<td>5</td>
</tr>
<tr>
<td>Leading at the bedside</td>
<td>2</td>
</tr>
</tbody>
</table>

**Multidisciplinary**

<table>
<thead>
<tr>
<th>Course</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>HR Management</td>
<td>5</td>
</tr>
<tr>
<td>CPHQ</td>
<td>5</td>
</tr>
<tr>
<td>Risk Management</td>
<td>5</td>
</tr>
<tr>
<td>Accreditation</td>
<td>5</td>
</tr>
<tr>
<td>Health Care Informatics</td>
<td>4</td>
</tr>
<tr>
<td>Simulation Workshop</td>
<td>1</td>
</tr>
<tr>
<td>Patient's relations</td>
<td></td>
</tr>
<tr>
<td>EBHM</td>
<td>3</td>
</tr>
</tbody>
</table>

**Pharmacy/Pharmacist**

<table>
<thead>
<tr>
<th>Course</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oncology Pharmacists</td>
<td>3</td>
</tr>
<tr>
<td>TPN</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Physiotherapy Updates</td>
<td>2</td>
</tr>
<tr>
<td>Clinical nutrition</td>
<td>1</td>
</tr>
<tr>
<td>Imaging update for radiology technicians</td>
<td>2-3</td>
</tr>
<tr>
<td>Ethics program</td>
<td></td>
</tr>
<tr>
<td>Ethics: Diverse topics to diverse population</td>
<td>Several</td>
</tr>
<tr>
<td>Trauma Training</td>
<td></td>
</tr>
<tr>
<td>Medicine &amp; nursing</td>
<td>Several</td>
</tr>
</tbody>
</table>

**TPN**

دورة تدريبية للممرضين والممرضات حول المراقبة اللازمة والعناية بالمرضى الذي يخضع للغذاء الوريدية المكملة.

المستجدات في العلاج الفيزيائي.

مؤتمر يوفر المعرفة العملية في التغذية السريرية.

ورشة عمل في المستجدات في علم الأشعة للتقنيين.

دورات تدريبية وورشات عمل تغطي أخلاقيات مهنة الطب والتمريض.

دورات تدريبية مكثفة للإطلاع والممرضين والمسعفين في العناية المتقدمة بالمصابين.
Scholarships

Kamil Sadeddin Continuing Education Scholarship
The Kamil Sadeddin Continuing Education Scholarship fund aims to encourage AUB’s community members to enhance their education and become more effective employees by pursuing individual courses and professional certificates at CEC.

All AUB staff members at grade 12 or below are eligible to apply for the Kamil Sadeddin Continuing Education scholarship.

Arab Student Aid International
Arab Student Aid International (ASAI) was founded in 1976 by a group of Arab and American academics and business. People who believe in the mission, vision and objectives of human resources development in the Arab countries and the Palestinian territories in particular.

The fund is used to train NGOs and municipalities on leadership skills through a program made of four courses that will lead to a certificate.

CEC Rules and Regulations

AUB EEE
Applicants who need to sit for the AUB EEE should register for the test two days prior to the examination day, pay an exam fee of L.L. 50,000, and submit two passport photos and an identity card. Registration and test administration are done in Nicely Hall, Room 500.

Student IDs
CEC students are provided with AUB identification cards, which they should carry while on AUB campus. In case the student loses the ID card that s/he gets upon registration, s/he can get a new one by paying a replacement fee.

Course Offerings
The updated course listing is posted each semester on the CEC website. CEC is under no obligation to offer any of the certificate or diploma courses at all times.

Course Cancellations
CEC reserves the right to cancel any course due to insufficient enrolment or other unavoidable circumstances. All registrants will be notified and a complete refund is made automatically.

Student Withdrawal
Should a student need to withdraw from a course anytime before or after classes officially begin, s/he must inform CEC in writing and return her/his AUB ID (if issued). Non-attendance does not constitute official withdrawal.

Attendance
Attendance to all classes is required. A student who is absent one-fourth the number of sessions of a course without a valid excuse will not be entitled to a final grade for that course.

Access to University Facilities
Students enrolled in CEC courses are entitled to use the reading facilities at Jafet Library but not to check out books.

CEC students are not entitled to free access to Charles Hostler Student Center. Those who wish to join may apply for a paid monthly membership.
**Examinations**

Final Examinations are held within one week of the last class session, unless the course instructor specifies otherwise.

**Grading System**

CEC uses the AUB grading system, which is as follows:

<table>
<thead>
<tr>
<th>Cumulative Average</th>
<th>GPA</th>
<th>Cumulative Average</th>
<th>GPA</th>
<th>Cumulative Average</th>
<th>GPA</th>
<th>Cumulative Average</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;60</td>
<td>0</td>
<td>67</td>
<td>1.86</td>
<td>75</td>
<td>2.73</td>
<td>83</td>
<td>3.46</td>
</tr>
<tr>
<td>60</td>
<td>1</td>
<td>68</td>
<td>1.98</td>
<td>76</td>
<td>2.82</td>
<td>84</td>
<td>3.54</td>
</tr>
<tr>
<td>61</td>
<td>1.13</td>
<td>69</td>
<td>2.09</td>
<td>77</td>
<td>2.92</td>
<td>85</td>
<td>3.63</td>
</tr>
<tr>
<td>62</td>
<td>1.26</td>
<td>70</td>
<td>2.2</td>
<td>78</td>
<td>3.02</td>
<td>86</td>
<td>3.7</td>
</tr>
<tr>
<td>63</td>
<td>1.38</td>
<td>71</td>
<td>2.31</td>
<td>79</td>
<td>3.11</td>
<td>87</td>
<td>3.78</td>
</tr>
<tr>
<td>64</td>
<td>1.5</td>
<td>72</td>
<td>2.42</td>
<td>80</td>
<td>3.2</td>
<td>88</td>
<td>3.86</td>
</tr>
<tr>
<td>65</td>
<td>1.63</td>
<td>73</td>
<td>2.52</td>
<td>81</td>
<td>3.29</td>
<td>89</td>
<td>3.93</td>
</tr>
<tr>
<td>66</td>
<td>1.74</td>
<td>74</td>
<td>2.62</td>
<td>82</td>
<td>3.38</td>
<td>&gt;=90</td>
<td>4</td>
</tr>
</tbody>
</table>

I: Incomplete

P: Pass

PR: In Progress

W: Withdraw

F: Fail

All final grades are expressed in multiples of one.

**Repeating a Course**

A student is not allowed to register for the same course more than two times.

**Attestations**

Attestations are offered to students who enroll in individual courses to continue their professional development. Request for attestations can be made in person at the Office of the Registrar.

During registration and examination periods, attestations are not issued.

**Holidays**

The CEC follows the AUB calendar with respect to holidays.

**AUB Rules and Regulations**

All students are expected to abide by the rules and regulations of the University.

**Change of Personal Information**

Students are encouraged to inform CEC about any changes in their contact information.

**Contact CEC**

Continuing Education Center
PO Box 11-0236
Riad El Solh 1107 2020
Beirut, Lebanon
Phone: +961-1-350000 or 374374, ext.3140/1
Fax: +961-1-759675
Email: cec@aub.edu.lb
Website: [http://www.aub.edu.lb/rep/cec](http://www.aub.edu.lb/rep/cec)