Continuing Education Center (CEC)

Continuing Education Center (CEC)

Officers of the Center

Hassan Diab	Vice President, Regional External Programs
Ziad Shaaban	Director, Continuing Education Center

Center Administrative Support

Hala Barakat Nahas	Program Officer
Wafa Abou Daher	Assistant to the Director
May Abu Haidar	Administrative Assistant

Instructors

Abdallah, Khaled; Abdel-Samad, Nada; Abou Cahcra, Nader; Abu-Fadil, Magda; Ali, Maysoon; Ayoub, Janet; Azzam, Nadia; Batato, Toufic; Chamas Choucair, Iman; Chidiac Siblini, Hoda; Daccache, Jenny; Deeb, Rima; Farchoukh-Abiad, May; Geha, Monah; Ghalayini, Salim; Hammoud, Mirna; Helou, Joseph; Hodeib, Heba; Jaber, Silvana; Maalouf, Jacki; Nassif, Mona; Obeid, Laure; Papazian, Pateel; Rawas, Mahmoud; Rouhana, Amal; Salem, Jehad; Shaar, Rima; Shbaklo, Mona; Shbeir, Elie; Shebaya, Sara; Shibl, Bassel; Shibl, Shibl; Tabib, Farid; Tayara, Khaled; Tukan, Mounir.

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. 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). 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 areas including business, information technology, education, journalism, nutrition, and languages. Harnessing the expertise of AUB's six faculties, CEC offers non-credit courses and programs that can lead to professional certificates and diplomas.

In addition to courses offered at AUB, CEC also provides tailored in-house workshops to corporate institutions in Lebanon and the region. These customized three to five-day workshops cover the topics identified as critical by the organization's leadership. CEC workshops are based on the twin principles of delivering world-class expertise in a locally relevant context.

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 and the Middle East and North Africa (MENA).

Programs of Study

CEC currently offers 12 certificates and two diploma programs: Accounting Studies Certificate, E-Business Certificate, Essentials of Business Certificate, Financial Management Certificate, Human Resource Management Certificate, Information Technology Certificate, Journalism Certificate, Marketing Management Certificate, Nutrition and Food Safety Certificate, Office Management Certificate, Small Business and Entrepreneurship Certificate, Vocational and Technical Education Certificate, Human Resource Management Diploma, and Marketing Management Diploma.

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.

CEC also offers non-certificate courses in languages, arts, computer skills, SAT, GMAT, MCAT, and a variety of special courses; and it develops workshops tailored to corporate clients in Lebanon and the region. In addition to courses and workshops, CEC 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 certificate of secondary education. Also, a minimum score of 400 in EEE (TOEFL: CBT 163 or IB 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 IB 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 for the certificate 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 special 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 60/100 in each course, with a minimum cumulative average of 70/100. 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

This program consists of four courses to be completed in two years:

- CACT 101 Principles of Accounting I
- CACT 201 Principles of Accounting II
- CACT 301 Cost Accounting and Control
- CACT 302 Auditing

E-Business Certificate

Objectives

The objectives of this program are to introduce participants to the role of electronic business (e-business) in modern business practices, to offer coverage of e-business development and the impact of e-business on commercial transactions and management of organizations, and to present participants with a selection of "best practices" in e-business.

Target Participants

The program is intended for individuals who want to pursue knowledge of e-business from a business management perspective. It is intended for business executives, early and middle level managers, entrepreneurs, practitioners, and financial and customer support managers of small, medium, and large enterprises. Technical background is not necessary as the course is given from a managerial and marketing perspective rather than from a purely information technology perspective.

Certificate Requirements

The program consists of four courses to be completed in two years:

- CCMS 101 Introduction to Computing, the Internet, and Web Design
- CMKT 201 Electronic Marketing
- CBUS 201 Financial and Regulatory Aspects of E-commerce
- CBUS 302 Managerial Aspects of E-business

Essentials of Business Certificate

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

The program consists of the following six courses to be completed in three years:

- CACT 101 Principles of Accounting I
- CMKT 101 Principles of Marketing
- CECN 101 Introduction to Economics
- CMGT 101 Principles of Management
- CECN 301 Money and Banking
- CFIN 101 Principles of Finance

Financial Management Certificate

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.

Target Participants

The program is designed to be accessible to those with no prior knowledge of finance.

However, participants should meet the following profiles:

- Entry-level employees
- Secondary school graduates interested in financial practices

Certificate Requirements

The program consists of the following four courses to be completed in two years:

- CFIN 201 Business Finance
- CFIN 301 Financial Statements Analysis
- CFIN 302 Investment Analysis
- CFIN 303 Commercial Banking

Human Resource Management Certificate

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.

Target Participants

The certificate is targeted at professionals new to the human resource fields, human resource assistants, human resource staff that provide technical and administrative support, and owners/general managers of small/entrepreneurial companies.

Certificate Requirements

The Human Resource Certificate requires successful completion of four core courses to be completed in two years:

- CHRM 101 Overview of Human Resource Management
- CHRM 201 Workforce Planning and Staffing
- CHRM 202 Total Compensation and Benefits
- CHRM 203 Employee Training and Development

Information Technology Certificate

Objectives

This program aims at refreshing the knowledge and skills of IT practitioners and at helping non-IT people gain a competitive advantage by mastering the essential IT skills necessary to perform efficiently in today's IT-dependent organizations. Participants will also acquire a solid IT background that will enable them to enroll in advanced and specialized IT programs.

Target Participants

This certificate is designed for a wide range of prospective participants from various academic and professional tracks and at at different decision-making levels. It is mainly designed for:

- People who are working in the IT field
- University students and graduates who need an IT background for their future careers
- All professionals who need basic IT knowledge at work

Certificate Requirements

The program consists of four courses to be completed in two years:

- CCMS 101 Fundamentals of System Administration
- CCMS 102 Fundamentals of Web Design
- CCMS 201 Introduction to Programming
- CCMS 202 Relational Database Design

Journalism Certificate

Objectives

This certificate aims to help journalists upgrade their skills and learn new techniques over an extended period, and to help professional media practitioners advance in their careers. A converged newsroom is meant to be the venue for the training of Arab journalist in print, broadcast and online media. The courses are hands-on application–oriented modules with heavy reliance on case studies. Lab work, exercises and projects will take priority over theoretical pursuits.

Target Participants

The certificate courses are aimed at participants ranging from beginners to middle and senior level journalists in their respective hierarchies.

Certificate Requirements

The Journalism certificate requires the successful completion of four core courses and one elective in two years.

Core courses

- CJRN 101 Media and Society / Laws and Ethics
- CJRN 102 Basic Reporting, Writing and Editing
- CJRN 103 Multi-Media / Online Journalism
- CJRN 104 Broadcast Journalism

Elective Courses

- CJRN 105 Investigative Journalism
- CJRN 106 Newsroom Management

Marketing Management Certificate

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

The program consists of the following four courses to be completed in two years:

- CMKT 101 Principles of Marketing
- CMKT 202 Marketing Research
- CMKT 301 Marketing Communications and Advertising
- CMKT 302 Sales Management

Nutrition and Food Safety Certificate

Objectives

This program is designed to help participants acquire expertise in food quality, safety, and nutrition to promote healthy living and appropriate food preparation environments.

Target Participants

- Entry-level employees
- Secondary school graduates

Certificate Requirements

This certificate requires completion of the following courses in two years:

- CNFS 101 Basics of Nutrition and Health
- CNFS 102 Nutrition in the Life Cycle
- CNFS 201 Food Safety
- CNFS 202 Food Preparation and Preservation

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

The program consists of the following four courses to be completed in two years:

- CBUS 101 Introduction to Business
- CBUS 102 Business English
- CBUS 202 Office Procedures and Routines
- CBUS 203 Office Automation

Small Business and Entrepreneurship Certificate

Objective

The objective of this program is to introduce participants to the process of launching and managing a small business. It includes spotting new opportunities, raising funds and getting started, as well as managing day-to-day operations.

Certificate Requirements

The program consists of the following four courses to be completed in two years:

- CBUS 206 Opportunity Identification and Analysis
- CBUS 204 Gathering Resources and Launch
- CBUS 205 Management of Family Enterprises
- CBUS 301 Entrepreneurial Decision Making

Vocational and Technical Education (VTE) Certificate

Objective

This program aims to improve VTE in Lebanon by providing educational training to VTE instructors who are not in possession of the LET (*Licence d'Enseignement Technique*) and who are outside the public sector. This will increase the effectiveness of instruction and also help to raise the image of VTE in Lebanon. The VTE certificate is designed mainly for practicing VTE instructors who are engaged in teaching at the *Baccalaureate Technique* level. It is also of value to teachers of *Brevet Pratique* classes and would likely be of some benefit to instructors teaching at the *Technicien Supérieur* level.

Certificate Requirements

The VTE Certificate is composed of four courses to be completed over two years:

- CVTE 101 Teaching and Learning
- CVTE 201 Sociology and Economics of Education
- CVTE 202 Curriculum and Assessment
- CVTE 301 Practicum: On-the-job involving AUB instructor visits to students' workplace

Diploma Programs

Human Resources Management (HRM) Diploma

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.

Target Participants

This program is targeted at people working in the human resource field.

Diploma Requirements

This program consists of the following eight courses to be completed in four years:

- CHRM 101 Overview of Human Resource Management
- CHRM 201 Workforce Planning and Staffing
- CHRM 202 Total Compensation and Benefits
- CHRM 203 Employee Training and Development
- CHRM 301 Managing Human Behavior in Organizations
- CHRM 302 Managing the Employment Relationship: HRM, Society and the Law
- CHRM 401 Strategic Human Resource Management
- CHRM 402 Advanced Topics in Human Capital Management

Marketing Management Diploma

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
- CMKT 202 Marketing Research
- CMKT 301 Marketing Communications and Advertising
- CMKT 302 Sales Management
- CMKT 401 Services Marketing
- CMKT 402 Public Relations
- CMKT 403 Consumer Behavior
- CMKT 404 International Marketing

Certificate and Diploma Programs Course Descriptions

(Duration of each course 42 hours)

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.

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 201 Financial and Regulatory Aspects of E-commerce
This course focuses on electronic financial transactions and payment networks, security issues in E-commerce, financing an E-commerce project, legal and regulatory environment of E-commerce, and E-government.

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, etc.) and spreadsheets using Microsoft Excel (advanced features like formulas, functions, charts, page setup, database management, filtering, etc.).

CBUS 204 Gathering Resources and Launch
In this course, students learn to determine the physical, financial and human resources for the project as well as to identify and plan the necessary activities for a successful launch.

CBUS 205 Management of Family Enterprises
This course aims at introducing participants to the management activities involved in the day-to-day operations of a small business: planning, operations, finance, marketing, human resources, and accounting.

CBUS 206 Opportunity Identification and Analysis
This course deals with spotting new opportunities and analyzing them in terms of demand analysis, competition, growth prospects, and profitability.

CBUS 301 Entrepreneurial Decision Making
This course integrates the material introduced in the previous courses and applies it to the evaluation and creation of new ventures. The course is about how to create value in firms, not only through new products or services, but also through new technologies, business concepts, transaction mechanisms, and distribution channels.

CBUS 302 Managerial Aspects of E-business
This course focuses on B2B and B2C E-business, the impact of E-business on organizations, the impact of E-business on business processes, managing E-commerce projects, and E-Business Best Practices.

CCMS 101 Fundamentals of System Administration
The course will introduce participants to Windows Server installation configuration and administration. Topics include support, connectivity, creation and management of user accounts, management of access to resources, the NT file system, and configuration and management of disks.

CCMS 102 Fundamentals of Web Design
The course is an introduction to the design, creation, and maintenance of websites. It provides participants with the essential concepts and process of web page development, starting with Hypertext Markup Language (HTML) and Extensible HTML (XHTML) coding and building to more complex layouts using cascading style sheets (CSS). Upon completion, participants will build an interactive personal web site using web templates and web publishing software.

CCMS 201 Introduction to Programming
The course provides an overview of programming concepts, design and coding using C++. It will address basic data types, control structures and functions; arrays and pointers; and introduction to classes and Object oriented programming.

CCMS 202 Relational Database Design
This course provides a comprehensive foundation for designing, building and working with relational databases. Participants will learn the different components of a database, query it, and apply normalization to data.

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.

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.

CFIN 201 Business Finance
This course is an introduction to major decisions a financial manager has to make, including assessment of the profitability of investment opportunities, short-term and long-term financing alternatives, risk-return tradeoff, and the concept of the goal of wealth maximization.

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: Business Finance.*

CFIN 302 Investment Analysis
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: Business Finance.*

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: Business Finance.*

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 1) identify training and development needs through needs assessments, 2) analyze jobs and tasks to determine training and development objectives, 3) create appropriate training objectives, 4) design effective training and development programs using different techniques or methods, 5) implement a variety of different training and development activities, and 6) 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 Human Resource Management
This course is intended to expose students to the "big picture" at the intersection of human resource management, business policy, and competitive strategy. It covers both the design and execution of human resource management strategies and is organized around two central themes: (1) How to think systematically and strategically about aspects of managing the organization's human assets, and (2) What really needs to be done to implement these policies and to achieve competitive advantage. In essence, the course objective is to have students develop a broader perspective of business through the development of a strategic HR viewpoint.

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.

CJRN 101 Media and Society/Laws and Ethics
This course is a critical analysis of the role media play in shaping democracy and the effects of political, economic, cultural and technological factors on media operation. The course includes national and international issues of censorship and government control, media organization and ownership. The law component focuses on national and international legislation affecting media and the ethics track covers key issues and values related to truth telling, sources, conflicts of interest, checkbook journalism, sourcing and plagiarism.

CJRN 102 Basic Reporting, Writing and Editing
This course is an introduction to journalism research and writing, covering principles of news gathering, writing and judgment for all media: newspapers, magazines, wire services (news agencies), radio, TV and the internet. Study of news sources, field work/assignments, research and interview techniques and editing. Copy editing would focus on the skills copy editors (or sub-editors) need to handle stories: learn to edit for tightness, accuracy and style, to focus on the story line and as a whole: design and produce pages, including selecting and using pictures, and writing captions, writing headlines, sub-heads, and summaries, with an introduction to elements of desktop publishing.

CJRN 103 Multi-Media/Online Journalism
This course focuses on evolution of the Internet as a journalistic medium. Students learn to write for online and multimedia sites, including how to organize links and use databases, how to post stories and update and advance them as developments occur, how to create pages for web sites, upload them to a server and use digital audio, video and photographic equipment. The creation of civic/citizen journalism, an examination of how blogs complement and sometimes replace traditional media.

CJRN 104 Broadcast Journalism
This course is an introduction to the techniques of gathering: analyzing and writing news and features for broadcast media. Students learn to use audio and video recorders and editing systems in the production of news stories, how to interview for tape, how to write commentary and to picture, and the elements of on-air performance.

CJRN 105 Investigative Journalism
In this course, students learn advanced applications of computer-assisted reporting, the interpretation of surveys and polling statistics, and accessing and analyzing public documents useful to good journalism: court records, pollution and safety studies, child abuse reports and industrial safety figures, corporate records, etc.

CJRN 106 Newsroom Management
This course focuses on knowledge and training in different media: writing, editing, design, production and administration. Course stresses organization, concept, audience, budget, printing, advertising, circulation and promotion and handling of newsroom personnel issues.

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

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 201 Electronic Marketing
This course will cover the marketing function in the internet age, the supply chain, e-consumer behavior, customer service, and internet promotion and advertising.

CMKT 202 Marketing Research
This course covers the entire research process: problem definition, data collection methods, sample design, 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.

CNFS 101 Basics of Nutrition and Health
This course introduces students to basic concepts of nutrition and highlights ways that they can integrate good nutrition into their lifestyles. Principles of digestion and absorption, the function of nutrients, dietary analysis and food labels, recommended nutrient intakes, diet modifications, and weight controls are covered. Practical applications of these principles are also emphasized.

CNFS 102 Nutrition in the Life Cycle
This course emphasizes the nutritional needs throughout the life cycle: infant, childhood, adolescence, adulthood and old age and special nutritional requirements for pregnancy and lactation. The course also covers the basic nutritional requirements for fitness and sports and key nutrition concepts, nutritional needs, and nutrition and health disease outcomes by using a problem-based learning with case studies. Issues like the cultural, environmental, psychological, physical and economic factors affecting nutritional status throughout the life span as well as dietary planning and health promotion are also highlighted in the course.

CNFS 201 Food Safety
This course focuses on the factors that influence food safety and security. It benefits individuals involved in any industry associated with food preparation in terms of how to design, plan and manage food service systems. This course provides general food hygiene knowledge, including legislation and labeling, food contamination, food preparation, cleaning and disinfecting.

CNFS 202 Food Preparation and Preservation
This course covers common methods and processes of food preparation and preservation. It is designed to help students acquire knowledge related to applied concepts of menu planning and food manufacturing and processing technology.

CVTE 101 Teaching and Learning
This course is an introduction to the basic psychology of teaching and learning. Major skills that will be imparted are the writing of lesson plans and the sequencing of lessons within instructional modules.

CVTE 201 Sociology and Economics of Education
This course introduces students to the notion of the school as a social institution which reflects and promotes the values of a society and shapes young people for future roles within that society. It then moves on to the portrayal of an educational institution as a producer of human capital.

CVTE 202 Curriculum and Assessment
This course involves in-depth studies of Baccalaureate Technique curricula particular to students' specialization, ideally in cooperative learning groups. There is an additional focus on assessment modus operandi with respect to both classroom-based assessment procedures and external assessment regimes. *Prerequisite or Co-requisite: Teaching and Learning*.

CVTE 301 Practicum
The practicum component of the program will involve on-the-job assessment of students' teaching performance and the submission of a portfolio containing the student's lesson plans and assessment instruments over one whole semester for one particular class. *Prerequisite: Curriculum and Assessment*.

Lesson observation: An AUB instructor will attend at least one whole lesson conducted by the student. This lesson will be evaluated using an observation schedule which the student will be given beforehand. There may be a second observation if the score for the first observation is below 70 percent or if the student requests a second visit.

Portfolio: The portfolio containing all lesson plans and assessment data for one given BT class over one semester will be submitted at the end of that semester and graded according to a marking schedule which the student will be given beforehand.

Non-Certificate Courses

CEC offers non-certificate courses in languages, arts, and computer skills; it also offers SAT 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.

Duration: 96 hours/course

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**

اللغة الإنكليزية

مدة الدورة :12 اسبوع. 8 ساعات في الاسبوع

المستوى: الاول حتى السادس

الدوام: من العاشرة حتى الثانية عشرة ظهراً او من الخامسة والنصف حتى السابعة والنصف مساءً

دورة مكثفة في اللغة الانكليزية تهدف الى تمكين المشتركين فيها من أصول اللغة في القراءة والكتابة والقواعد والمحادثة. وهي تشمل عدة مستويات يوزع الطلاب فيها وفقاً لمدى إلمام كل منهم بها.

تحدد مستويات الطلاب بناءً على نتائجهم في امتحان خاص للتصنيف يُجرى قبل إتمامهم عمليات التسجيل للدورة.

CENG 201 Conversational English
Duration: 24 hours
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.

Arabic Language

Standard Arabic Language

Duration: 48 hours/course

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

Duration: 48 hours/course

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

Duration: 36 hours/course

CFRN 101 French I
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
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 a basic working knowledge of Chinese (Mandarin). The course exposes beginners to Chinese Pinyin (spelling with one tone), Chinese characters, Chinese grammar, common-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.

CPTG 101 Brazilian-Portuguese
This course provides the student with a basic knowledge and foundation for speaking.

CRUS 101 Russian for Travelers
This course provides the student with a basic knowledge and vocabulary essentials for travelers from meeting and greeting people to asking directions and reading signs.

CRUS 102 Russian for Beginners
This course provides the student with elementary knowledge of basic Russian grammar and a foundation for language skills, and emphasizes the usage of most helpful speech patterns.

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 101 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*

SAT, GMAT, and MCAT Preparatory Courses

CSAT 201 English for SAT

Duration: 60 hours

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

Duration: 60 hours

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.

CGMT 201 English for GMAT

Duration: 30 hours

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

Duration: 30 hours

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

Duration 36 hours

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.

Information Technology

CITS 200 MAC OS X Support Essentials (With Certification)

Duration: 42 hours

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.

CITS 201 Overview of Final Cut Pro 7

Duration: 36 hours

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.

CITS 203 Introduction to Final Cut Pro 7 (With Certification)

Duration: 42 hours

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.

CITS 204 Introduction to DVD Studio Pro 4 (With Certification)

Duration: 42 hours

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.

Special Courses

CDRG 101 Digital Radiography
Duration: 42 hours
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.

CFCH 101 The Franchise Cycle, the Players' Roles, Franchisee, Franchisor
Duration: 36 hours/course
This course introduces participants to the role of Franchise in the business sector in the 21st century, in particular in the Arab world; it emphasizes the importance of the Franchise sector on the growth of any local economy; offers a comprehensive understanding of the Franchise cycle, its players being the Franchisor and Franchisee, their relationship and obligations; and presents a brief overview of the required Franchise tools for any Franchise to succeed.

The course includes case studies and role playing, which allow participants to experience the role of becoming a Franchisor or a Franchisee, or work for a Franchise network. The student will also participate in senior level franchisor training, discussion and activities. Management background is not necessary. *Proficiency in English is required*.

CFCH 102 The Franchisor's Essential Tools-Manuals
Duration: 36 hours/course
This course introduces participants to the method by which a company can become a Franchisor; teaches them how to write up the Franchisor's Essential Tools including the Manuals (Operations, Training and Product Assembly Manuals); and offers an in-depth comprehensive understanding of the Franchise cycle and its players.

The course includes a "step by step" methodology which allows the participant to learn how to write up the Franchisor's Essential Tools, based on International Standards including the Manuals (Operations, Training and Product Assembly Manuals) required for any Franchisor to succeed. It also includes discussion and activities. Management background is not necessary. *Proficiency in English is required*. *Prerequisite: CFCH 101*.

CFIN 110 Personal Financial Planning
Duration: 36 hours/course
This course focuses on topics such as the financial planner's role, cash flow budgeting, consumer credit, debt management, insurance, taxation and financial planning, retirement planning, estate planning and wills, personal bankruptcy and insolvency, and preparation of financial plans

CGAP 101 Guitar Appreciation I
Duration: 36 hours/course
These two courses help students improve their playing ability, with exposure to different guitar styles. Students will also be introduced to guitar history, development, the anatomical evolvement of the instrument and the work of famous guitarists.

CGAP 102 Guitar Appreciation II
Duration: 36 hours/course
This course is a continuation of Guitar Appreciation I at a more advanced level.

CIPE 201 Business Protocol and Etiquette
Duration: 36 hours/course
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.

CIPE 202 Social Etiquette
Duration: 36 hours/course
This course teaches students the accepted behavior in society. It not only includes table manners and dress, but also behavior, positioning oneself in events, arts, culture and fine conversation. Topics include: conversation, composure, invitations, food and drink, entertaining, restaurant etiquette, attire, gift giving, and everyday life.

CIPE 203 Cross-Cultural Trainings
Duration: 36 hours/course
This course provides fast ways to become familiar with business and protocol practices in other countries and cultures, to increase your chance of success in business in new markets. Tailored to different markets and needs, cross-cultural training gets you started on the right foot and challenges you to find ways to improve your success in the global marketplace – by understanding cultural differences in the way people communicate and do business with each other. Topics include: body language and non-verbal communication, space and touch, eye contact, time concept, linear and nonlinear aspects of language, management and leadership styles, decision making processes, status and ranks, gift giving, and presentations.

CLAB 101 Legal Aspects of Business
Duration: 36 hours/course
The objective of this course is to introduce participants to commercial law and to the legal elements that are required for starting and managing a small business or for the constitution of different kinds of companies. It includes information on various contracts and day-by-day operations from a legal point of view.

CLDS 201 Leadership Skills
Duration: 36 hours/course
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.

CLGH 101 Landscape Gardening for the Home
Duration: 36 hours/course
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.

CSST 101 Survival Strategies
Duration: 36 hours/course
This course teaches participants how to survive in the wild, in any climate, on land or at sea. The need for survival training has never been greater in this unstable world. Survival depends upon applying basic principles and adapting them to the circumstances. Kit, Knowledge, and Will to Live constitute the essential pyramid of learning for the survivor.

Art Courses

Duration: 36 hours/course

CADP 101 Adobe PhotoShop
This course introduces the student to the many facets of Adobe PhotoShop, one of the best software tools ever designed to create and enhance artistic work, such as drawing, painting and photography. The course explores Adobe's great capacity for manipulating design, form and color to expand the user's creative power and imagination. The key tools include image editing to mask complex images, painting to achieve greater creative freedom, basic color correction, and selection tools for optimizing and previewing images. Adobe photography includes restoring old or damaged photographs and exporting pages ready for the web; correcting common problems such as red-eye, scratches and fading, as well as professional quality collages, calendars, brochures and other projects. The Abode PhotoShop course is an opportunity to create, refine and optimize pictures.

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.

CINR 101 Interiors
This course will introduce students to creation of living spaces, types of interior spaces, types of interior space organizations, and techniques of harmony and esthetics. It will focus on clarifying interior design concepts through graphics and sketches, colors and geometric instruments, as well as planned visits to art galleries and factories.

CPHT 101 Basic Photography
This course introduces the different parts of the camera such as the lens, the aperture, and the shutter speed. It is designed to familiarize the students with image composition, printing, and selection. Throughout the course, students will be expected to complete shooting assignments; and periodic analysis of pictures will be conducted during the sessions to assist the students in developing their creative skills. A professional or semi-professional camera is needed for the course.

CPHT 201 Creative Photography
Creative photography explores the practice of photography in a logical, sequential fashion, and is divided into major fields. Composition, color and harmony, are treated in a practical manner and are analyzed as they occur. This course begins with reportage which the photographer normally has no control over and must deal with as stories evolve; later the course moves toward images that owe more to the photographer's own skill. The aim is to help the photographer to fully understand each field in order to be better able to control the final results of his/her picture.

CTHT 201 Practical Theatre and Playwriting
This course is delivered through studio-based classes that introduce contemporary acting methods and techniques in the form of workshops. Practical technique classes include training to imagine, practical improvisational theatre techniques to enhance creativity, teamwork, discovering your inner voice, physical theatre and movement. Other skills are supported with a number of classes in creative writing with seminars in how to write short plays.

CWBD 101 Introduction to Web Design
This course will provide students with technical and artistic information to help them design and create a website. The student learns to manage a website, format and enhance web pages, use advanced website techniques, and publish and update a website.

Intensive Training Workshop Programs

CEC works closely with the various AUB academic departments to develop workshops that meet the training and professional needs of our clients in Lebanon and the region. These workshops provide a highly interactive setting that allows participants to collaboratively examine and learn new ideas and practices. Workshops are conducted on-campus and off-campus, and inside and outside Lebanon. They can be delivered individually or as a part of a consulting project. The language of instruction is English while some may be delivered in Arabic or French.

Workshops can also be either generic or customized depending on the needs of the client; and a needs-analysis study is sometimes conducted to help the client identify those areas where learning and training are mostly needed. CEC draws on the expertise of AUB faculty to respond to our clients' training needs in many areas such as, engineering, medicine, business, English, IT, education, and agriculture. Some of the workshops that were recently developed and conducted include the following:

Business Management

Accounting for Non-Accountants
Accounting for Non-Accountants introduces the participants to the language of business and the accounting cycle. It equips the participants with the knowledge and skills to interpret, analyze, and use financial information from a national and international perspective. Topics include: introduction to financial accounting, income Statement (Income, Revenues, and Expenses), and the balance sheet (Assets, Liabilities, and Stockholders' Equity).

Advanced Negotiation and Conflict Resolution Skills
This workshop gives participants a better understanding of conflicts from an objective point of view. It introduces them to the dynamics of conflicts and offers methods, such as negotiation, through which conflicts can be resolved. Topics include: the explicit and implicit issues inherent in a conflict situation, conflict resolution frameworks and techniques within the context of current organizational decision making models, practical negotiating and conflict resolution skills and experiences that can be applied immediately.

Best Practices in Benchmarking
This workshop is designed to train participants in using the benchmarking concept in management to the benefit of their organizations (or equivalent). It teaches participants the definition and history of benchmarking and trains them using exercises for benchmarking. Topics include: the history of benchmarking, the benchmarking process/concept, benchmarking tools and techniques, implementing a benchmarking strategy, knowledge management, and benchmarking trends for the 21st century.

Business English
This workshop aims to improve the English language communicative competence of the participants in business and social settings. It focuses on developing participants' productive skills of speaking and writing as well as the receptive skills of reading and listening. It also focuses on the acquisition of a wide range of business expressions, idioms, and grammatical knowledge.

Creative Problem Solving
This workshop provides participants with the tools and techniques needed to analyze business solutions critically and generate creative solutions that are feasible, can be readily implemented, and would lead to innovation in the workplace.

Culture Change
This workshop introduces participants to corporate culture and culture change. Participants will be trained to study, plan, implement, and audit the culture change of a corporation. Topics include: the principal methods for the study of organizational culture and change, the organization's readiness for change, implementation and monitoring of planned changes, resistance to the change process, the various pressures and rationales for change and their significance to the change process, and corporate values and strategic objectives.

International Financial Reporting Standards
This workshop introduces professional accountants to the International Financial Reporting Standards (IFRS), and provides them with extensive hands-on practice in applying these standards through the utilization of case studies and model financial statements. Topics include: the importance of international standards for the accounting profession, the different types of financial reports in accordance with IFRS, and interpretation and analysis of financial statements in accordance with IFRS.

Project Cost Estimation and Economic Evaluation
This workshop discusses the processes and tools for preparing accurate and realistic cost estimates, the concepts and methods for conducting a cost-benefit analysis, and the role of economic evaluation in decision-making. Topics include: cost estimating methods, the process of cost budgeting and control, importance of risk management, realistic benefit estimations, and comprehensive economic evaluations that secure desirable investment returns.

Risk Management
This workshop introduces participants to: the nature and sources of credit risk, credit risk management by the commercial bank, analytical tools and techniques in credit risk management, credit structuring for the purpose of reducing problem loans, the deteriorating credit relationship for commercial banks, troubled debt restructuring, and credit risk management by the commercial bank with focus on the market.

Introduction to Public International Law
This workshop introduces participants to the historical and philosophical evolution of International Law. It focuses on determining the primary sources and subjects of International Law, rights and duties of the state, and the scope of application; and on recognizing state and international agreements.

Finance for Non-Financial Officers
This workshop covers the use, interpretation, and analysis of the principal financial statements and other sources of corporate financial information from a national and international perspective. It introduces the participants to the language of business and the accounting cycle enabling them to prepare and analyze financial statements. Participants will learn the concepts of finance to help navigate them through appropriate courses of action regarding corporate financial decisions.

Financial Best Practices
This workshop focuses on finance and the quality movement, best practices, benchmarking, major international initiatives for promoting financial best practices, area-specific financial best practices, and metrics and measures.

Islamic Finance: Theory and Application
This workshop focuses on the Islamic financial instruments, Islamic capital markets, regulation and risk management of Islamic financial institutions, and their corporate governance. Topics include: Islamic banking regulation, Islamic modes of finance, regulations and requirements for conventional

banks to deliver Islamic products, application of Islamic banking and finance concepts, current status of the Islamic banking industry, the challenge of innovation in Islamic banking, the critical success factors of Islamic banking, and diminishing equity participation.

Corporate Risk Management
This workshop focuses on risk management using derivative securities including options, futures, forwards, and swaps, their valuations and their applications to manage various risks. Topics include: corporate risk analysis, measurement, and management; investment risk analysis and management; measuring and managing risk and return in a portfolio framework; and interest rate risk and asset-liability management.

Developing Young Professionals
This workshop is designed to prepare young employees or prospective employees for the work environment. It teaches them business communication, time management, discipline, presentation techniques, and other practical and mental tools that will facilitate their way to success.

Projecting a Positive Professional Image
This workshop helps participants explore and master various techniques to enhance their appearance, communication skills, work habits, and attitude in order to convey confidence and professionalism to internal and external customers.

Leading and Developing Others
This workshop focuses on the elements and functioning of a successful team, and on the practices and skills that help team leaders guide, motivate, and develop their team members.

Resource Management
This workshop helps participants to improve workflows, service delivery, and streamline routine services via: a better understanding of the structural workflow issues in hospital environments; developing a basic understanding of process analysis and mapping techniques; a better understanding of the hospital care delivery as service management and patients as customers; thinking through and solving process improvement/standardization problems; and learning how to explore alternative process paths in achieving same result in a healthcare environment.

Change Management
This workshop focuses on understanding the concept of Change Management and presents the tools and methodologies to manage the change. A case study and practices will be presented.

IT Project Management
This workshop aims at introducing participants to the fundamentals and best practices of project management, per PMI's Project Management Body of Knowledge, as applied to IT projects and practice. Participants will master the skills needed to deliver projects on time, within budget, and to the customer's specifications. They will also learn how to set and mange stakeholder expectations, identify and manage IT risks, and meet quality standards.

Education

Classroom Management for Intermediate and Secondary Classes
Classroom Management for Intermediate and Secondary Classes introduces the participants to the art of teaching and managing a classroom in order to promote an environment conductive to learning. It equips the participants with the skills for establishing and maintaining acceptable behavior in students, as well as strategies on implementing effective teaching in the classroom.

Interactive Lecturing
Lectures in large classes can be planned to engage all students even in large classes and still be conducive to optimal learning experiences. In this workshop, participants will be introduced to teaching strategies which can be implemented effectively in large classes. The workshop will highlight those strategies which allow for an interactive environment in large classes. Discussions and hands-on experiences are the design of this workshop.

Inquiry Model
The Inquiry Model encourages students to learn by experiencing the excitement of solving a task or problem on their own. Since the Inquiry Model requires careful instructional design and support in higher education, this workshop will acquaint participants with the Inquiry Model implementation techniques, and explain how it will be used as a framework for teaching in higher education. Hands-on experiences will be used to practice implementation. Pros and cons will be addressed.

Project-based learning
Project-based learning is an instructional model in which teaching shifts from the teacher-centered lessons to student-centered classes. In this workshop, the process of integrating project-based learning with real world issues and practices will be highlighted, components of project-based learning will be presented, implementation techniques will be practiced, and the implications of working with others will be addressed.

Discussion Model
This workshop offers guidelines for conducting a successful discussion in higher education. Participants will identify elements of an effective discussion, practice discussion, and develop guidelines for implementing proper discussions. The following questions will be addressed: how can I use the discussion model in my classroom? How should I deal with irrelevant questions? How should I interpret silence? How can I reactivate a dying discussion? What do I do with unused time? What makes a discussion worthwhile? The design of the workshop is activities-based, encouraging participants to apply these activities in their classrooms.

Course Syllabus Design and Learning Outcomes
In this workshop participants will design a course syllabus based on articulating student learning outcomes (SLO's). They will develop their course syllabus based on the following components: course description, course General Instructional Objectives (GIO), course Student Learning Outcomes (SLO), course policies, course schedule, course assignments, information about instructor, and course resources. In addition, selecting assessment tools which align with SLO's will be discussed.

Assessment of Student Learning Outcomes
The purpose of this workshop is to assist faculty to (1) become familiar with basic principles and approaches for assessing student learning outcomes at the course level; (2) select assessment approaches (direct, indirect or both) which best assess student learning outcomes in alignment with the instructional approach; (3) develop a variety of classroom assessment tools which measure student performance and achievement, (4) justify the use of selected assessment tools to show how they assess student performance using multiple resources.

Peer Observation
This workshop aims to help faculty to get started on peer observation as means to improve their own teaching as well as improve learning opportunities for students. Procedures for applying peer observation will be practiced in order to draw attention to aspects of teaching about which one might not be aware.

Engineering

Engineering Projects: Implementation Challenges and Effective Management
This workshop aims at providing an overview of engineering projects and the challenges faced in implementing them. It introduces the basic management functions exercised throughout the engineering project delivery process, and it discusses management tools and methods that are used for the purpose of project control. In addition, the workshop provides an opportunity to examine the risks encountered in engineering projects and the contractual mechanisms used for mitigating such risks.

Basic Software Engineering
This workshop focuses on the principles of software engineering, and on the software lifecycle and qualities. Topics include: project management, requirements and specifications, design process, implementation and software verification.

Building Management Systems
This workshop is an introduction to the computer-based system that controls all the mechanical and electrical equipment in a building for efficiency, safety, and comfort. Topics include: System design and maintenance, functions, and benefits.

Wireless Phone Programming using Java 2 ME (J2ME)
This workshop trains participants to develop Java 2 Micro-Edition (J2ME) applications that target wireless Phones (Smart Phones).

Health Sciences

Current Practices in Healthcare Organizations
This workshop offers a framework for making managerial decisions and strategies to lead a healthcare organization (HCO) to operate at optimal efficiency and effectiveness. It exposes participants to the different challenges that hospital administrators usually face in trying to implement these strategies. Topics include: the goals of HCO administration, different methods of reducing overall costs in an HCO without hampering quality of care, standard procedures that enhance quality of care in an HCO, and the framework that considers all financial aspects of an HCO with the goal of increasing profitability.

Global Trends in Healthcare Human Resources
This workshop is designed to prepare participants to direct the Human Resources (HR) of an HCO. It focuses on environmental factors that affect HR management, and the aspects of HR that an HR officer would consider in strategic HR planning and managerial decisions. Topics include: general demographic trends relevant to healthcare HR, economic conditions and events that affect healthcare HR salaries and working conditions, globalization and its implication on HCO employment, the current status of HCO HR in terms of supply and demand, and technological advancements and their effects on HCR HR.

Cost Effective Performance Improvement in Healthcare Organizations
This workshop focuses on how to reduce costs in an HCO without impairing quality care. It uncovers the different inefficiencies in an HCO that cause futile expenses and highlights activities that can be made more efficient.

Accreditation and Quality in Healthcare Organizations
This workshop educates HCO Administrators about the accreditation requirements for an HCO, and offers an implementation process for HCO development procedures related to acquiring accreditation. It also trains participants in general quality improvement in an HCO.

Hospital Management

Current Practices in Healthcare Organizations
This workshop will focus on efficiency, effective performance, quality of care, performance improvement, service-profit chain, and managerial roles.

Global Trends in Healthcare Human Resources
This workshop will discuss in detail the trends impacting human resources: demographics, economics, globalization, labor shortage, and technology.

Cost-Effective Performance Improvement
This workshop will focus on quality and cost, types of costs, prevention vs. failure costs, efficiency and PI, measures to enhance material management and procurement, staffing review and cost containment, and performance measurement.

Quality Management, Improvement and Accreditation
This workshop will discuss the definition of quality management, dimensions of quality, types of quality measurements, quality management principles, and the three P's of quality activity.

Information Technology

Introduction to Computer and Information Security
This workshop introduces participants to the major issues involved in a secure computer system. It provides them with hands-on experience in gathering information in attack's planning, detecting unknown security situations in a computer system, and in using some of the related tools in solving security problems.

Databases Fundamentals
This workshop trains participants to use a scientific method to design a database from business requirements. It focuses on the process of normalization, and gives the participants an overview of the main components of a database engine and techniques for improving query performance and protecting data through views, authorization control, and semantic integrity control.

Web Programming using ASP.NET
This workshop trains participants to use the ASP.NET controls to develop state of the art web sites that match in capability and sophistication those major sites that exist on the Web. In a nutshell, this training enables trainees to develop database-enabled web sites of such caliber.

Journalism

Communication/Media Crisis Management
This workshop introduces participants to the diverse means of mass communication, how to manage a media crisis in a globalized 21st century, and the effect of the technological expansion in the world of communication. It equips the participants with the knowledge and skills to interpret, analyze, set priorities, and communicate information via various media and to maintain effective public relations.

Coverage of Financial Crises
This workshop focuses on the intricacies of the economic crisis; the dangers of financial crises and their impact on national economies; key economic crises worldwide and how to deal with them; the broad economy; companies and commodities; ethics in business/economic coverage and how to obtain and assess documents.

Investigative Journalism
This workshop introduces reporters to definitions of the genre, duties and responsibilities of investigative journalists, obstacles and legal limits to this type of reporting, ethics, ideas for reports and how to dig for information.

War Coverage/Safety
This workshop involves basic rules about dangerous assignments, recognizing danger and weapons, health and safety precautions, accidents, first aid tips and medical aid, bodyguards, escorts, translators and fixers, safety equipment and gear, and dealing with civil unrest. Participants will also learn about the risks involved in embedding with regular and irregular combat troops, coverage of children and families in conflict, media ethics in war situations and the role of humanitarian organizations and NGOs in wars.

Elections Coverage
This workshop deals with campaigns, finances, political parties, surveys and voting. Participants will improve their skills in questioning candidates, tracking polls, monitoring legislation, observing vote counting, eyeing funding and maintaining ethical standards.

Citizen/Online Journalism
This workshop provides participants with the opportunity to hone their skills in cyber publishing. Web 2.0, audio and video editing, converged content and online media ethics are a few of the topics that will be tackled. Participants will set up their own blogs (web blogs), shoot digital pictures and video, work with images and file resolution, integrate feeds into their blogs, and create multimedia packages for the web.

Media Literacy
This workshop focuses on "globalization" of the media (moving from the local to the global), media content analysis, dealing with multimedia and social media, interactivity and "screenagers", digital media filtering, media literacy skills, educators' roles, parents' inputs, critical thinking and empowerment.

Medicine

Life Support Essentials
This workshop introduces participants to the basics of responding successfully to a medical situation in all its stages. It provides them with knowledge on the theory and the practice of patient-physician communication and educates them on how to evaluate and implement pro-active measures to prevent infection risks. It also focuses on practical and life-saving skills on how to react promptly and efficiently to victims of trauma. This workshop addresses the role of different professionals in response to a major incident. Furthermore, it utilizes lectures, demonstrations, role-playing, and applications within the conceptual framework of safe medication to help participants deal with a medical condition efficiently.

Modern Radiotherapy Techniques
This workshop introduces participants to the physical and biological bases of radiotherapy. It equips them with the knowledge and skills to identify, determine, plan, monitor, and manage the physical and biological mechanisms while applying modern radiotherapy techniques.

Principles of Pharmacy
This workshop introduces the participants to the Drug Management Cycle. Topics include: management of the Hospital Pharmacy; medication errors; principles of aseptic techniques under a laminar flow-hood; risk level classification, documentation and labeling; Aseptic Technique Activity (Handling ampoules, handling vials, etc.); parenteral nutrition; and pharmacists' role in processing patient orders.

Nursing

Basic Trauma Life Support (BTLS)
This workshop prepares participants to deal with cardiopulmonary arrest and secondary trauma resulting from a variety of factors. It consists of two core components: Basic Life Support and Advanced Cardiac Life Support. In addition to formal lectures and discussions, the participants will have the opportunity to practice on manikins throughout the course.

Advanced Trauma Care for Nurses (ATCN)
This workshop introduces participants to the established standards of trauma care. It focuses on practical and life-saving skills that are needed by nurses working in situations where they experience frequent incidences of critical cases. This workshop provides participants with skills to manage multiple trauma patients.

Training of Trainers for Emergency Health Rehabilitation
This workshop is designed to help develop the training skills of future trainers who will be educating other nurses and paramedics in their home institutions. It focuses on: searching for evidence based answers, adult learning, curriculum design, and giving effective presentations.

Major Incident Medical Management Support
This workshop addresses the role of different professionals in response to a major incident. It will train them in the timely activation of the systems required for a successful medical response to a major incident.

Scholarships and Awards

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.

Abdul-Hamid Hallab REP Service Excellence Award

Purpose

The purpose of Abdul-Hamid Hallab REP Service Excellence Award is to recognize the accomplishments of outstanding REP consultants from the AUB community who have made major contributions to the AUB mission of serving "the peoples of the Middle East and beyond" and the REP mission of providing "the Middle East and North Africa with world class professional services…while reflecting AUB core values and its commitment to service excellence." By recognizing these individuals, REP demonstrates its commitment to service excellence and provides incentives for AUB faculty and staff to serve as REP consultants. The award is based on qualitative and quantitative evidence for excellence in consulting work.

Eligibility

Full-time AUB faculty and staff who have served on at least one REP project during the entire fiscal year are eligible to be nominated. Consultants who were nominated in previous years may be nominated again on condition that they haven't received the award during the previous year.

Criteria for Excellence in Consulting

The Abdul-Hamid Hallab REP Service Excellence Award acknowledges the efforts of faculty and staff members and their contributions to the mission of the University and the mission of REP. The number of projects the faculty or staff member has worked on would not, in itself, be considered sufficient evidence for recognition. The selection committee will rely on qualitative and quantitative measures and on any and all supporting material provided by the nominator and nominee including evaluations by the clients, letters of support received from referees, and other relevant materials. Nominees will be evaluated against these criteria:

- Client focus
- Commitment to service excellence
- Exceptional commitment to the project
- Teamwork

Nomination Procedures

A nomination can be initiated by REP clients, Deans, VPs, project coordinators, and colleagues. A completed nomination form should be submitted to REP by the stated deadline. The nominee will then be asked to submit the following documents:

- Letter accepting the nomination
- Curriculum vitae
- Names of three reference persons who are acquainted with nominee's consulting activities
- Completed self-evaluation form
- All relevant documents that could be considered as evidence for excellence in consulting

A selection committee will create a short list of three nominees according to eligibility, and will present its recommendations to the REP Interfaculty Advisory Committee (RIAC) for final selection based on established criteria.

Award Winners

The winner of the Abdul-Hamid Hallab REP Service Excellence Award will receive a plaque along with personal citation and a cash award of US$1000. Also, a picture and a brief article about the award recipient will be posted on AUB Homepage (via the bulletin and highlights) and REP homepage, and placed in Main Gate magazine and REP Annual Activities Report.

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.

During the evening hours, participants will sometimes go on dinner outings to various destinations in Beirut. Every Friday, students will enjoy the beauty of the Lebanese.

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 a new life-long learning initiative at AUB, the first of its kind in Lebanon and the Middle East. It gives older people the opportunity to share their wisdom and passion, and to learn things they have always wanted to learn in a friendly academic environment.

The following principles guide the University for Seniors:

Community-building: Joining the University for Seniors means becoming a member of a group. It is run by the members themselves.

Peer-learning: Members learn from one another rather than from a paid professional instructor. Study group leaders and lecturers are all volunteers.

Intergenerational connections: Members connect to the regular AUB student body through multiple academic and extra-curricular activities.

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 his/her 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 his/her 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 want to join can 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:

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

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 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 CEC Office or by sending an email to cec@aub.edu.lb.

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, ext.3140/1
+961-1-374374
Fax: +961-1-349404
Email: cec@aub.edu.lb
Website: http://rep.aub.edu.lb/cec